

MARKETS FOR SANITATION IN CAMBODIA

Taking an active role in the market to scale sanitation in Cambodia.

PROBLEM

Most households did not have toilets, and the sanitation supply chain was fragmented.



OPPORTUNITY

Some businesses were selling toilet supplies, and people were interested in buying high quality toilets.



APPROACH

Aggregate parts for easy production and distribution.



USER NEEDS

We want a convenient way to purchase quality pour-flush products that convey status to our families and communities.



PRODUCT

The Easy Latrine can be sold with one of the following shelter choices.

Ring Shelter



\$247	\$170	\$77
RETAIL	PRODUCTION	MARGIN

Easy Shelter



\$439	\$358	\$81
RETAIL	PRODUCTION	MARGIN



PLACE

Manage a professional salesforce to sell directly to households and in village presentations.



PROMOTION

Buy a high quality, status-enhancing product without having to leave your home. Installation included!