

# **ENTERPRISE VIABILITY & SUSTAINABILITY DIAGNOSTIC TOOLKIT – SAMPLE EXPLORATORY RESEARCH INTERVIEW GUIDE FOR DEMAND ACTIVATORS**

## **INTRODUCTION**

This document is a part of the *Enterprise Viability & Sustainability Diagnostic Toolkit* developed by WASHPaLS. It is designed to help Market-Based Sanitation (MBS) programs conduct exploratory research for Module 1 to prepare targeted questions for in-depth research on viability and sustainability in Modules 2-4. The toolkit also contains a separate *Sample In-Depth Research Interview Guide for Entrepreneurs* for conducting in-depth research for Modules 2-4.

## **OBJECTIVES OF THE INTERVIEW GUIDE**

This interview guide provides MBS programs with suggested questions to ask demand activators for better understanding their interactions with enterprises and the context of the sanitation market.

## **HOW TO USE THE INTERVIEW GUIDE**

MBS programs should use this interview guide as a starting point and modify or adapt it to their specific situations.

The questions for demand activators seek to understand the nature of interactions between demand activators and sanitation entrepreneurs. MBS programs can use similar questions to interview other market actors (such as input suppliers, masons and lenders), that are relevant in their contexts.

## INTRODUCTION SCRIPT

Interviewers can use the following script during the start of the interview.

*Hello <insert respondent name>,*

*I am <insert interviewer name> from <insert MBS program name> and we wanted to speak with you to better understand your work selling toilets. We are hoping to grow the sanitation market in this community.*

*Before we begin, we would like to really thank you for taking out time from your work to talk to us. We expect this interview to last about 15-20 minutes.*

*Let us know if you have any questions for us.*

## INTERVIEW QUESTIONS

1. What is your name?
2. What is your age?
3. How long have you been selling toilets?
4. Why did you choose this role?
5. Who are your most important customers for selling toilets? Where do they live?
6. What businesses do you work with to sell toilets?
7. How many businesses do you work with?
8. How do you interact with them? How frequently?
9. What support do you receive from them?
10. How are you paid for selling toilets?
11. Are you happy with selling toilets? Why/why not?
12. What are the biggest challenges of selling toilets?
13. Do you plan to continue selling toilets and working with sanitation enterprises? Why/why not?

## CONCLUDING SCRIPT

Interviewers can use the following script to end the interview

*That brings us to the end of this interview. We would like to thank you again for your time and for sharing all this information with us. As mentioned earlier, we are hoping to use this information to understand how we can grow the sanitation market in this community. We hope to see you again soon!*