

**USAID/WASHPaLS**

## **Market-based Sanitation Training**

*Designing Viable Sanitation Enterprises  
Game materials*

# Print recommendations

**Context Card**  
A5 glossy 200 – 300 GSM paper

Context card

Your team

- A part of an NGO's sanitation program that aims to facilitate the development of sanitation markets
- The program has recently completed formative research across five regions that offers insights on customers, potential entrepreneurs, and a range of locally appropriate product systems
- Your team has been tasked with designing a sanitation enterprise in a village such that it makes a profit for an entrepreneur. To persuade the entrepreneur of the financial benefits of starting a sanitation enterprise, it is important for the enterprise to be profitable from the beginning.

The market

- Geography is mostly flat with villages in the vicinity reachable in 30 – 60 minutes in carts or small trucks via road—few cement and many mud roads. The closest town is 90 – 120 minutes by a highway
- Approximately 25,000 households live in this cluster of villages with the majority living in individual houses
- Basic sanitation coverage in the cluster is ~33%, while water is easily available
- Masons have traditionally constructed latrines onsite but these are unaffordable for the majority of households
- Unimproved households use unimproved pit latrines, their neighbors latrines, or practice OO. The number of households is fairly equal for each of the three categories

**Game Board**

- A3 glossy 200 – 300 GSM paper
- Paste on foam board for durability (optional)



**Cards (Customer, Target Market, Sales & Marketing)**  
A3 glossy 200 – 300 GSM paper

Customer cards

Customer cards are circular cards with a house icon in the center. They are divided into four quadrants, each representing a different demographic or socioeconomic group. The quadrants are labeled: 'Low income', 'Middle income', 'High income', and 'Very high income'. Each quadrant contains a brief description of the group's characteristics and needs.

Entrepreneur cards

Entrepreneur cards are circular cards with a person icon in the center. They are divided into three quadrants, each representing a different type of entrepreneur: 'Traditional entrepreneur', 'Modern entrepreneur', and 'Social entrepreneur'. Each quadrant contains a brief description of the entrepreneur's role and impact.

Sales and Marketing cards

Sales and Marketing cards are circular cards with a person icon in the center. They are divided into three quadrants, each representing a different sales and marketing strategy: 'Direct sales', 'Indirect sales', and 'Digital marketing'. Each quadrant contains a brief description of the strategy and its effectiveness.

Target Market cards

Target Market cards are circular cards with a house icon in the center. They are divided into four quadrants, each representing a different target market segment: 'Rural population', 'Urban population', 'Semi-urban population', and 'Coastal population'. Each quadrant contains a brief description of the segment's characteristics and needs.

**Cards (Product system, delivery model):**

- A3 glossy 200 – 300 GSM paper;
- Paste corresponding front (text) and back (image) to prepare double-sided cards

Product System cards

Product System cards are circular cards with a house icon in the center. They are divided into four quadrants, each representing a different product system: 'Basic latrine', 'Improved latrine', 'Composting pit', and 'Septic tank'. Each quadrant contains a brief description of the system and its benefits.

Delivery Model cards

Delivery Model cards are circular cards with a person icon in the center. They are divided into four quadrants, each representing a different delivery model: 'Door-to-door', 'Community-based', 'Market-based', and 'Government-based'. Each quadrant contains a brief description of the model and its effectiveness.

