

Presentation

Presentation from the 2009 World Water Week in Stockholm
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WORLD
in Stockholm,
August 16–22, 2009 **WATER**
WEEK

A Sanitarian Turned Entrepreneur



World Water Week
Stockholm, 2009

How do you know what your customers want?

- ❖ Observation and own small surveys
 - ➔ new community latrine model @ USD85 since 2001
 - ❖ Exposure to new research findings generated by WSP:
 - Low satisfaction of people still defecating in the open and those with unimproved facility
 - An affordable improved facility should be priced @ around USD 25, with future upgrade @ US\$10
 - Modern looking, easy to clean, scratch-proof, and longevity are benefits sought by customers. Water trap – branded – ceramic closet is preferable
- ➔ rethinking of business strategy

How do you sell your products to customers?

New product strategy incl. service conditions:

- 4 types of upgradable latrines with catchy names @ USD18, 26, 60 and 85
- Integrated one-stop sanitation service:
 - After installation warranty
 - Pit emptying service
 - Flexible payment terms:
 - Cash
 - Flexible down payment with rest payable after harvest season
 - Flexible down payment with 3, 6 and 10 months installments
 - Price discounts for bulk orders

How are you trying to grow your business?

Managing Resources

Working Capital

LOCAL GOVERNMENT BANK (BPD)
Cost of capital: 1% per month

MICRO CREDIT: Bank BPR Nirwana Artha
Cost of capital: 3.5% per month

COMMUNITY SAVINGS: Koperasi Kesehatan, Dana PKK (Family Welfare Movement) at village level
Cost of capital: 2 - 2.5% per month

- ❖ 20 workers (masons and manual laborers)
- ❖ recruited based on recommendations of current masons
- ❖ training on site



What is stopping you from growing faster?

- ❖ Limited knowledge and skills on accounting and cash flow management
- ❖ Number of concrete molds is only 10; this cannot satisfy demand raised in adjoining districts
- ❖ Seasonally, there is always labor competition with other projects



*WCku bermartabat, keluarga
sehat, kesejahteraanku meningkat.
Selamat tinggal kemiskinan.*

*(My prestigious latrine, healthy family, more prosperity.
Good-bye poverty.)*

(Sumadi)

TERIMA KASIH