

Report on shops interviews

Aurelie MOY – December 2016

Inter Aide Sierra Leone

Executive summary

In 2011, Inter Aide Sierra Leone launched a pilot program of Household Water treatment as part of a WASH project in North Bombali district, and established in 2013 a first bleach storekeeper in Kamakwie selling chlorine to the communities. 3 years after, 14 shops are part of the program and the bleach network continues to expand and get denser in order to reach a full coverage of Bombali district in the short term. This report comes from the interview of the 14 “bleach storekeepers” and presents facts and conclusions about their bleach business in order to get a better understanding of the program, as well as recent strategy decisions taken to enhance the HHWT strategy for shops. The same work has been done for the bleach communities and results are presented in the [Report on communities interviews](#).

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IJ INTRODUCTION

In order to get a better understanding of the bleach shops' network established in Bombali district, the **14 bleach storekeepers have been interviewed** (see annex 1: Bleach storekeepers' map). Questions about their business, their supplier, their stock management and their sales registering have been asked (see annex 2: Questionnaire for bleach storekeepers).

Chiefdom	Number of shops	Storekeeper's name	Store location	Supervision	
Sella Limba	3	Therissa Saccoh	Kamakwie I	IA North	
		Mabinty Dumbuya	Kathanta		
		Foday Koroma	Kabba Ferry		
Sand Loko	1	Mr. Kalagbaty	Laminaya		
Gbanti Kamaranka	1	Umoro Shall	Kamaranka		
Sanda Tendaren	4	Kadia A. Conteh	Rokulan		
		Sorie I Timbo	Royanka Lol		
		Nondema Follah	Rosos		
		Mohamed Bundu	Masactaba junction		
Magbaimba Nduhahun	2	Morris Sesay	Kagbere		
		Hawa Koroma	Hunduwa		
Thambaka	1	Fatu Turay	Samaya		
Gbendembu Ngowahun	2	Papannie Sesay	Gbendembu		IA South
		Umoro Timbo	Kalangba (Open eye)		
TOTAL: 14 SHOPS					

Table 1 - List of the bleach storekeepers per chiefdom

Two shops **already sold chlorine** before IA's intervention:

- Kamkawie (tailor, sold bleach for laundry¹): entered IA's strategy in 2013 (first bleach storekeeper, point of entry of IA into the bleach supply chain)
- Samaya (began selling bleach in 2010 during cholera outbreak): entered IA's strategy in 2014

The other ones **began selling bleach after IA's request** between 2013 and August 2016. Most of them didn't know that chlorine could be used for drinking purpose.

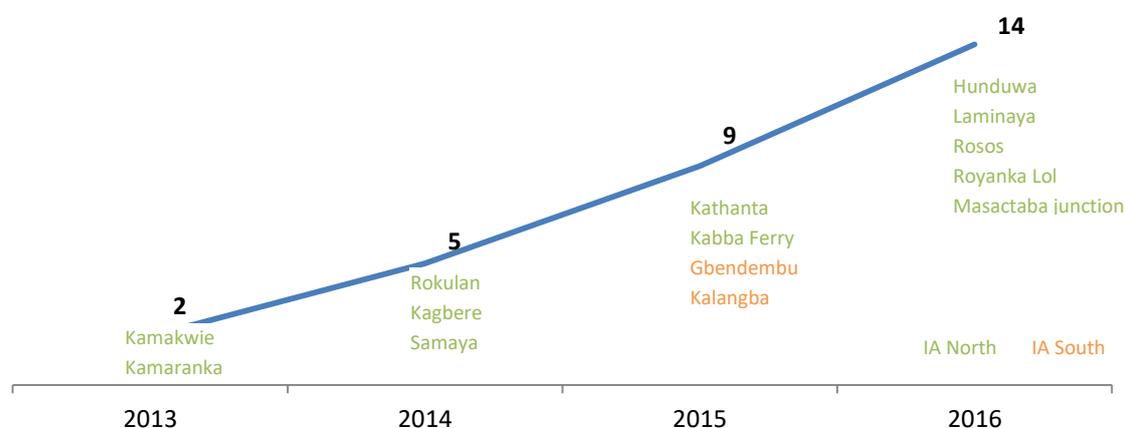


Figure 1 - Number of bleach shops part of IA's strategy

¹ Some people in big towns (ex: Kamakwie, Kamabai) seem to buy punctually bleach for laundry, but seldom in smaller communities such as the ones targeted by the HHWT program, For more details, see [Report on communities' interviews II](#)] 1.2 Non IA's communities

II] RESULTS

1) Training and supply

1.1 Training on HHWT

All storekeepers have been trained on water treatment with chlorine to be able to explain to their customers. Still, most of them don't personally practise HHWT because they have access to hand-pump. Morris Sesay (Kagbere) doesn't practise HHWT because he thought it was only for communities and not for individual use. The only storekeepers who practise HHWT are:

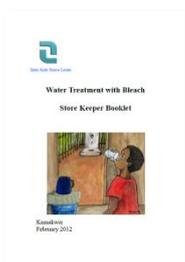
- Therissa (Kamakwie)
- Umoro Timbo (Kalangba)
- Fatu Turay (Samaya)

Mr. Kalagbaty (Laminaya) uses chlorine to treat water in his private well.

