

**We All Need**

**No One Can Do  
Without It!**











***Jawea***

**Affordable & Natural Mountain  
Sourced Bottled Water**

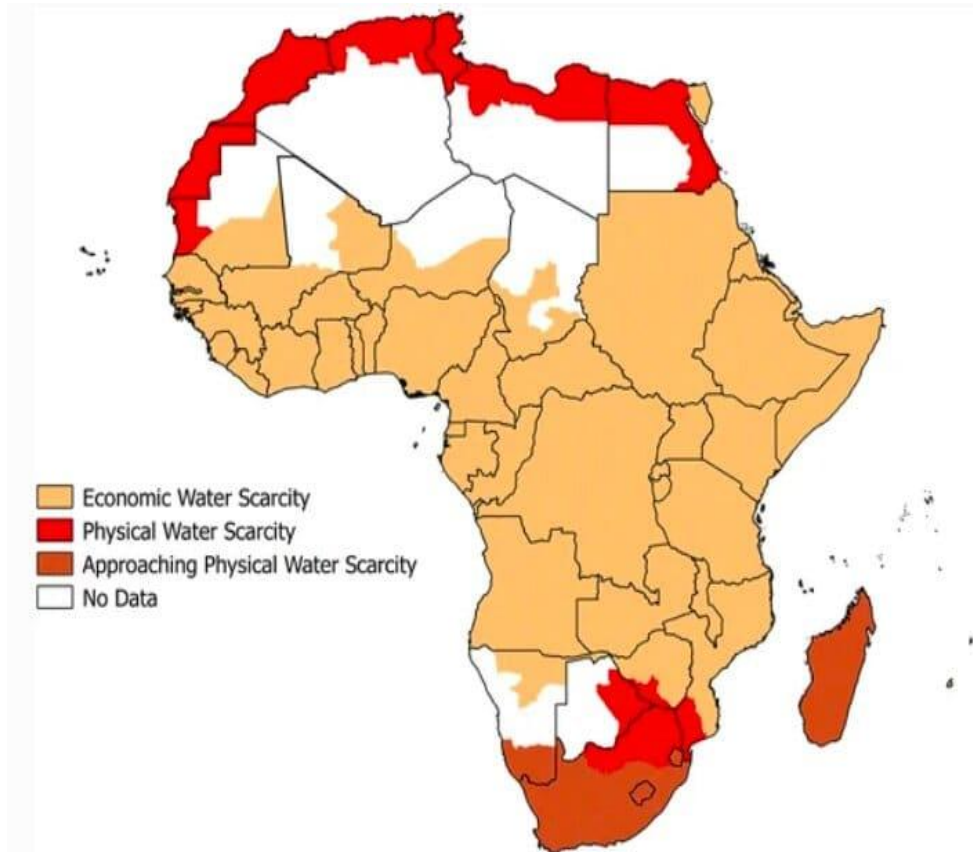
**INNOVATIVE &  
AFFORDABLE MINERAL  
WATER PROJECT**

# PROBLEM

## Water Scarcity & Poor Quality

**Water scarcity** and bad health issues related to **poor quality** of water in Cameroon particularly and Sub-Saharan Africa generally.

In Cameroon, **natural land degradation, administrative bottlenecks** affect availability of potable water and **low buying power** affects individual's ability to procure clean, natural bottled water.



**water stress is prevalent in more than 47% of Africa and worse in sub-Saharan Africa.**

# SOLUTION

# JAWEA



Jawea is an innovative project aimed at providing **affordable potable mountain spring water** for ALL individuals, families & communities in Cameroon

Other mineral water is laced with chemicals during processing & filtering, **Jawea** is naturally sourced from Mountain Springs, has minimal impurities & numerous natural advantages.

