Ghana G-Lab Team Final Presentation

January 23, 2006

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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

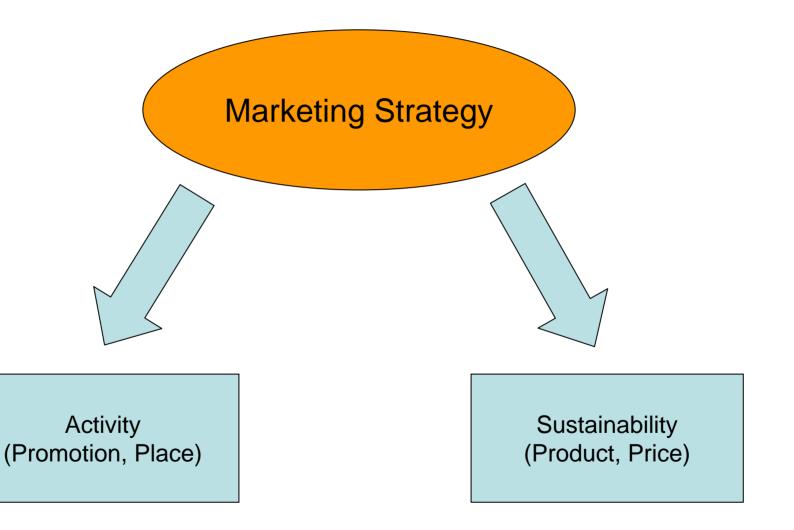
Price - Ken

- 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







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

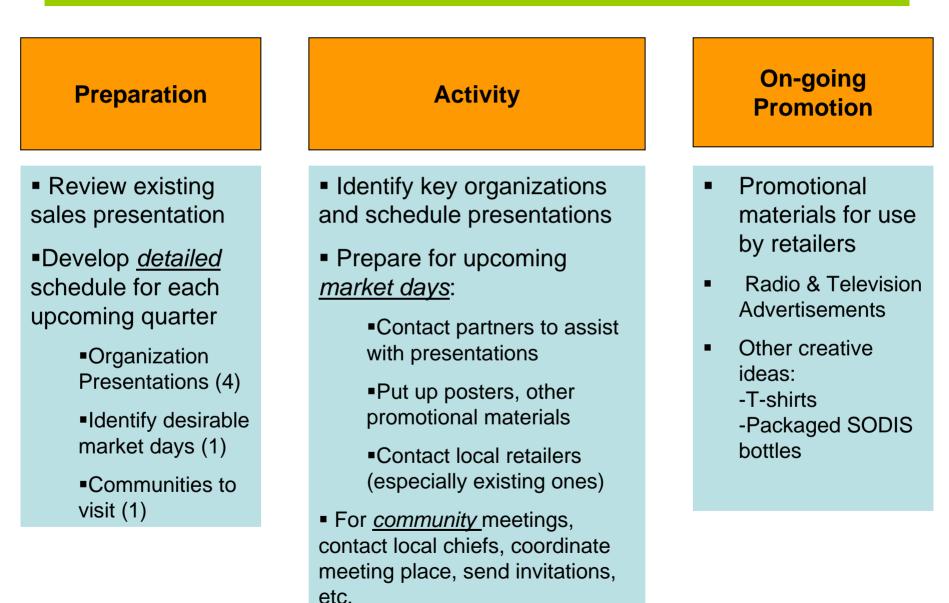
Salespeople

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

Priorities - Promotion

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

4 Ps – Promotion



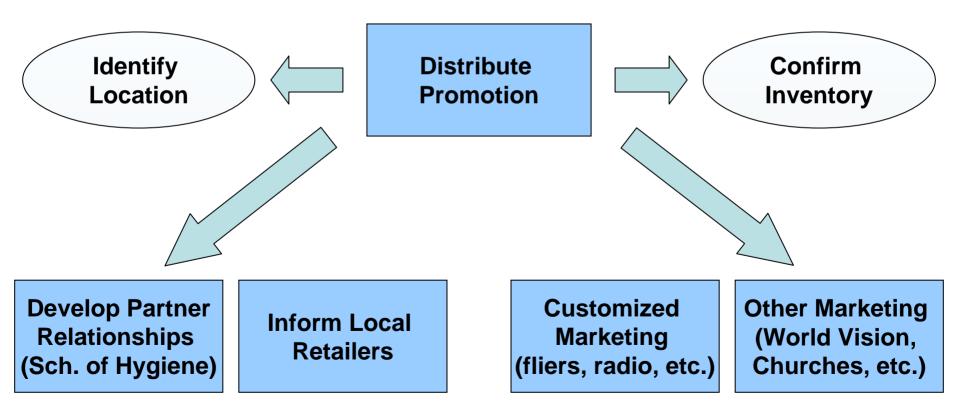
Promotion – Sales Presentation

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



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	
Produts Offered by PHWP	CT Filter	~	Negotiation on conditions with current supplier	
	Nnsupa Filter	x	Lower bacteria removal (98% bacteria removal versus 100% for CT Filter) User feedback	
	Biosand Filter	1	Not yet ready for sale	
Other Products	Chlorination	3x	User acceptance issues Supply issues	
	SODIS	x	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	Place	Price	Product
 Weekly activity goals Cost effective methods 	 Retailer	 Margin analysis	 Negotiations
	communication	and target sales Template for	with Tamakloe Focus product
	and acquisition Training activity	monthly reporting	mix / feedback