

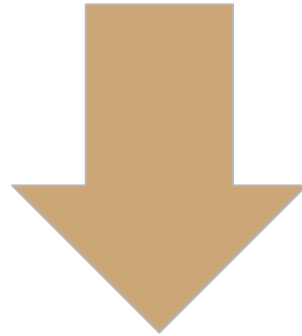


## WellBox 3.0

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Offer women an  
opportunity for  
financial independence

Get necessary hygiene  
products to community  
members



**Wellbox 3.0**

# Background on Past WellBox Projects

- The WellBox project started in 2013 and was continued in 2014.
- The 2013 group surveyed villagers about their health and hygiene needs, as well as their interest in purchasing or selling WellBoxes.
- The 2014 group surveyed a few villagers about prices and specific products.
  - Villagers said they could afford to pay between 5-10 cedi for a WellBox
  - They also identified about 18 health and hygiene products that should be included in WellBoxes



# Proposed Solutions

1. Does the cost of the WellBox allow profit to be generated?
  - Price items in-country at markets, stores, etc.
  - Assemble a “test” WellBox using items bought in-country
  - Compare cost of WellBox with price paid/willing to be paid by consumers
  - Potentially prepare WellBox to become a 501c3 in order to receive donations

# Proposed Solutions

2. Can WellBox items be sourced, sustained, and stored locally?
  - Visit markets and stores to determine if items are available nearby
    - Determine if items are regularly stocked
  - Calculate travel times required to purchase items
  - Determine if there is a location to store supplies in OND

# Proposed Solutions

3. Will community members actually buy the WellBox?
  - Form a focus group of 5 women to pilot the sale of WellBox
    - Enlist Rahmat's help with finding women for focus group
  - Train women to sell the WellBox and solicit their input about the process
  - Launch a pilot sale of the WellBox and receive feedback from the saleswomen
  - Edit based on recommendations

# Proposed Solutions

4. What WellBox products are most desired by the community?
  - Conduct systematic surveys of community members using photos of items and asking them to rank



# In-Country Work Schedule

Pre-departure	<ul style="list-style-type: none"><li>● Purchased items for pilot WellBoxes</li></ul>
March 14th	<ul style="list-style-type: none"><li>● Met with Emmanuel</li><li>● Held focus group</li><li>● Visited Sraneso with women to sell boxes</li></ul>
March 15th	<ul style="list-style-type: none"><li>● Visited Nyinatase with women to sell remaining boxes</li><li>● Surveyed villagers with Emmanuel</li><li>● Visited Akumadan market to price items</li><li>● Recapped with focus group</li></ul>
March 16th	<ul style="list-style-type: none"><li>● Visited local shops to price items</li><li>● Surveyed residents with Emmanuel</li><li>● Helped with hoop house</li></ul>
March 17th	<ul style="list-style-type: none"><li>● Helped with hoop house</li></ul>
March 18th	<ul style="list-style-type: none"><li>● Presented to ONDA officials</li></ul>

# Survey Results

## Most Desired Products: Town

1. Feminine hygiene products
2. Lotion
3. Shaving cream/razors, mouthwash (tie)
4. Deodorant, toothbrush/toothpaste, antiseptic cream (tie)
5. Condoms

## Most Desired Products: Village

1. Insect repellent
2. Toothbrush/toothpaste
3. Feminine hygiene products
4. Soap
5. Hydrogen Peroxide

# Results

- Removed the “large” box
- Added and removed supplies
  - Some were unnecessary/ harmful
  - Reorganized the boxes based on preferences from surveys and discussion with women and ONDA officials
- Feedback on supplies and packaging was positive
- Rural villagers paid GHC 40.00 for the large boxes and GHC 20.00 for the small boxes
  - There is demand
  - People can afford to spend more than GHC 5-10 as previously reported

Items	Ghanaian Supplies (Small Box)
Condom (5 ct.)	GHC 2.81
Antibiotic Cream	GHC 8.67
Gauze	GHC 3.50
Bandages (20 ct.)	GHC 4.20
Sanitizer	GHC 6.00
Repellent	GHC 6.50
Soap	GHC 1.00
Toothpaste	GHC 3.25
Toothbrushes (3 ct.)	GHC 4.50
Deodorant	GHC 2.00
<b><u>Total</u></b>	<b><u>GHC 42.43</u></b>

# The Demand for Wellboxes

- Convenience
- We sold them for much cheaper than anyone could find these products
- “American” products
  - Assembled boxes had visual appeal
- Presentation
  - Buyers felt like they needed the supplies, even if they didn’t know how to use them
  - Part of the issue was the language barrier
- More demand from ONDA than from villages

# The Next Steps

- The women that we met with have agreed to take over the project.
- Obstacles for them include:
  - Buying in Bulk
    - Microfinancing
    - Storage
  - Finding large enough markets to sell to

# Consequences

- Positive financial gains for the women selling the boxes
- Not achieving project's initial aims:
  - Making a profitable business from selling to people who can barely afford the products is conflicting
  - Women selling boxes were not poor, rural villagers
- Pharmacies could lose business
  - Many were run by poorer community members
- Products can be harmful if used incorrectly