





Modèle d'assainissement basé sur le marché

Mars 2023 Ranowash.org













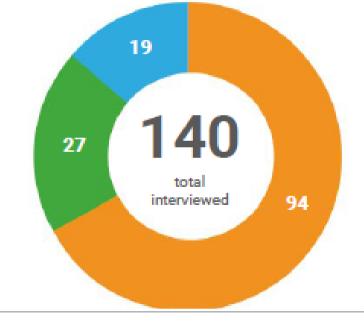
Assainissement basé sur le marché (MBS) un défi pour tous



Pour Vous sur ce Webinar:

- Éléments stratégiques essentiels
- Test de réponse du marché
- 3 Label, Branding et structuration





Activités?

Utilisation de l'approche Human Centered Design (HCD)



Segmentation du marché Les limitations actuelles Les opportunités 94 Customers

58 Women / 36 Men

71
Toilet Users
Highlands: 47
Coast: 24

Non-Users
Highlands: 3

12
Use not reported
Highlands: 5
Coast: 7

27
Private Sector

Masons
Highlands: 4 (4 men)
Coast: 14 (1 woman/13 men)

18

Hardware Store Owners Highlands: 5 (3 women/2 men) Coast: 4 (3 women/1 man) 19 Community

Fokontany Presidents

okontany Presio Highlands: 4 Coast: 2

Commune + Regional Government

Highlands: 4

Coast: 3

Traditional Leader (Ampanjaka)

Highlands: 0

Coast: 1

5
Health Workers
Highlands: 3
Coast: 2

Éléments marquants

Discours reflexe: l'assainissement mène à la santé

La santé est un élément important pour les clients mais non décisif sur le marché

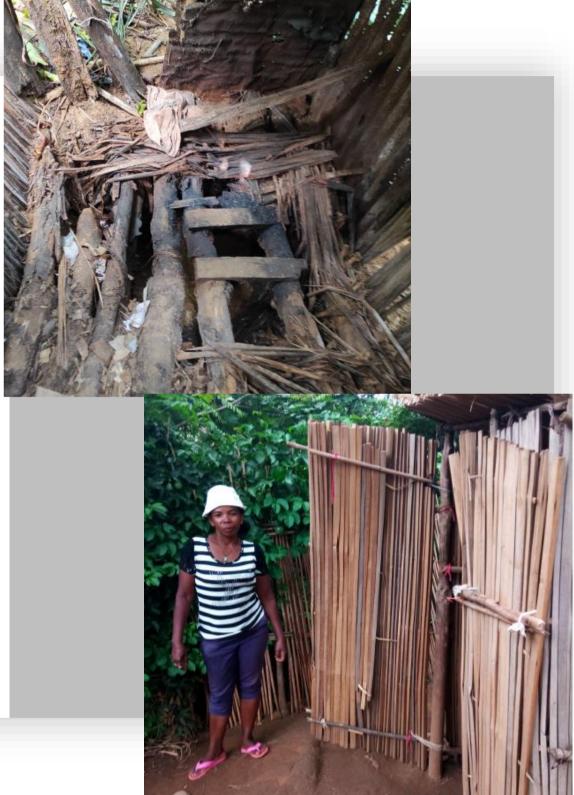


Éléments limitant la « vendabilité »

Il n'y a pas (encore) de valeur perçue à la latrine

Demande quasiment inexpressive (Presque dans l'ombre)

Offre fortement fragmentée



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Opportunités

Quand nous Malagasy Voulons quelque chose, nous sommes prêt à payer

La motivation, la "psychologie" pousse les gens à desirer quelque chose

Les conditions sont matures pour passer à la phase "marché"





Pour vous: Road map complet

Segmentation du marché

Séquençage d'intervention sur ces segments

Guide pas à pas sur comment developer votre produit

Guide pas à pas sur comment activer la demande

Project roadmap overview

iDE

Immediate Next Steps: Getting set up	Phase 1: Developing and testing an aspirational PRODUCT	Phase 2: Building a sales team, targeting early adopters	Phase 3: Scaling, targeting early majority
Creating an Aspirational Toilet Product	Test the product	Roll out the flagship Kabone Mandam and test tiered offerings	Launch tiered product offerings in the coast
Demand Activation	Test targeted marketing continuously to measure effectiveness	Recruit and train sales agents, and start advertising	Begin marketing to the early majority
Strengthening Supply Chain	Test mechanisms to bolster the supply chain	Pilot the entrepreneur network and hardware store collaboration	Scale and monitor supply chain strengthening initiatives
Improving Financial Access	Explore trusted financial mechanisms and providers	Test financial mechanisms and flexible plans for early majority	Pilot and monitor financial mechanisms and flexible plans