1.2 Tool for HHWT explanation

During the preparatory phase, they have been supplied with a manual or a poster explaining the use of chlorine:

- In the North, they received a **manual for storekeepers**² with a description of the HHWT strategy, the pictures of use of chlorine and the memorandum of understanding. But most of the storekeepers had **lost this manual** and their **explanation of the HHWT procedure was often uncompleted**: only 3 storekeepers explained it without mistake; the 9 other ones forgot hand washing and/or filtration and sometimes did mistake on the dosage
- In the South, they received a **laminated poster of HHWT** pasted in the shop, and both are able to **explain the procedure properly**



Picture 1 - Previous manual for storekeepers



Picture 2 - Previous poster of HHWT pasted in a shop



Picture 3 - Enhanced poster of HHWT to be pasted in the shops

In the new strategy, the manual for storekeepers is given up (the MOU becomes a file apart) and all storekeepers receive an **enhanced poster of HHWT** to be pasted in the shop.

Memorandum of understanding for bleach resellers

When starting their bleach business, the reseller signs a memorandum of understanding with Inter Aide that aims at clarifying the purpose of the business: make the HHWT program sustainable. It also reminds the responsibilities of both Inter Aide and the reseller:

Inter Aide's responsibilities:

- provide the first rubbers of bleach to the storekeeper free to sell and make profit
- promote the storekeeper's business to the communities

Storekeeper's responsibilities:

- purchase more bleach rubbers to keep in stock at all times
- record bleach sales as explained by Inter Aide during the training
- not increase the selling price of the bleach more than 1,000 Le than the buying price to ensure the community can purchase the bleach for water treatment

² Only the 4 most recent storekeepers (Masactaba junction, Hunduwa, Rosos and Royanka Lol) did not have it because the FF was waiting for an updated version.

1.3 Starting kit

Different **strategies for starting kit** were followed:

- Either IA gave a certain amount of **money** to the storekeeper who was responsible for buying bleach bottles by the supplier with this money: strategy applied in the South, and only for the first reseller (Kamakwie) in the North
- Either IA supplied the storekeepers directly with the **bleach bottles**: strategy applied for all the other resellers in the North

Starting kit	Advantages	Disadvantages
Bleach bottles	Make sure the storekeeper has bleach available when the communities need it	The storekeeper doesn't know yet the supplier
Money	The storekeeper meets the supplier from the first time	The storekeeper may take some time to buy the bleach bottles

Table 2 - Advantages and disadvantages of each strategy for starting kit

For both strategies, the number of bottles or the amount of money given was different between the shops.

	Shop ³	# of bottles (or equivalent)	Starting kit	# of syringes
North	Kamakwie	3 (18,000 Le)	Money	4
	Kamaranka	10	Bottles	20
	Rokulan	10	Bottles	
	Kagbere			
	Samaya	4	Bottles	4
	Kathanta	10	Bottles	
	Kabba Ferry	12	Bottles	20
	Hunduwa	12	Bottles	0
	Laminaya	10	Bottles	
	Rosos	6	Bottles	
	Royanka Lol	10	Bottles	0
South	Masactaba junction	6	Bottles	0
	Gbendembu		Money	
	Kalangba		Money	

Table 3 - Starting kit received by each storekeeper

Availability of bleach for the communities is the priority. Thus, in the new strategy, storekeepers don't receive money but bottles: **as many as the number of chlorination kits supplied in the surrounding communities + 3 bottles** (with a minimum of 10 bottles). The storekeepers are also supposed to receive as many **syringes** as bottles but there are shortages leading to delays⁴. To make sure that the link between the storekeeper and the supplier is established properly, storekeepers are **followed closely by the FF until the first refill**.

2) Business

2.1 Price of the bottle

The price of the bottle of chlorine in the shops is always comprised **between 5,000 and 8,000 Le**, with an **average of 6,000 Le**. The price is higher in Kamakwie because Therissa didn't buy at the same supplier (bought at Mem's Enterprise whereas the other ones purchased at Munu Enterprise). The price can vary for one supplier because of:

- **global inflation** at national level

³ Ordered by team of supervision (North / South) and per date of training

⁴ Hunduwa, Royanka Lol and Masactaba junction had still not received syringes at the time of visit.

- **breakdown in the supply chain in 2015:** when Munu stopped selling bleach, Umoro Shall (Kamaranka) bought bottles from Kadia Conteh (Rokulan), which increased the final price
- **Ebola:** according to Therissa (Kamakwie), the higher demand during Ebola increased the price of bleach

Shop	Price of chlorine
Kamakwie	7,000 or 8,000 Le
Kamaranka	5,000 to 7,000 Le
Rokulan	5,000 or 6,000 Le
Kagbere	5,000 or 6,000 Le
Samaya	5,500 Le ⁵
Kathanta	7,000 Le
Kabba Ferry	7,000 Le
Hunduwa	6,000 Le
Laminaya	6,000 or 7,000 Le
Rosos	6,000 Le
Royanka Lol	6,000 Le
Masactaba junction	5,000 to 7,000 Le
Kalangba	5,000 Le
Gbendembu	5,000 or 6,000 Le
Average price	6,000 Le

Table 4 - Price of chlorine in each shop as reported by the storekeeper

In all shops with syringes, **syringes** are sold **1,000 Le**. **White cloth** is available in Kamakwie, sold **5,000 Le / yard**. But **communities seldom have to buy new material**⁶.