# Context card

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## Your team

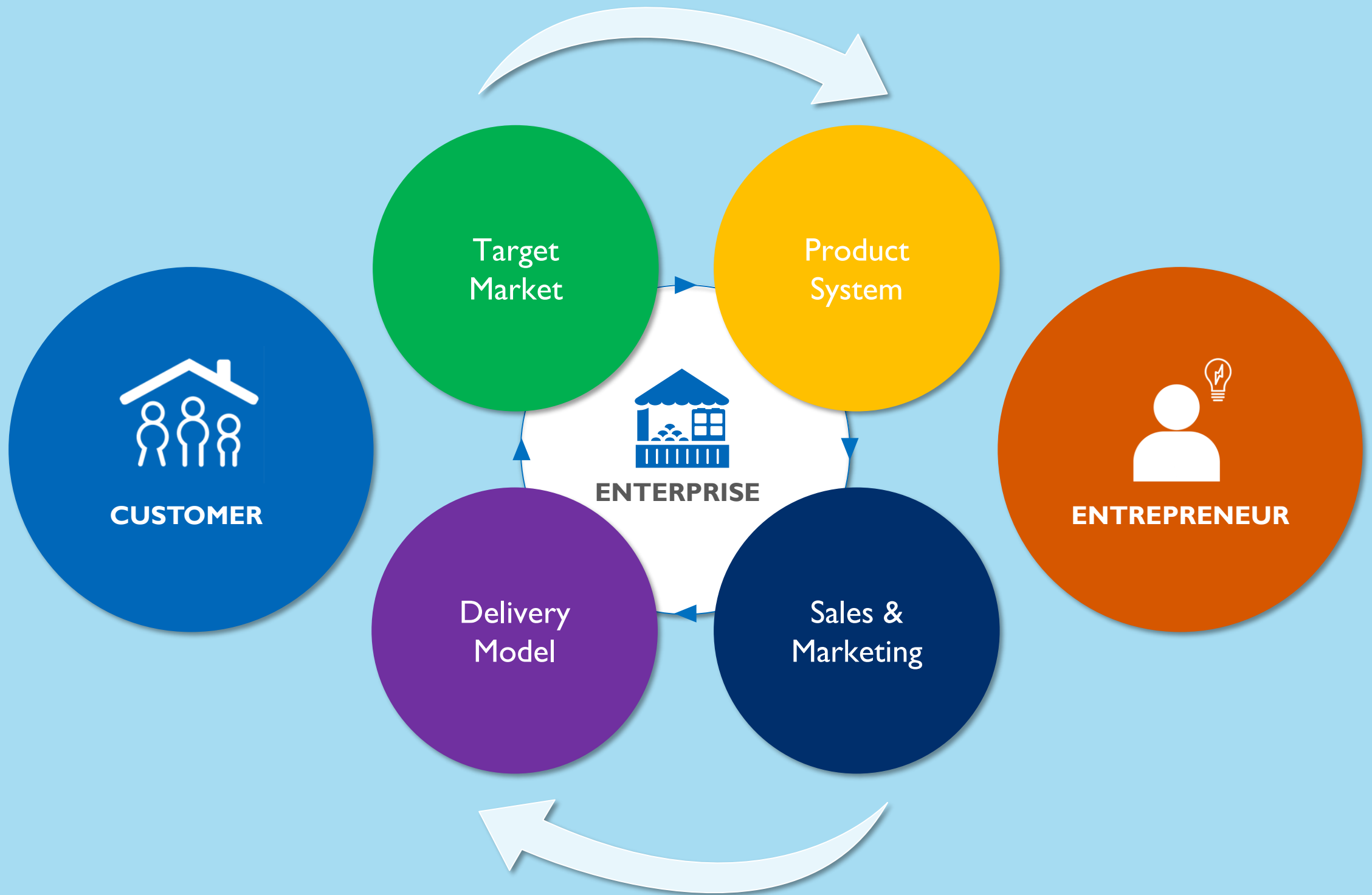
- A part of an NGO's sanitation program that aims to facilitate the development of sanitation markets
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## The market