Pour vous:

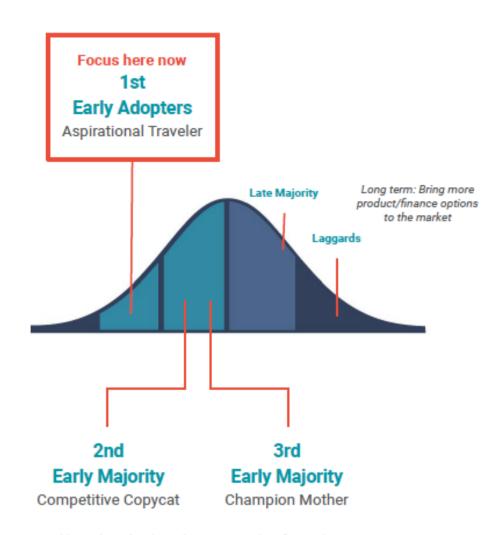
Road map complet (suite)

Informations sur comment structurer la chaine d'approvisionnement

Informations sur les mécanismes de financements envisageable pour l'assainissement en milieu rural



Where to start



Build social proof and tiered options, introduce financial options

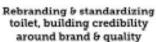
Creating an Aspirational Toilet Product



product features











'Menu of options': tiered offerings for Early Majority

Demand Activation



Targeted marketing content for each segment





Recruiting sales agents and training with HCS approach







Marketing through door-to-door sales, events, & social media

Strengthening Supply Chain



Identifying and training select Passionate Masons





"Business-in-a box" sales & marketing toolkit







Partnering w/ hardware stores & building a sanitation entrepreneur network

Improving Financial Access



Flexible payment plan options



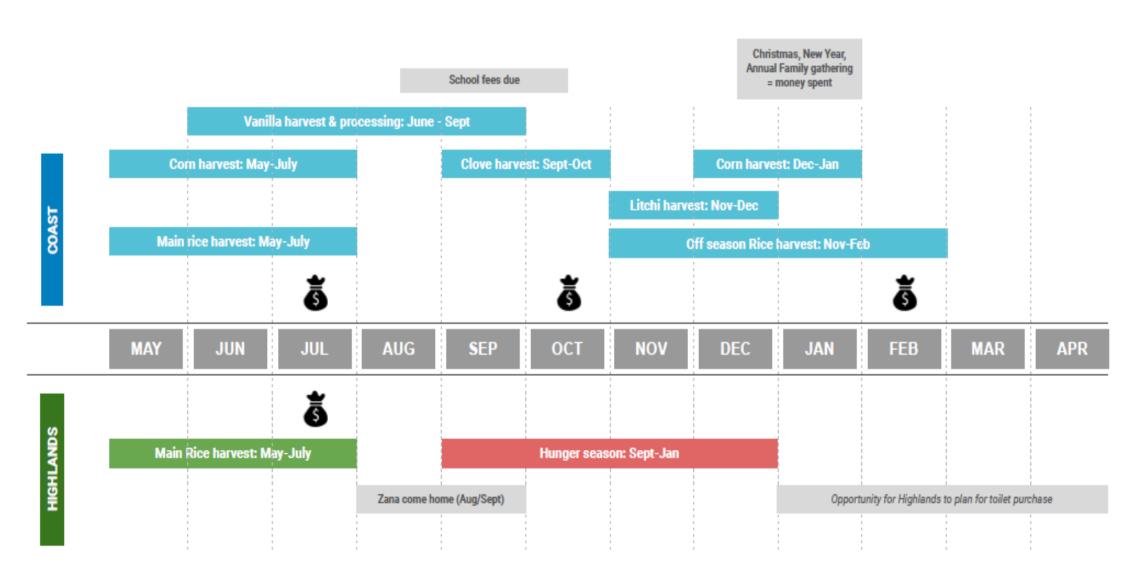
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Leveraging VSLAs to access finance



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Using mobile money & discount vouchers

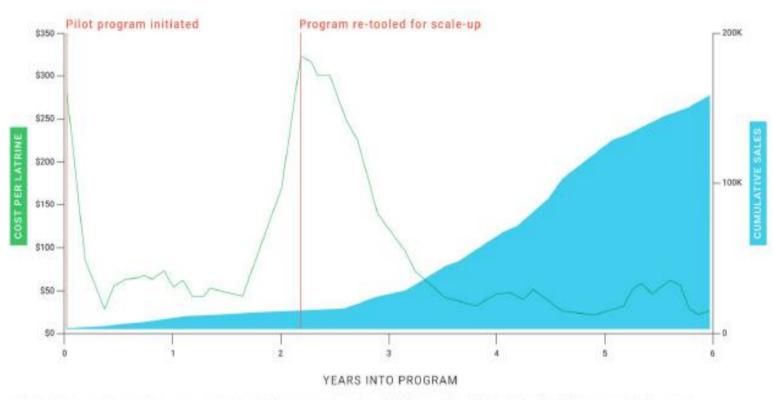


Bonus:

Pour nous inspirer

Liens vers les succès- stories en Afrique et en Asie

Cumulative Latrine Sales v. Cost per Unit Sold



In IDE's flagship sanitation marketing program in Cambodia, the program cost per household decreased tenfold from its height of \$326 per unit to \$35 per unit.









