

Ghana G-Lab Team Final Presentation

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Marketing Strategy – the 4Ps

Promotion - Brendan

- “Market Days”
- Signage and Display of Products
- Setting targets

Place - Casey

- Retailer options, training/education,
- Expansion (Shops, Stalls, Markets, Filling Stations)
- GPS/Database

Price - Ken

- Sourcing options
- Competitive pricing
- Incentives

Product - Rachel

- Focus on product mix
- Better design based on user feedback (flow rate, capacity, cost)
- Packaging and testing

Strategic Focus



Priorities - Place

- Plan of action for retailer communication and acquisition
- Training Day schedule and Work Plan

4 Ps – Place

Training & Education

- Information flow from Hamdiyah and Wahabu to retailers
- Product use, maintenance, demonstration, display
- Flow back of customer feedback
- Follow-on customer issues

Expansion

- Adding new retail outlets for products in Tamale metro area
- Shops, Stalls, Markets, Filling Stations, Pharmacies
- Direct Marketing campaigns
- Salesperson training days

GPS & Database

- Quantitative metrics of progress
- Monthly monitoring tool for Susan
- Benchmarking tool for Hamdiyah and Wahabu to track sales/meeting targets

Expansion

New Channels for Product Sales

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graph TD; A([New Channels for Product Sales]) --> B[Direct Marketing - commissioned agents (Avon model)]; A --> C[Pharmacies, Super Markets and Filling Stations]; A --> D[New Retail Outlets in Tamale Market]; A --> E[Local Institutions, Organizations (Banks, Schools, Churches, etc.)];
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Direct Marketing - commissioned agents (Avon model)

Pharmacies, Super Markets and Filling Stations

New Retail Outlets in Tamale Market

Local Institutions, Organizations (Banks, Schools, Churches, etc.)

Retailer Communication

Existing

- Sales information
- Customer responses and concerns
- Education on maintenance and use
- Product updates
- Retailer input/ideas for improvement

New

- Selection process issues and target number for each week
- Identify decision makers for discussion
- Products pitch
- Terms of payment and commission
- Retailer input/ideas for improvement

Training

Retailers

- Recruitment in Tamale and Savelugu
- In shop training of products and maintenance before sales
- Brochure of product description
- Retailer responsibilities in customer relationship
- Product display and signage

Salespeople

- Recruitment with fliers and at Market Days
- Setting up Training Days every month
- Describe value proposition: social need for product, financial savings from reduced illness
- Contract terms, collection responsibilities, commission details

Priorities - Promotion

- Establish weekly goals and action steps for activity
- Develop cost-effective methods for spreading the word about Pure Home Water

4 Ps – Promotion

Preparation

- Review existing sales presentation
- Develop detailed schedule for each upcoming quarter
 - Organization Presentations (4)
 - Identify desirable market days (1)
 - Communities to visit (1)

Activity

- Identify key organizations and schedule presentations
- Prepare for upcoming market days:
 - Contact partners to assist with presentations
 - Put up posters, other promotional materials
 - Contact local retailers (especially existing ones)
- For community meetings, contact local chiefs, coordinate meeting place, send invitations, etc.

On-going Promotion

- Promotional materials for use by retailers
- Radio & Television Advertisements
- Other creative ideas:
 - T-shirts
 - Packaged SODIS bottles

Promotion – Sales Presentation

Key Take-Aways

- Delineate Water Purification Products from Storage Containers
- Educate customers on water-borne sicknesses:
 - Water Source
 - Transportation
 - Storage
- Provide Value Proposition: Filter Cost vs. Sickness Costs (e.g. hospital bills, lost wages, etc.)
- Price and Payment Terms
- ***Ask for the Sale!!!***

Priorities - Promotion

Preparation for Market Day

**Identify
Location**

**Distribute
Promotion**

**Confirm
Inventory**

**Develop Partner
Relationships
(Sch. of Hygiene)**

**Inform Local
Retailers**

**Customized
Marketing
(fliers, radio, etc.)**

**Other Marketing
(World Vision,
Churches, etc.)**

Pricing – Margin Analysis

- Margin Analysis
 - Identified breakeven price and breakeven production level
 - Raised price in Market day
 - One of the deciding factor to go local manufacturing
 - Sales commission 5,000 cedis for filters
 - Identified need for negotiation with Tamakloe (Details shown in 'Product' part)

Pricing - Accounting

- Accounting is basis of pricing
 - P/L is the
- Accounting system
 - P/L based on accrual accounting
 - FIFO – Inventory control
 - Depreciation (Computer/furniture)
 - Budget based on accrual accounting
 - Sales ledger
 - Easily track sales by product/by retailer/by payment method (installment/upfront)
- Accounting Manual

Budget and Reporting


- Establish template for monthly report
 - Monthly P/L
 - Monthly Sales report
 - Sales by product /by retailer/by payment method/by region?
 - Monthly Indicator report
 - Promotion metrics
 - Sales metrics
- Reviewing budget

Product – Action Summary

- Reduction of product list, based on
 - User feedback
 - Bacterial tests results
- CT Filter: Negotiation with P.Tamakloe

Product – Assessment

Water Purification Products

			Decision	Comments
Products Offered by PHWP	CT Filter		✓	Negotiation on conditions with current supplier
	Nnsupa Filter		✘	Lower bacteria removal (98% bacteria removal versus 100% for CT Filter) User feedback
	Biosand Filter		✓	Not yet ready for sale
Other Products	Chlorination		✘	User acceptance issues Supply issues
	SODIS		✘	Uncertain business model

Product – CT Filter Negotiation

- Purchase price
 - 37% price reduction on ceramic filter verbally mentioned
 - Final agreement still in progress
 - Increase volume per order to 500 units
- Transportation
 - Improvement of packaging at no additional cost
 - Transportation of ceramic filters in P.Tamakloe's truck
- Product
 - Enlargement the lip of the filter
 - Reduction of irregularities

Product – Next Steps

- Nnsupa Filter
 - Reach out to owners of Nnsupa Filters to offer exchange
 - Get reimbursement from M.Commeh for returned items
- CT Filter
 - Finalize agreement with P.Tamakloe
 - Assess opportunity to produce filters locally
- Biosand
 - Get filter ready for sale

Product – Key Recommendations

- Provide sufficient explanations to customers for an appropriate use of filters
- Regularly get feedback from clients
 - Talk to retailers
 - Monitor number of returned items
- Check quality upon reception from suppliers

Group Priorities

Promotion

- Weekly activity goals
- Cost effective methods

Place

- Retailer communication and acquisition
- Training activity

Price

- Margin analysis and target sales
- Template for monthly reporting

Product

- Negotiations with Tamakloe
- Focus product mix / feedback