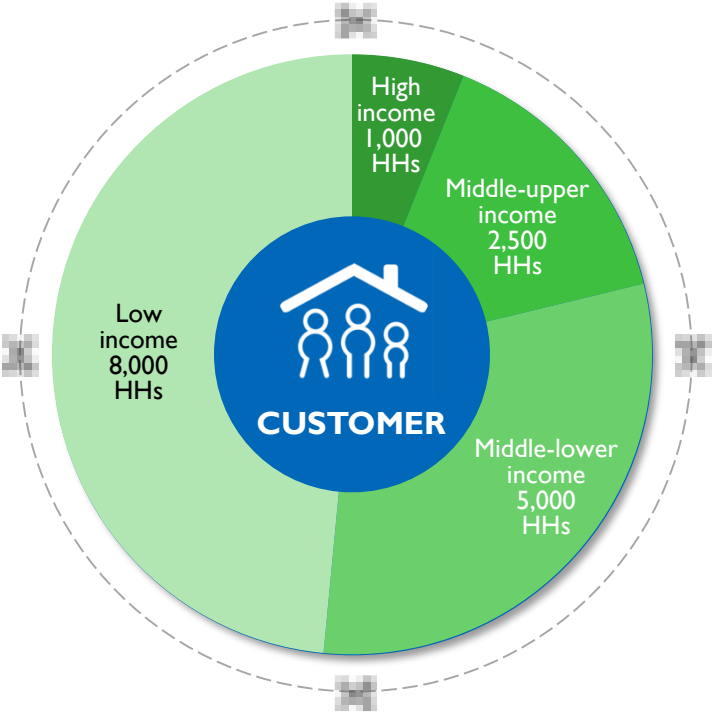
- Geography is mostly flat with villages in the vicinity reachable in 30 – 60 minutes in carts or small trucks via road—few cement and many mud roads. The closest town is 90 – 120 minutes by a highway
- Approximately 25,000 households live in this cluster of villages with the majority living in individual houses
- Basic sanitation coverage in the cluster is ~33% while water is easily available
- Masons have traditionally constructed toilets onsite but these are unaffordable for the majority of households
- Unserved households use unimproved pit latrines, their neighbors latrines, or practice OD. The number of households is fairly equal for each of the three categories

SANITATION MARKET



# Customer card

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# Entrepreneur cards

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## Hardware store owner

Retails construction-related goods. Well-networked with local artisans. Has a shop with a small backyard. Employs a few helpers. Owns a small truck for transporting supplies and occasional deliveries. Earns USD 4,000 annually.

## Mason

Undertakes *in-situ* home construction /improvement jobs. Technically skilled; procures materials for customers or gives customers a list. Does not have land to build and stock products. Makes USD 1,000 annually.

## Cement block producer

Manufactures concrete blocks for home construction/ improvement. Has a small workshop where he manufactures and stocks blocks. Employs a few helpers. Owns a small truck for transporting supplies and deliveries. Earns USD 3,000 annually.

# Sales and Marketing cards

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## Passive marketing

Entrepreneur sells only to customers who visit him/her to buy a toilet or the entrepreneur's non-sanitation products. Sales are limited but the entrepreneur can focus on the existing business.

## Self-marketing

Entrepreneur actively markets toilets at village events and door-to-door visits. Enterprise becomes well known and sales double due to active marketing but takes time and attention away from the entrepreneur's other business.

## Sales agents

Entrepreneur engages sales agents to sell toilets in exchange for sales commissions for orders from customers. Sales triple and agents can reach customers in other villages but commission increases costs.

# Target Market cards

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## High income

Own well-furnished homes built with concrete blocks. Own TVs, refrigerators, and use smartphones. Many families have at least one member or a close relative living in the town. Desire prestige and social status.

## Middle-upper income

Own well-furnished homes built with concrete blocks. Most households have a TV but refrigerator and smartphone ownership is lower. Value convenience and quality but will seek a bargain. Want to project prosperity.

## Middle-lower income

Own homes upgraded over time with concrete walls,. Use local materials for roofing. Low ownership of consumer durables. Price sensitive. Cash flow is seasonal. Some households receive remittances from family in the town.

## Low income

Own homes primarily made using local materials. Very low ownership of consumer durables. Many live in plots shared with other families. Very sensitive to price and constantly struggle with competing household priorities.