Tout cela:

Dans un seul document













Ranowash.org

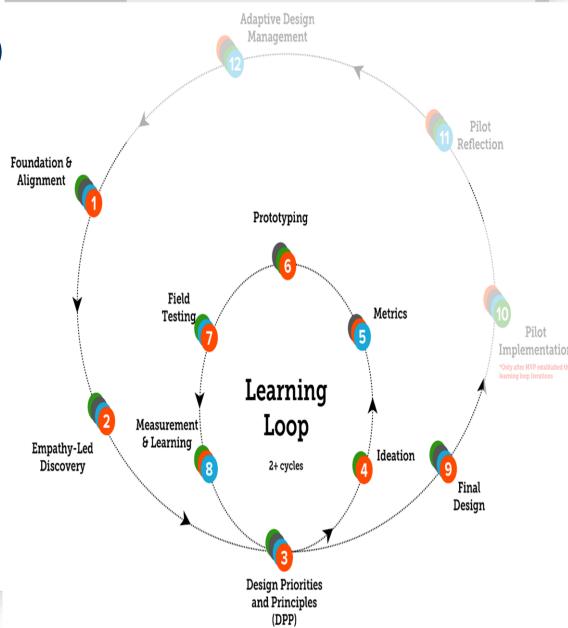


2- test pilote (methode)

Comment mener le test de marché

Enquêtes avec augmentation de résolution

- Partir de photos
- Puis dessins 3D de prototypes potentiels
- Prototypes reels sur base des choix des 2 premiers tests



Key Research Approaches



2- test pilote (méthode

Quels canaux de communication?

Ampanjaka
Promoteurs locaux
Animation de masse



Objectif étant de favoriser la competition des ménages et la prevue sociale de la valeur du produit



2- test pilote (méthode) Quels leviers psychologiques et quels messages?

Support local à impact ++ (prendre quelqu'un du village sur les supports)

Bien être des enfants

Statut social et propreté

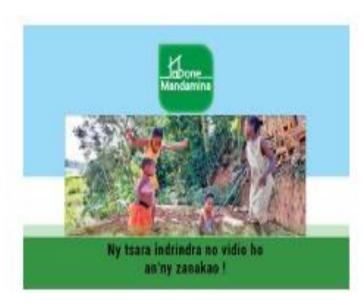
Qualité



narits by laboraried







2- test pilote (résultats) Quelles ont été les préférences des client?

Lokomby:

Fosse surélevée Dalle recouverte de carreaux La chaise anglaise La superstructure en parpaing







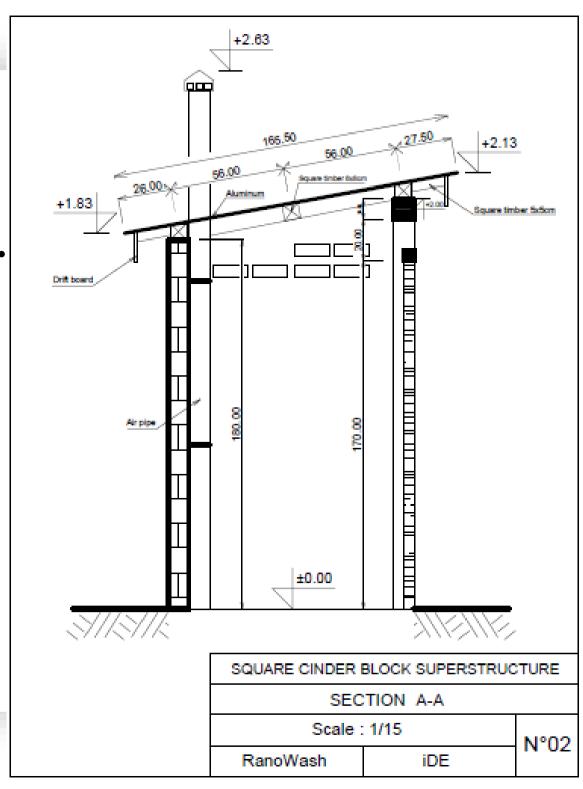


2- Prototypes

Les plans, designs et devis...