2.2 Profit from bleach business

We can assess the **number of bleach bottles sold per year** for storekeepers:

- when they have records in their book for one whole year
- when they have records for half a year: we double the result, assuming that sales are constant throughout the year

In average, storekeepers sell 40 bleach bottles per year, resulting in an **approximate annual profit of 40,000 Le**.

Shop	Approximate number of bottles sold per year	Approximate annual profit from bleach sales	Approximate annual profit from bleach sales ⁷
Kamakwie	50	50,000 Le	6.60 EUR
Kamaranka	20	20,000 Le	2.60 EUR
Rokulan	45	45,000 Le	5.90 EUR
Kagbere	48	48,000 Le	6.30 EUR
Kathanta	34	34,000 Le	4.50 EUR
Hunduwa	50	50,000 Le	6.60 EUR
Laminaya	36	36,000 Le	4.70 EUR
Royanka Lol	35	35,000 Le	4.60 EUR
Average	40	40,000 Le	5.30 EUR

Table 5 - Annual number of bottles sold and profit of each shop

⁵ But 7,000 Le according to the community who buys in the shop

⁶ For more details, see [Report on communities' interviews](#)

⁷ Exchange rate January 2017: 1 EUR ~ 7,600 Le

Bleach sales represent for all storekeepers a **very small part of their global sales** – no storekeeper does this business for profit⁸. The main issues faced by the storekeepers are:

- **Slowness of sales:** communities buy bleach every 2 to 3 months, leading to small scale business. On the other hand, the small scale of the business makes money gathering easier.
- **Transport cost:** the profit on each bottle (less than 1,000 Le according to the MOU) is insufficient to justify transport for itself. To overcome this hurdle, most storekeepers send somebody to buy chlorine for them or buy it when they go to the main town for other purposes. The storekeepers in Rosos and Laminaya also expressed their wish to increase the profit on the bottle.
- **Sales recording:** not easy for non-educated storekeepers (Rosos, Rokulan, Kathanta) who need assistance
- **Increase of price:** the increase of fuel price lead to an increased price at the main supplier (from 5,000 to 6,000 Le per bottle in November), bothering the storekeepers

When the storekeeper in Hunduwa was asked if she wanted to continue her bleach business, she answered: “*up to you*”! All the other ones expressed their **wish to continue the bleach business** in spite of small profit because they know its importance for **health in the communities** and are happy to help people who don’t have well to get pure water⁹. Therissa (Kamakwie) said that “*this business is small but big on the other hand*”. Mr. Kalagbaty (Laminaya) said he “*really appreciates this business*”, “*let the people be healthy*”. Only Mrs. Sesay (Gbindembu) expressed another reason that would make her continue this business: now that people come in her shop to buy bleach, she doesn’t want to disappoint them.

Finally, the network of bleach resellers is pretty **well established** and the main risk of breakdown of the chain comes from the **link between the factory in Freetown and the main reseller in Makeni**.

3) Supply chain

3.1 Supply chain description

From Munu to Foday

The main reseller in Makeni used to be Munu Enterprise. Around March 2016, Munu’s wife, who was responsible for bleach refill in Freetown, died in an accident. Munu did not refill during 3 months and the bleach resellers ran out of stock. IA supplied some resellers (Kalangba, Gbindembu) directly with bottles from the factory, some others managed on their own, before establishing the new gross reseller. Among the possible gross resellers, Foday was the one that knew a bit about chlorine (he had sold it once) and was interested in the bleach business.

8 storekeepers bought chlorine by the **main resellers recommended by IA in Makeni**: first by Munu Enterprise and then by Foday and Fofanah Enterprise. The **transition between Munu and Foday was not easy**: Umoro Shall (Kamaranka) bought from Kadia Conteh (Rokulan) for a while; Kadia Conteh could not satisfy her needs by Foday once (needed 10 bottles and could only get 6 because Foday was afraid of the slowness of sales and did not keep a big stock). **The supply chain is now re-established and the situation seems stable**.

Kabba Ferry and Kathanta (located in the North extreme part of Bombali) supply in **Kamakwie**.

Kalangba and Gbindembu (IA South) were still selling the bottles brought by IA during the transition Munu / Foday but **have now been linked with Foday**.

Therissa Saccob (Kamakwie) and Fatu Turay (Samaya) used to supply in other shops (in Abacha Street in **Freetown** or in a shop called **Mem’s Enterprise** in Makeni) but both of them accepted to change to Foday so that the **whole demand is gathered in one supplier** (see annex 3: Bleach supply chain mapping).

⁸Fatu Turay (Samaya) even says that she sells for no profit (price of 5,500 Le: 5,000 for the bottle and 500 Le for the transport), but the community buying there reported a price of 7,000 Le.

⁹ Only Kadia Conteh (Rokulan) needed to be reassured about the risk of over dosage of chlorine in water.

3.2 Price at the main supplier

The price used to be 4,000 Le in Munu, then increased to 5,000 Le in Foday because of inflation. In November 2016, Foday **increased his price to 6,000 Le** because of increase of transport costs.

4) Stock management

4.1 Bleach

At the time of the visit, **one shop did not have chlorine** (the last bottle had been sold the previous day and somebody had been sent to Makeni for refill). All other shops had balance **between 1 and 20 bottles**. Most storekeepers **avoid shortage** by refilling before the balance drops to 0 (between every month to every 6 months). Only Kadia Conteh (Rokulan) admitted that she sometimes experiences shortage that never lasts more than 2 days and Mr. Kalagbaty (Laminaya) who experienced once a 3 days shortage.