# Product System cards

## Slab with pan

An untiled cement slab with an inset Sato® Pan that is placed directly over a pit or connected with a PVC pipe to an offset pit



*Back*

## Sato® Pan

A plastic latrine pan with a water seal that can be retrofit on an existing pit or a new slab made from mud or cement



*Back*

## Easy Latrine

An untiled cement slab with an inset ceramic pan and a PVC pipe, which connects to a pit comprising 3 cement rings and a pit cover.



*Back*

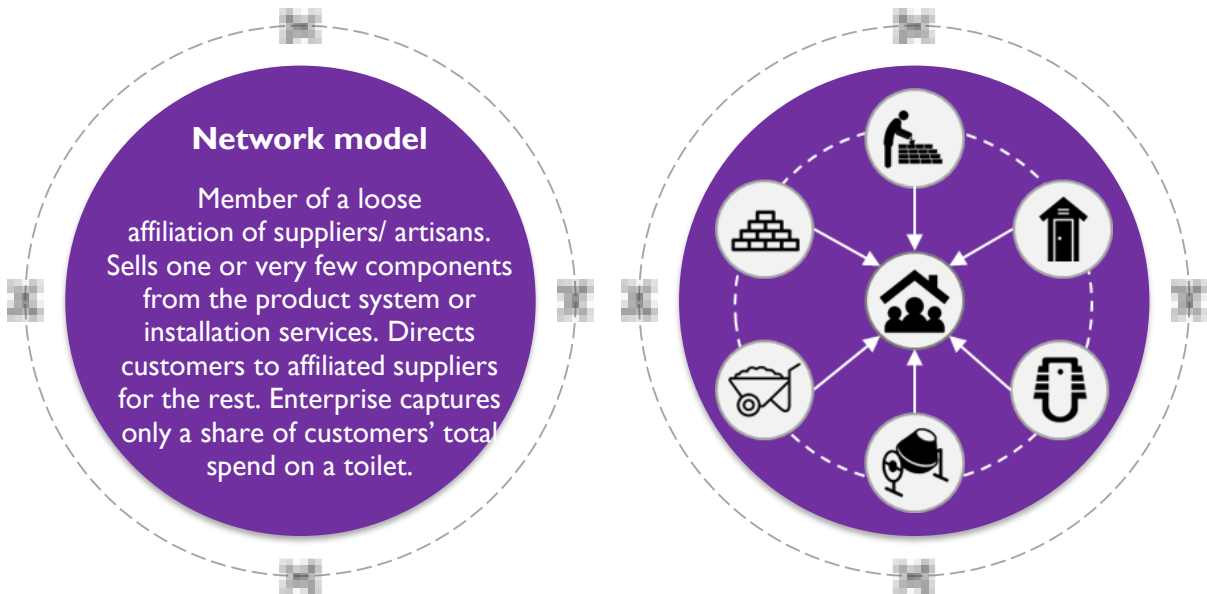
## Ceramic pan, tiled latrine

A tiled cement slab with an inset ceramic pan and a PVC pipe, which connects to a pit comprising 3 cement rings and a pit cover. Installed in a cubicle made of a roof, tiled walls, and a door