Sur le site ranowash.org

- Plans de chaque prototype
- Devis des materiaux (année 2022)
- Dessins 3D utilisés lors des tests



2- test pilote Optimisations

Reduce cost-to-mason of expensive Materials, Resources, and Activities

The following costs are currently the most prohibitive for masons to afford without external up-front investment. For the purposes of testing prototypes, these costs were covered by the RANO WASH project, but in the long-term, external up-front investment from either an NGO, donor, investor, or financial institution will be necessary...

Item	Value addition for business	Cost (ar)		
Materials (unit price)				
Cinder block	Most desirable shelter and pit construction material because of its durability. Masons only need to pay this if customers buy a turnkey product (material + labour). Otherwise this is a cost to customer.	1,575		
Cement	Necessary for the mortar for cinder block shelters and pits, and for constructing all types of slabs	882		
Iron bar (fer10)	Essential for the reinforcement of all types of slabs	4,148		
Resources				
Jacket uniform printed with logo	Conveys professionalism, dignity, and brand identity for sanitation entrepreneurs	100,000		
Promotional and sales materials printing and plasticization	Key contributor to mason's sales success - documentation of professional branding. localized promotion, and product options were a customer favorite during testing.	265,500		
Cinder block moulds	Essential for the creation of cinder blocks to build the most desirable types of shelter and pit	3,000/day		
Activities				
Labor for square cinder block shelter	On average, four days of mason's and workers' time to complete a cinder block shelter	200,000		

3- Label et branding

Le label et logo

Création du label "Kabone Mandamina"

Professionnels avec des uniformes

Cartes de visites

Une expertise

Et surtout une reputation à diffuser



3- Label et branding Les supports commerciaux

Marketing and Promotion Strategy

Customer-Brand Interaction (Tangible Promotion Materials)

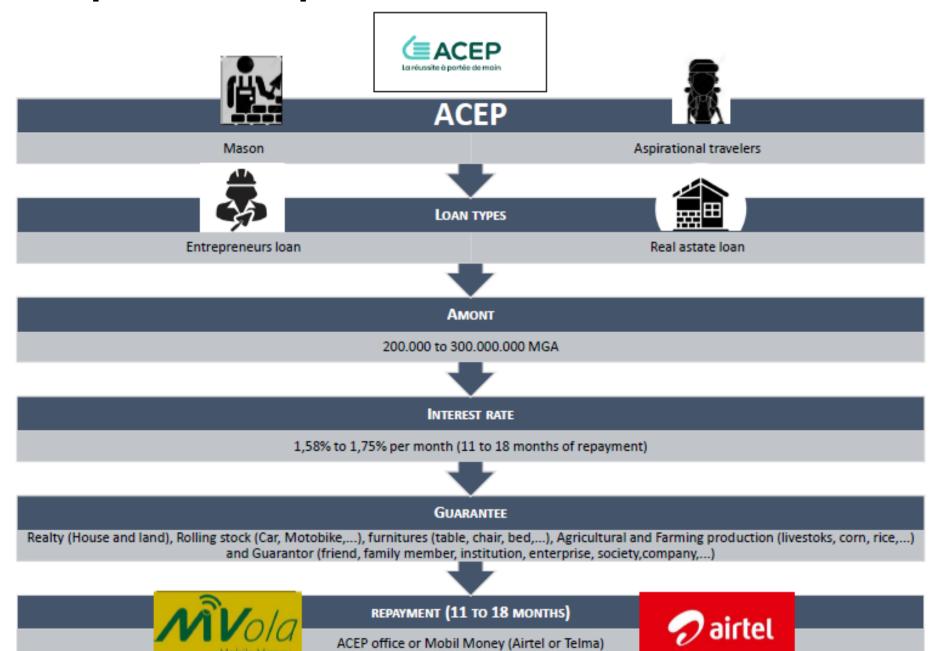
Crucial points of customer-brand interaction so that customers associate Kabone Mandamina with the aspirational products and service offering that the brand represents.

- Sales Pitch Deck
- Mason Uniform
- Business Cards
- Product Information Sheets
- To add in future: Proof of purchase or certificate



3- partenariat

Un exemple local de processus de financement avec l'ACEP



Où trouver les documents

Ranowash.org

ranowash.org>Le Projet>changement de comportement et utilisation de services>Market Based Sanitation













Document bonus:

Présentation iDE avec une proposition de suite d'activités

Lien

Ranowash.org>ressources>seminaires de capitalization 2022> <u>Human-centered</u> design for sanitation business development

















