

COMPANY PROFILE



RURAL WATER SOLUTIONS

LEGAL NAME:	RURAL WATER SOLUTIONS
BUSINESS NAME:	RUWASO
POSTAL ADDRESS:	C/O BOX 31045
BANKERS:	NBS BANKMPONELA
PHONE:	+265999067699/+265991427869
EMAIL ADDRESS:	ruwaso14@gmail.com
MALAWI REVENUE AUTHORITY TIPN No:	30969268
COMPANY REGISTRATION No:	165648

1.0 DIRECTORS

<u>PACHARO CHIUMIA:</u>	
Contact phone No	+265999067699
Email address	pachachiumia@gmail.com
<u>ALUFEYO NJERESA:</u>	
Contact Phone No	+26599142786
Email address	alufeyo.njeres@gmail.com

2.0 COMPANY BACKGROUND

Rural Water Solutions is a Malawian local social entrepreneurship initiative founded to provide a reliable supply chain for Afridev and MALDA hand pumps spare parts in rural areas. Our core business is the supply and distribution of Afridev and MALDA hand pumps spare parts. We have been operational since 2013.

Currently we are operating 5 branches in Kasungu, Mchinji, Salima, Dowa and Ntchisi. We have a network of 60 partner shop owners spread in all Trading Centers in the 5 districts.

3.0 STRATEGY AND VISION

3.1 Vision Statement

To be a leading social entrepreneur geared at providing practical solutions in Operation and Maintenance of hand pumps in Malawi.

3.2 Mission Statement

Our goal is to reach rural communities with affordable and quality Afridev and MALDA pump spares through a reliable supply chain.

3.3 Business Goals and Objectives

The supply of borehole spare parts in rural communities is an unexplored opportunity in Malawi with major importers concentrated in major towns and cities catering for new borehole installations with NGOs and Donors as main customers. Rural Water Solutions will work on the immediate needs of borehole spare parts in the rural areas where the services are needed.

4.0 WHAT WE DO

In Malawi, rural water supply is mostly provided by NGOs and other donors who come in to assist communities with repairs. While these interventions allow communities have safe water sources, in most cases it is difficult to sustain. Water point users depend on assistance for recurrent maintenance, because access to the required parts is difficult.

Rural Water Solutions saw this as an opportunity to developing a social entrepreneurship business in Malawi.

Our product portfolio fits well with the population setup in Malawi. 80% of the population lives in rural areas where the source of water is boreholes. 60% of the boreholes face operational challenges after a period of 2 years. Our market share is directly linked to the needs of this population. In 2012 repairs and maintenance accounted for 90% of spares sold through the partner shops strategically placed in the trading centers.

5.0 STRATEGY

5.1 Services

There is a parallel network of trained borehole repairmen who assist communities with advice and information on location of partner shops, price of spares and eventual repair of the boreholes. These repairmen act as advertisement agents for the shop owners.

5.2 Growth Strategy

Having operated for a year, we are currently analyzing our market base. There is need to train more partner shops. This will improve coverage and allow Rural Water Solutions to reach more clients.

The combined population in the five operational districts is 2,605,220 with a total number of 8300 boreholes (Population and Housing Census 2008).

Currently planning is in progress to expand to other district of Nkhotakota and Kasungu which is partially covered. These districts have a potential of adding 6000 boreholes serving a population of 1,031,590. This will guarantee a market access penetration of 81% from the current market territory.

5.3 Affirmative Action Initiatives

We work in collaboration with District Water Officers in the 5 districts to let communities know about our services through sharing of information.

We have engaged leading organizations in Water and Sanitation like JICA and Pump Aid in promoting our social entrepreneurship ideas.

We have provided our Partner Shop owners with training, on entrepreneurial skills and advertisement tools, i.e. posters, fliers and display shelves.

It is our conviction that if this enterprise is nurtured through your moral support and business linkages it could be an answer to part of the operation and maintenance challenges facing our rural communities.

Thank you for taking your time to read our company profile.

If there are any questions or comments, please feel free to contact us.