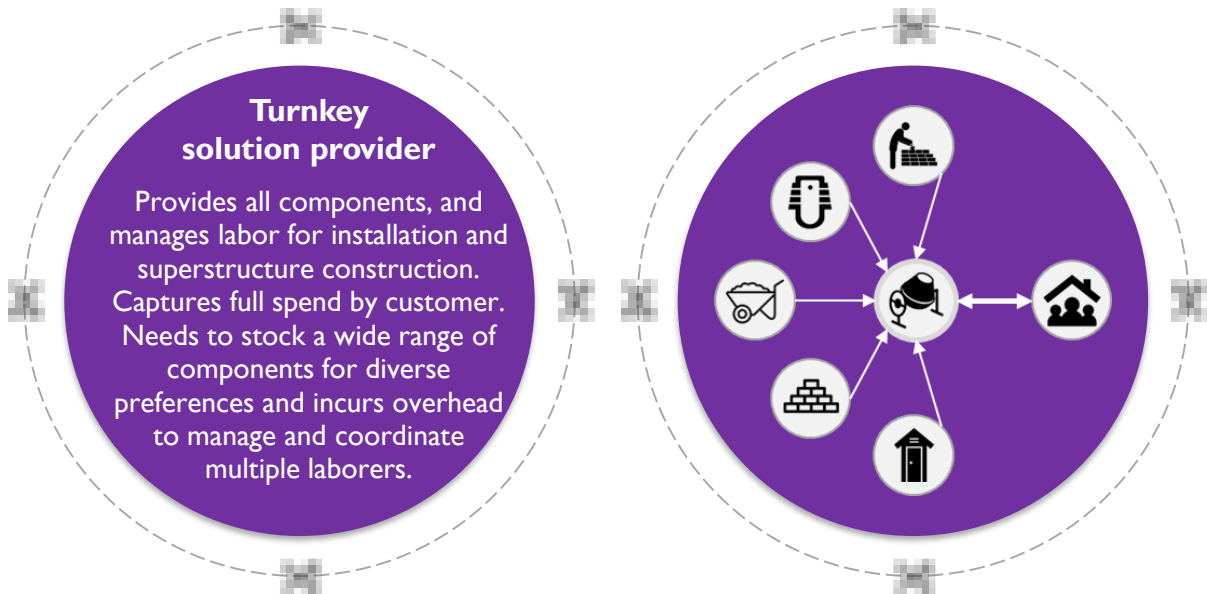


*Back*

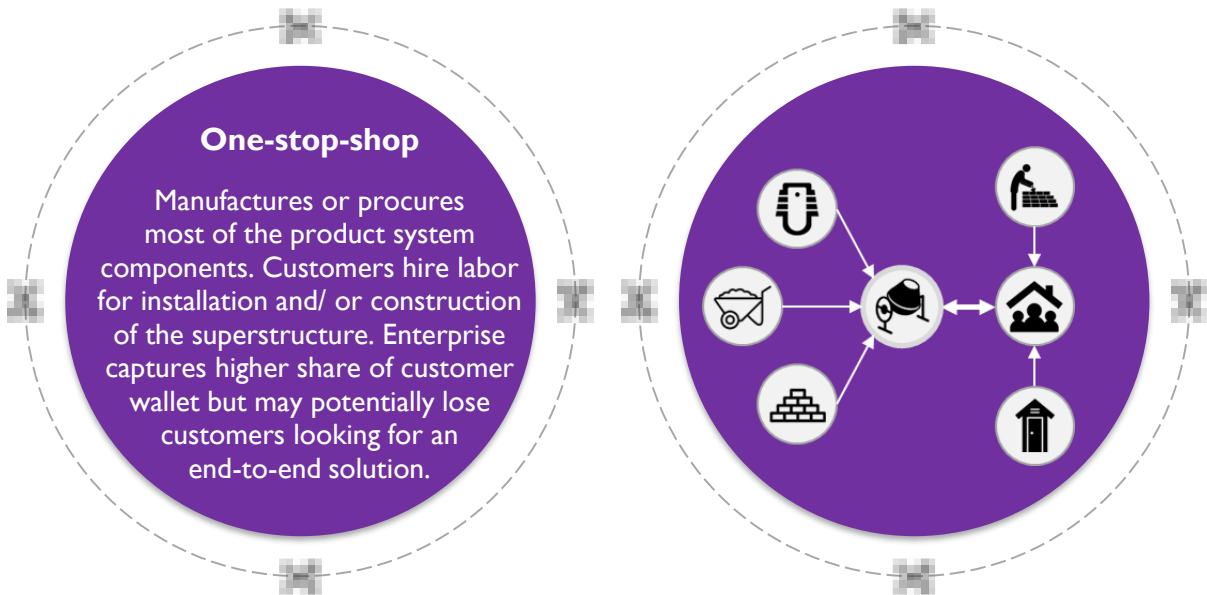
# Delivery Model cards



**Back**



**Back**



**Back**