Picture 4 - Stocks of chlorine

4.2 Syringes

5 shops **did not have syringes**, either because they had still not received syringes from IA, either because they had sold all of them and did not know where to refill. Now a bleach supply chain has been established (Foday and Fofanah buy 2 mL syringes in Makeni and sell them in the pharmacy). All bleach storekeepers are currently being supplied with those syringes and informed that they can refill syringes in the same place as bleach.



Picture 5 - Storage conditions

4.3 Storage conditions

All bottles were **stored in good conditions**: inside the shop (protected from direct sunlight) and elevated from the ground. **None of them had passed the date of expiring**: the D.O.E. was 12/2016 in Kathanta, 06/2017 everywhere else.

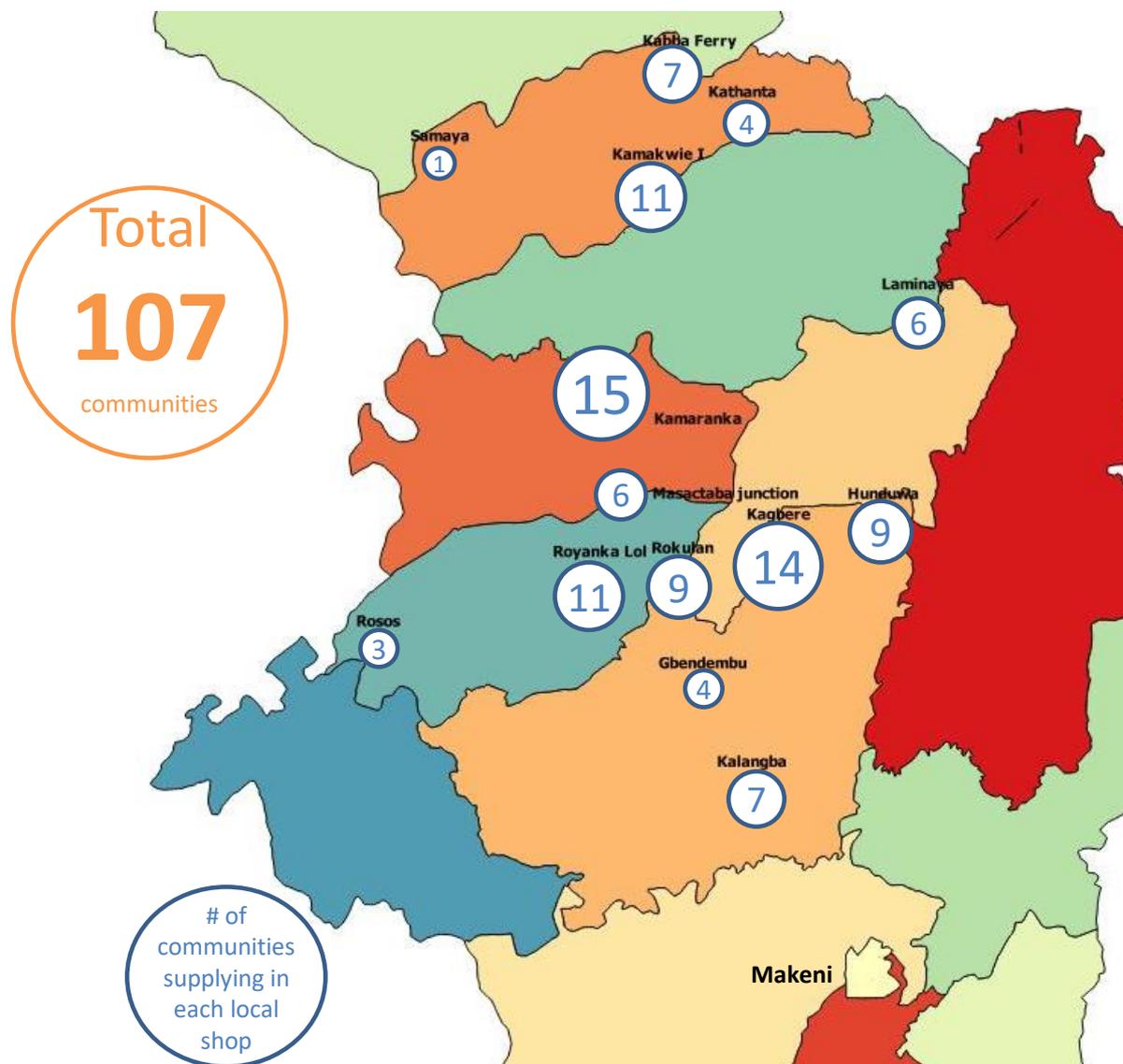
Packaging of the bottle

One main concern was the **impact of the date of expiring on the power of bleach**. Actually, one visit of the factory revealed that the **D.O.E. written on each bottle is not reliable**: the paper is not print according to the number of bottles and some old papers are used for new bottles. Unfortunately, the small scale of the project leaves **low room for partnership with the bleach factory** to improve the manufacturing process.

5) Customers and sales registering

5.1 Customers

Each shop supplies **between 1 and 15 bleach communities, 7 in average**.



