

# Point-of-Use Water Treatment Business Analysis Nyanza Province, Kenya

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# Agenda

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1. Methodology
2. Current Practices
3. Typical Rural Customers
4. Results from House Visits
5. Business Model
6. Customer Targeting
7. Rural Marketing Recommendations
8. Questions & Answers



# Methodology

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- 2 months preparation prior to arrival
- 10 days in the field
- Visited 15 SWAK groups
- Conducted focus group interviews and house-to-house visits
- Compiled results & developed recommendations



# Current Practices

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- Groups have seen some success
  - Sales for WaterGuard: 0 to 4 crates per month
  - Wide variety of selling methods
  - CDC/SWAK trained members understand product
  - Committed to helping communities



# Current Practices

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- Groups continue to face challenges
  - Irregular supply
  - Capital constraints
  - Training issues
  - Misuse & misinformation in community
  - Low levels of community awareness
  - Some groups more successful than others



# Typical Rural Customers

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- Younger Women
  - Mothers
  - Responsible for household purchases
  - Older generation less open to change
- People who are sick
  - HIV/AIDS Patients, those with diarrhea and typhoid
  - Community health workers are highly influential
- Men
  - Minority purchasers
  - Reachable through Chief Barazas and other group activities



# Typical Rural Customers

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- Rural customers struggle to afford product
  - Many consider WaterGuard/PuR to be a luxury good
- Households are far from central market places and kiosks
- Knowledge about waterborne diseases is minimal
  - Understanding of product is very limited



# Typical Rural Customers

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- Slow to adopt new products
  - Risk averse
  - Information is limited
  - Change can be confusing
- Resources are scarce
  - Even small items are treasured



# Results from House Visits

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- 79 households visited in 14 communities
- Boiling and rainwater are the biggest competitors to WaterGuard or PuR
- Most people did not fully understand the reasons for treating or boiling water
- Some communities were not using proper dosage



# Results from House Visits

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- Most communities did not re-treat water
- Where product was being used correctly a reduction in diarrhea was reported
- Awareness of product was most often through SWAK members
- Taste, smell and product satisfaction



# Business Model

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1. Establish Goal
2. Raise Capital
3. Familiarize Group with Product
4. Create Organizational Structure
5. Create Territory Structure
6. Plan Marketing Strategy
7. Implement Plan
8. Keep Records
9. Conduct Follow-up



# Customer Targeting

Type of Customer	Influencer	Events and Methods
General population	<ul style="list-style-type: none"> <li>•Chiefs</li> <li>•Pastors</li> <li>•Friends</li> <li>•Neighbors</li> <li>•Influential community members</li> </ul>	<ul style="list-style-type: none"> <li>•Kiosk</li> <li>•Church Events</li> <li>•Chief Baraza</li> <li>•Market</li> <li>•Funeral</li> <li>•Wedding</li> <li>•Big Gatherings</li> <li>•Dramas</li> <li>•Door-to-Door</li> </ul>
People who are sick	<ul style="list-style-type: none"> <li>•Doctors</li> <li>•Community Health Workers</li> <li>•Clinics</li> <li>•Nurses</li> <li>•PTC/Support Groups</li> </ul>	<ul style="list-style-type: none"> <li>•Home Visits</li> <li>•Hospitals &amp; Clinics</li> <li>•Pharmacies</li> <li>•Group Visits</li> </ul>



# Recommendations

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1. Common Challenges
2. Rural Marketing Recommendations
3. Recommendations for SWAK



# Common Challenges

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- Supply Issues
  - Irregular supply
  - Lack of group funds to repurchase SafeWater Products



# Common Challenges

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- Demand Issues:
  - Lack of Customer Funds
  - Low Awareness
  - Lack of Customer Incentive to Buy



# Common Challenges

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- **Incorrect Usage of Product**
  - Overdosing
  - Underdosing
  - Inconsistent use
  - No retreatment
  - Using for purposes other than drinking water
- **Low Incentive to Sell**
  - Low margins
  - Difficult territory to cover



# Rural Marketing Recommendations

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Rural market penetration can be achieved effectively and inexpensively through:

- **Instructional Materials**
  - Brochures
  - Handouts
  - Calendars
- **Rural Event Sponsorships**
  - Football and athletic tournaments
  - Local dramas and plays



# Rural Marketing Recommendations

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- Low-Cost Sales Incentives
  - Free pen with purchase
  - Badges and uniforms for salespeople
  - Certificates of achievement
- Sales Contests and Rewards
  - Award a bicycle to the group with the highest sales in region
- Regional trainings
  - Establish and reinforce need for product



# Recommendations for SWAK

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- Due to low margins and low volume, inventory management is VERY important
- Encourage groups to work together
- Create district-wide competitions
- Work with national SWAK organization to share best practices, sales information, etc.
- Answer commonly asked questions and inform groups



# Questions

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- Please let us know if you have any questions



# THANK YOU!

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# ASANTE SANA!

