Using formative research results

Amaka Obika

Water Engineering & Development Centre (WEDC)
Loughborough University UK
Strategy development

1 Setting programme goals and objectives

Goal:

• To improve the health and well being of the residents of low-income settlements in Keko and its surroundings.

Objectives:

• Appropriate latrines developed and tested amongst the target population.

• Systems developed and put in place for supplying toilets to the target audience.

• Residents have greater access to information on improved latrine options, costs and contact for fundis.

• Promotion strategy developed, tested and implemented to increase the demand for improved toilets.
2 Developing preliminary marketing mix

- Product
- Price
- Place
- Promotion

PROCESS

- Producers
- Policy
- Partnership
- People

$
Products

- Products being offered.
- Potential benefits associated to the products.
- Perceived competition for the products by the target audience.
- Difference between the products and the competition.
**Price:**
- Costs and other barriers associated to the products.
- Ways of minimising the cost and barriers.

**Place**
- Where do the target audience go for advice on toilets.

**Promotion**
- Communication channels that the target audience pay most attention to.
- Best promotional techniques for conveying the message.
- What will be the most efficient supply mechanism for reaching the target audience.
**Promotion**

- Communication channels that the target audience pay most attention to.
- Best promotional techniques for conveying the message.

**Policy**

- Types of policy that can be addressed by the marketing programme (e.g. subsidies).

**Partnership**

- Which organisation can you join forces with for the marketing programme.

**Purse string**

- What is your budget, can you get additional fund, and from whom?
3. Developing work plan

- Task
- Subtasks
- Who?
- When?
- Resources needed
- Expected outputs
Water, Engineering and Development Centre
(www.lboro.ac.uk/wedc/sm)

Education, training, research and consultancy for improved planning, provision and management of physical infrastructure and services for development in low- and middle-income countries, focusing on the needs and demands of the poor.

Amaka Obika (e.u.obika@lboro.ac.uk)