Picture 6 - Mapping of bleach communities per shop in 2016

Most storekeepers **know the list of the communities** supposed to purchase bleach in their shop (even if it is harder to remember them all when the number increases!), and they are sometimes able to tell which community has not come for a long time (Karinneh in Royanka Lol, Nghun in Gbendembu). When they have a notebook, the list of the communities supposed to come appears in it. Most of them reported that **only communities trained by IA** buy bleach in their shop according to IA's recommendation and already know how to use it. **Non-IA customers are seldom and not well identified** by the storekeepers: there would be one teacher buying bleach in Rokulan, some people who heard about HHWT on the radio buying in Kamakwie... Umoro Shall (Kamaranka) and Fatu Turay (Samaya) mentioned other communities buying bleach but it has not been confirmed.

5.2 Sales registering

Sales recording is not easy for many storekeepers:

- Either because they **don't have book**:
 - Foday Koroma (Kabba Ferry) had started selling bleach for more than one year but still didn't have received his notebook
 - The storekeeper in Gbendembu did not receive a notebook because he is not educated
- Either because they are **not educated** and need assistance:
 - Sales recording in Kathanta is done by the FF during the follow-up visits
 - Sales recording in Rosos is done by a teacher assisting punctually the storekeeper

- Either they have a book but sales recording is **inconsistent** (Kamaranka, Royanka Lol)
- Rarely, sales are well recorded (Kamakwie, Rokulan, Kagbere) but **some data seem to be missing**

Contrary to the communities, when the storekeeper received a notebook, **it is available in the shop**. In the new strategy, the notebook has been added to the starting kit for storekeepers, and the FF records these data in a form at each follow-up visit to identify the level of acceptance of the communities.

Picture 7 - Storekeeper's notebook

6) Future new shops

Some new storekeepers will **soon join IA's strategy**:

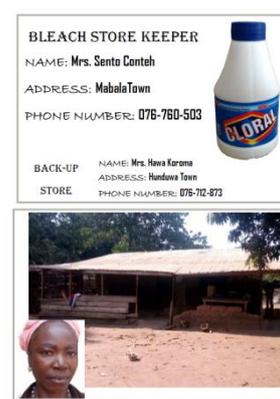
- Either to **expand in new areas**
- Either to **reduce distance between communities and bleach shop** in already covered areas

6.1 IA North

3 new shops will be opened to reduce distance between communities and bleach shops around Kagbere and Hunduwa:

- One shop between Hunduwa and Gbendembu: first contact has already been done with a storekeeper in Mabala
- One shop between Hunduwa and Laminaya
- One shop between Kagbere and Laminaya

Expansion is planned with one new shop in Sanda Loko.