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Our **Delivery Model, Target Market, Packaging & Price mechanism** primarily targets an **unexploited market of +14 Million Cameroonian (62%) Poor Masses** (World Bank 2017), as well as provides **Competitive VP for the 38% rich in the Addressable Market**

# TEAM



**Mr. Teghen Victor**  
Co-Creator &  
Operations Manager

Strategic  
Entrepreneurial Mang't  
Professional

**Buea Cameroon**



**Dr. Mbua Roy**  
Co-Creator &  
Production Manager

PhD in Environmental  
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**Lecturer, University  
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**Mr. Dotun Famoriyo**  
Commercial /  
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Content Development  
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Professional

**Lagos Nigeria**



**Mr. SHADI Assi**  
Finance Manager

SMEs Financing &  
Banking Professional

**Qatar National Bank  
Alahli, QNB**





# IDEAL CUSTOMER

- Age : 10 to 90 years
- Geographical Location : Rural and Urban dwellers in Cameroon.(Potential for Expansion into the CAR)
- Economics / Buying Potential : Low, Middle & High Income earners.
- Traveller or at Home, in a family setting or a single individual.
- Psycho-Demographics : Has a sense of importance of potable water, pays attention to health, healthy living and maintains healthy eating habits.
- Pays attention to value for what they pay for.

# MANTRA

Naturally sourced water, from Cameroon's peaks, to Cameroon's people; hence for its **Purity & Price** there's no need to bother, **for Jawaea is bottled water like no other.**



# TARGET TOTAL & ADDRESSABLE MARKET

Market Penetration Targets

2.1%

CEMAC

## CEMAC Sub-Region

Countries : Cameroon, Chad, Central African Republic, Gabon, Eq. Guinea.

Density: Av. 28/1,000msq  
Popn : Approx 40 million

3%

CAMEROON

## CAMEROON

Approx. 28,711,702 inhabitants  
Total Addressable Popn : 7,752,159

21%

Southwest  
Northwest  
Littoral

## 3 regions in Cameroon

Total Population : 6,520,000  
Approx Poverty Level 62.5% (2022)  
Total Addressable % : (%) \*  
Total Addressable Market : 3,260,000

TAM :  
4\$ x 2,586,000  
= \$10,345,864 per week  
  
= \$ 537,984,928  
Yearly

Year  
1 to 3

PRICING : \$4 (2,000xaf )  
WTP : Average Once per week (Least Approximate)

**Total Population : 6,520,000**      **TAM : 4\$ x 2,326,000**  
**Approx Poverty Level 62.5% (2022)**      **WTP**  
**Total Addressable % : (%) \***      **Per Week: \$ 9,304,000**  
**Total Addressable Market : 3,260,000**      **per week**  
      **Annually : \$**  
**PRICING : \$4 (2,000xaf )**      **483,808,000 Annually**  
**WTP : Average Once per week** (Least Approximate)



# The Competition

- Supermont

Located in Buea. **Has a negative corporate image in two of the three regions of initial market focus. Highly engaged in high pricing at the initial target location.**

- SANO Water
- Source Tangui
- Valclair
- Gbu Water
- Mme Su
- CBC
- Informal Operators

Located in Douala, where land type is predominantly SWAMPY, hence water extracted by Bore-hole method is quite unclean and requires more processing and introduction of Chemicals.

**History of Poor feedback from tests in National & Int'l Labs**

# Competitive Advantages

## Focus on Unexploited / New Market Segment:

At least 14 million Cameroonians live below the poverty line (<XAF 1,000 (approx. \$2) per day)

## Increased Sales Volumes

Our Packaging Sizes & Hybrid Delivery Model (Bottling & Water ATMs) gives us strategic advantage to sell more volumes at varying “unpackaged” quantities.

## Pocket Friendly & Affordable

Competitor sells 1ltr @ 300 XAF we sell 1ltrs @100 XAF. Whether small quantities or larger, our price is at reach of even the poorest.

## Good Mountain Spring Water

Natural water sourced from volcanic mountain

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## All-Round Convenience through varying Delivery Sizes

We deliver 20L (ideal for families) while competition does not. The ATM Innovative model delivers any quantity from 0.5 to beyond 20 L

## Variability of Delivery Method

Fixed Bottled quantities and Water as a service through the Water ATMs increase the spectrum of clients that we serve.

## Increased Physical Presence

Recreational areas, public places etc in Urban and rural settings increases our presence in the market

## More Volumes delivered, yet Lesser Production Cost

Less plastic / bottling means higher profit margin through more volumes delivered and less cost of production



Introduce a loyalty program: Offer discounts, promotions, and other incentives to repeat customers. This will encourage customers to keep coming back to Jawaea, even if they're tempted by competitors.