Picture 8 - Card of a new storekeeper in Mabala

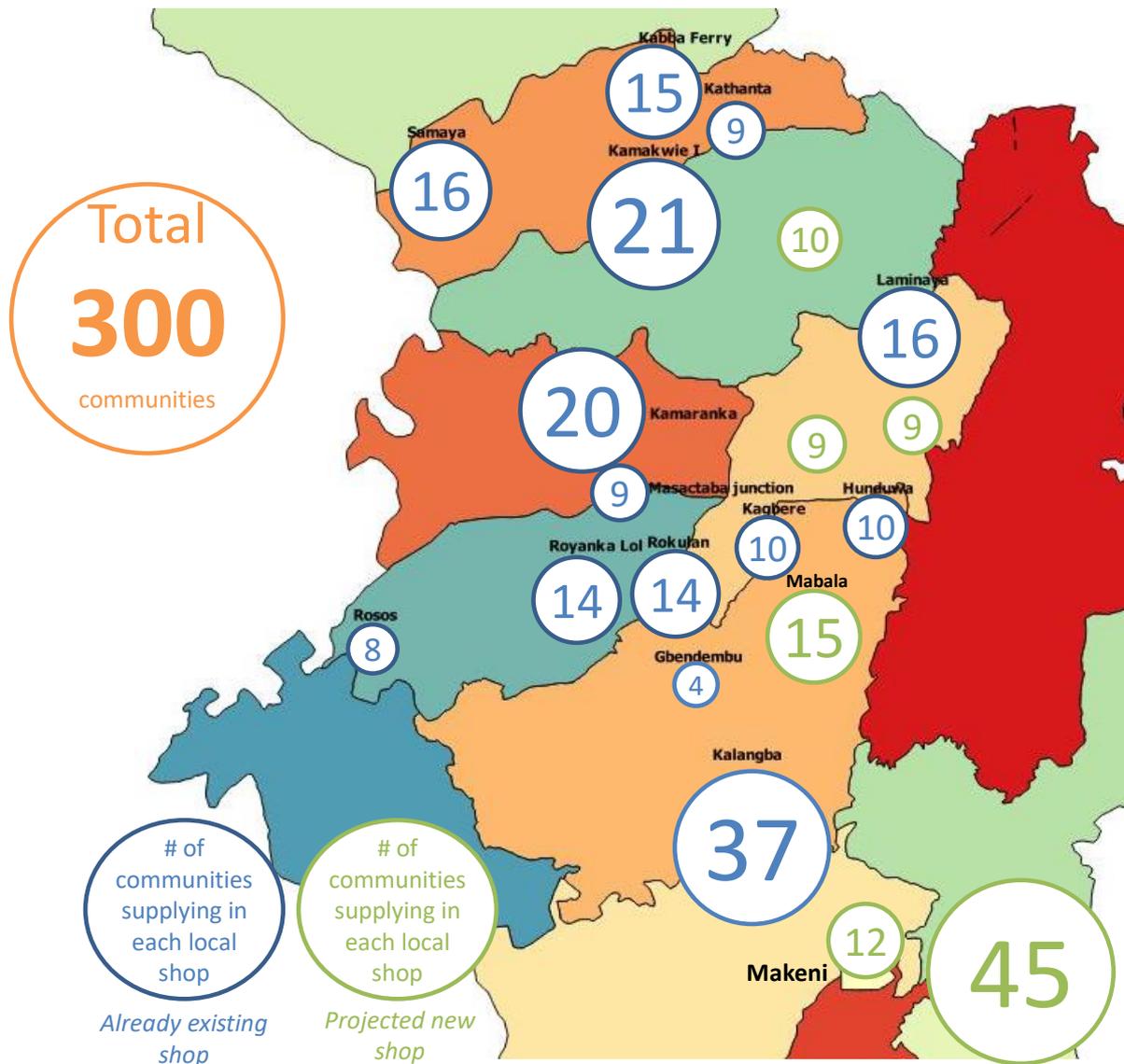
6.2 IA South

The shop of Kalangba is very far from some bleach communities: it is planned to open a new shop in Gbendembu Ngowahun **closer to Makeni**.

Concerning expansion:

- **One shop already selling chlorine** has been identified in Kamabai, thanks to bleach communities supplying in Hunduwa who said they had this shop in mind as a back-up for bleach. The shop started selling bleach in February 2016 purposely to students for laundry. At the time of the visit, there were 12 bottles available at a price of 5,000 Le, bought on the 2nd of December by a supplier in Abacha Street in Freetown (at a price of 48,000 Le for a dozen or 4,000 Le per bottle). The storekeeper doesn't know about HHWT. The contact has been recorded by the team (Masianday, 1 Makeni road Kamabai; Safinatu Conteh & Gibrilla Jalloh; 076-849-523) and will be used if an extension is planned in this area.
- After Gbendembu Ngowahun chiefdom, **expansion is planned either in Safroko Limba or in Paki Masabong**

In addition to those future bleach shops, some **new HHWT communities will join the strategy in already existing shops**. According to this, we can assume what the map of bleach communities may look like in 2019 (the projection is not exhaustive – see map below). 300 HHWT communities would consume about 450 bleach bottles every two months or about **20 dozens every month**. Knowing that the main reseller in Freetown (Mohamed Mughnie) buys about **100 dozens per week**, the main reseller in Makeni (Foday) would **become an interesting customer**. Yet, the factory produces about **500 dozens per day**, and the **bleach consumption for HHWT would still not be interesting for the factory**.



Picture 9 - Mapping of projected bleach communities in 2019

7) Main reseller in Makeni

The **main reseller in Makeni has also been interviewed** (see annex 3: Questionnaire for main reseller in Makeni).



Picture 10 - Mr. Fofanah, owner of the pharmacy



Picture 11 - Mr. Foday, main seller

Foday and Fofanah Enterprise is a **pharmacy**, which is consistent with the reputation of chlorine as a medicine. The owner, Mr. Fofanah, works in a hospital, and the pharmacy is most of the time managed by his brother, Mr. Foday. Mr. Foday **has been trained on water treatment** with chlorine. He

BLEACH STORE KEEPER	
NAME: M. Mohamed Mughnie	
ADDRESS:	
3 Upper East Street Freetown	
PHONE NUMBER:	
030-650-490 / 077-524-858 / 079-223-224	

Picture 12 - Card of the gross reseller in Freetown

purchased bleach the first time directly in the factory, but then the manufacturer decided to sell only to gross resellers: we had to **add a gross reseller in Freetown as a new stakeholder** of the bleach supply chain. We first linked Foday with a Lebanese reseller, to which Foday supplied once. We then linked him with M. Mohamed Mughnie, introduced by the bleach manufacturer as his best customer.

This gross reseller sells bleach since 10 years. He buys about 100 x 12 bottles per week and never faces shortage. The price is comprised between 42,000 and 44,000 Le / dozen (between 3,500 and 3,700 Le / bottle). It would be the best supplier for Foday in terms of price and availability, but there may be some constraints due to the location of the shop (in the Eastern part of Freetown, less accessible unless one pays more transport costs). Foday may refill at the end of January / beginning of February 2017: he will try to buy in this recommended shop and assess the constraints. The team is **currently supervising the well-functioning of this link of the supply chain**.

Mr. Foday has been linked with 2 mL syringes suppliers in Makeni so that he has **2 mL syringes available in his pharmacy** and local bleach storekeepers can refill easily.

8) Bleach factory in Freetown

An interview of the **bleach manufacturer in Freetown** had been planned (see annex 5: Questionnaire for the bleach factory). Unfortunately, the manufacturer had very few time to answer those questions. We could only get the contact of **his best customer** (see above) but no new information about his sales or manufacturing process. The **quantity of bleach bottles used for HHWT is still insignificant** compared to the production, and there seems to be very low space for discussion with the factory until we manage to **scale up the project** through partnerships with other actors.

III] CONCLUSION

The supply chain is **pretty well established**, but **fragile** because of slowness of sales. All storekeepers **wish to continue**, but hope that IA will help them improve this business, mainly by **increasing the demand** through promotion in the communities and more advertisement.

The new strategy for storekeepers includes:

- Delivering of **promotion documents** directly available at point of sale
- **Increasing the demand** for bleach
- Supervising the supply chain for bleach and 2 mL syringes to **prevent any breakdown** during the **reinforcement phase**

Monitoring of bleach sales through the resellers remains another big challenge. The absence of recording is not a hurdle for the sales of bleach and the practise of HHWT by the communities, but the data recorded from the resellers are **useful for the follow-up of the HHWT communities** by IA: the FF should persevere in the training and follow-up of resellers to facilitate follow-up of communities.

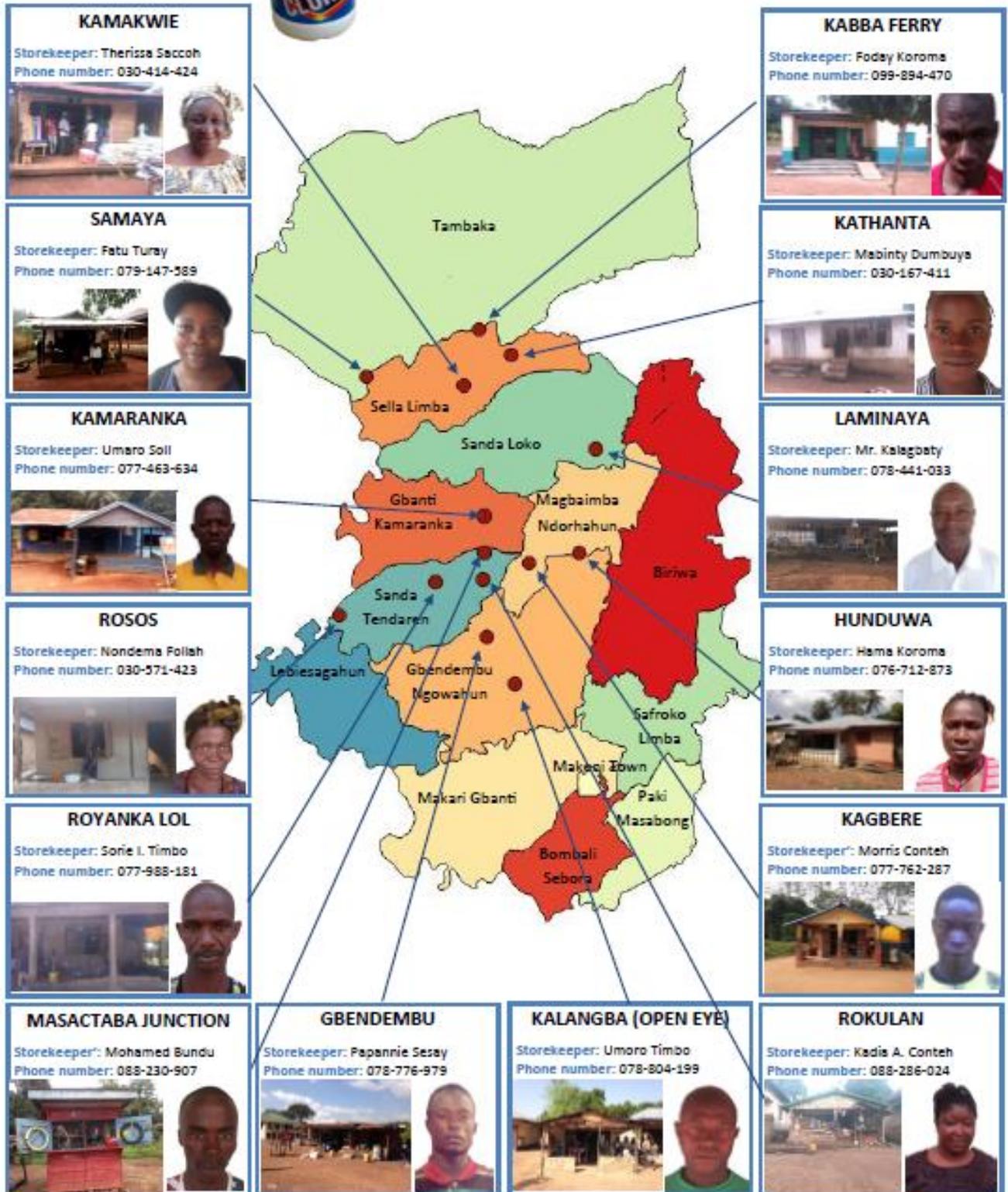
ANNEX 1: BLEACH STOREKEEPERS'S MAP



Inter Aide Sierra Leone



Bleach storekeepers Bombali district



Last update: 12/2016

ANNEX 2: QUESTIONNAIRE FOR BLEACH STOREKEEPERS

Introduction:

- When did you begin selling bleach?
- How many bleach bottles did you receive as start up from Inter Aide?
- Were you trained on the use of bleach before beginning to sell it? What training did you receive?
- Could you explain me how to use chlorine?
- Did you receive a booklet that reminds you of all the steps of the treatment?
- Do you still have it?
- Do you use it?

Business:

- Price?
- Quantities per month?
- Quantities per year?
- How much profit do you earn per year?
- Is it a big part of your business?

Supply:

- How often do you buy bleach to your main supplier?
- Where?
- Is it the one recommended by IA?
- How far?
- How much do you buy a bottle?
- How do you manage with money gathering?
- How do you manage with transportation?
- How do you manage with stock management?
- Problems with the supply?
- Have you ever experienced shortage?
- Why?
- For how long?