Expand our product line: we will Consider adding new products to our portfolio to attract a wider range of customers. We will introduce new flavors, different sizes, or even different types of beverages altogether

Introduce a Franchise system for the proper installation and operation of the water ATMs.

Emphasize quality: we will Highlight the quality of our products and the care that goes into their production. Using social media and other marketing channels to showcase the process behind the scenes, highlighting the quality of the ingredients, the hygiene of the bottling process, and other factors that set Jawaea apart from the competition.

Partner with complementary brands: we wil Partner with other companies that offer complementary products or services. For example, you could partner with a health food store to sell your bottled juices alongside their healthy snack options.



Sponsor local events: we will Consider sponsoring local events and festivals to increase our brand awareness and reach new customers and offers free samples of our products or even set up a pop-up shop to sell our beverages directly to event attendees.

Offer unique packaging: Consider offering unique or innovative packaging that stands out on store shelves.

For example, we could use biodegradable or recyclable materials, or offer personalized bottles with customers' names or favorite slogans.

Launch a social media campaign: Use social media to connect with customers and showcase our brand personality. Encourage customers to share photos and reviews of our products, and offer exclusive discounts and promotions to our social media followers.

Create a cause-related marketing campaign: Consider partnering with a charity or nonprofit organization to raise awareness and funds for a cause related to our brand values. This will not only help us do good in the world, but it can also create positive brand associations in the minds of customers.

Create limited edition products: we will Consider creating limited edition products that are only available for a short time. This will create a sense of urgency and exclusivity, and encourage customers to try our products before they're gone.

With this, Jawaea can better position itself in the market and attract more customers. This could include developing pricing strategies that are competitive with other businesses, creating unique branding and packaging that helps the company stand out, and expanding product lines or services to cater to a wider range of customers.

Overall, having strong commercial and marketing ideas in areas of competition is essential for a company's growth and long-term success.

# Our Innovative Model



Get The Whole or  
Part for a Better Price

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Enjoy Freshness  
from Anywhere



# Pricing Strategy & Budget

Qty	Price	Mode of Delivery		Competitor's Price	
		Bottled	Kiosk	Bottled	Kiosk
20 L	2,000 XAF (\$4)	YES	YES	NO	NO
10 L	1,000 XAF (\$2)	YES	YES	YES 1,500 XAF (\$3)	NO
5 L	500 XAF (\$1)	NO	YES	NO	NO
3 L	300 XAF (\$ 0.6)	NO	YES	NO	NO
1 L	100 (XAF) (\$ 0.2)	YES	YES	YES 300 XAF (\$0.6)	NO

# Investment cost

Equipment : \$ 365,667

Land, Building & Inst. : \$ 516,667

**TOTAL : \$ 882,334**

# 1st production cycle cost

Consumables/raw materials : \$ 65,000

Utilities : \$ 32,840

Mobility/Transportation : \$146,667

Water ATMs : \$ 208,333

Salaries : \$ 48,400

Marketing and ads. : \$ 6,667

Administration / production : \$ 6,250

**TOTAL : \$ 514,157**

# Financial Forecast

**TAM : 4\$ x 2,326,000 WTP**

**Per Week: \$ 9,304,000 per week**

**Annually : \$ 483,808,000 Annually**

## HOW DO WE EXPAND?

- Install 1,000 Water ATMs in Schools, Public Places, Markets, stadiums, within first 3 years
- **Intensify and Expand our presence in the three provinces in our initial target market**
- Engage in huge CSR activities with gov't and other organisations with focus especially in the Poor & low income communities especially.
- Vigorously campaign and gain endorsement deals with not only sporting & fashion brands, but also national & Int'l companies,/organisations Climate friendly and WASH stakeholders,

# Expansion / Strategic Plan by Yr 5

*Re-Invest the generated funds in:*

1. More major equipment resources by 2/5. (Water ATMs, Production Expansion, Delivery/Storage locations, etc)
2. Increase number & train more Water ATM technicians and operators by 3/5
3. Expand our delivery locations to unreached/hard to reach areas, more outlets within urban centres by more than 1/2
4. Increase staff quality and quantity for enhanced production by 2/5



# Appendix 1

Business Canvas Model : [Jawea Business Model](#) Ver 3.5

Business Plan :

Detailed Budget :