Conservation:

- Where do you store the bottles in the shop?
- Age of the bottles? (note the expiring date)

Sales registering:

- How many communities come to buy bleach? Which ones?
- At which frequency?
- Do you know which communities are supposed to come?
- Do they all effectively come?
- Only bleach communities or also individuals for their own use?
- How do you register (date, number of bottles sold, price, community's name)?
- Ask to see the registering notebooks (from the beginning until today)
- Do you know how communities decided to come to your shop? Only because they have been informed by IA or did they hear by other means? Which one?

Ebola:

- Did Ebola change the demand for chlorine in any side? (less or more customers/ more people interested/ more people, other business providing chlorine/ for free or not)

Other:

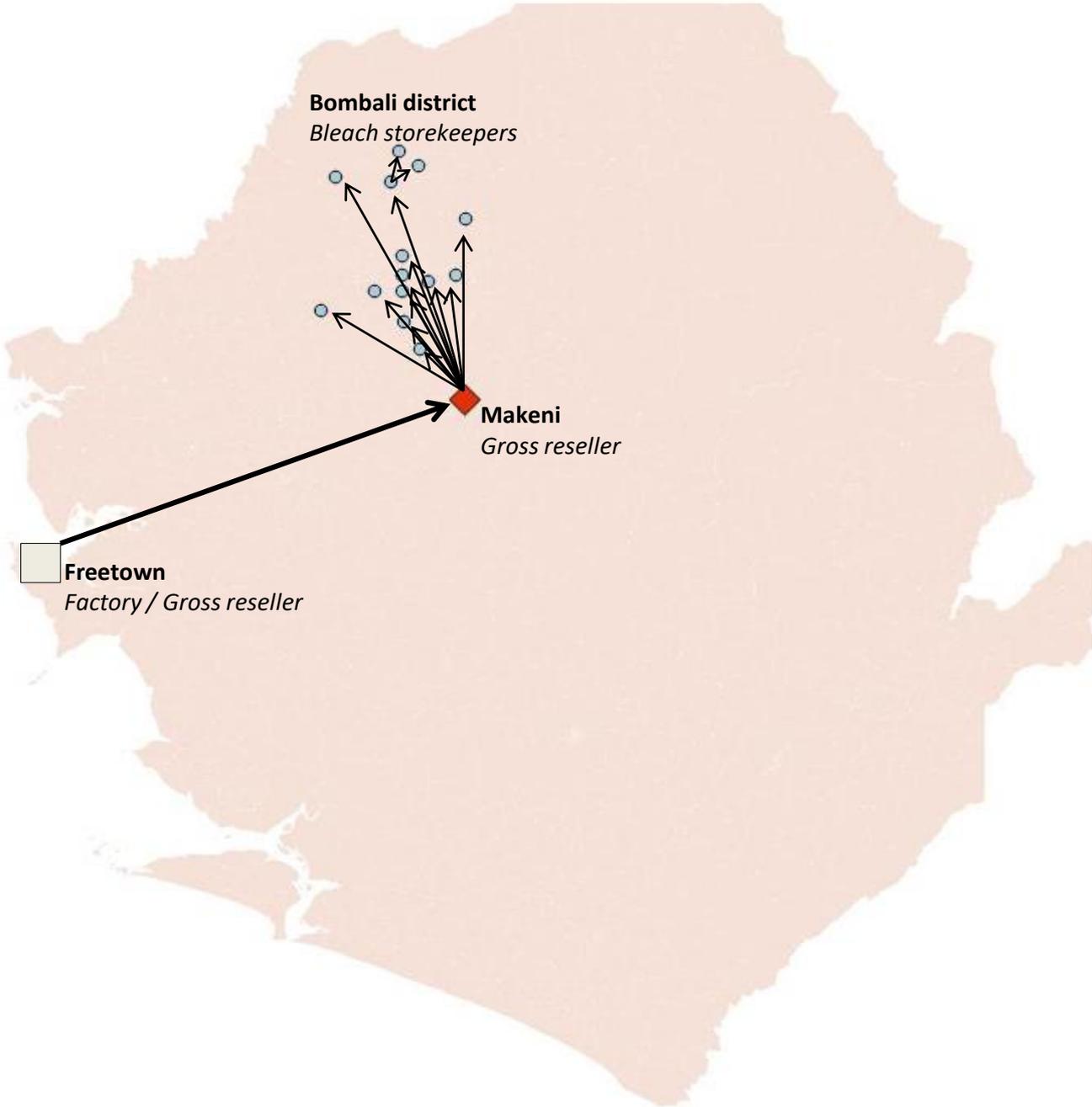
- Do you know other people who are selling chlorine? Who?
- Do you personally treat water with chlorine? Why?

Conclusion:

- What are your experiences you have learned from this bleach business?
- What are the major problems you are facing in doing this bleach business?
- Do you wish to continue? Why?
- Any ideas to improve the business?

Take the GPS coordinates

ANNEX 3: BLEACH SUPPLY CHAIN MAPPING



ANNEX 4: QUESTIONNAIRE FOR MAIN RESELLER IN MAKENI

Introduction:

- When did you begin selling bleach? Why? How did you hear about it?
- Where do you purchase bleach bottles? Since when? How did you manage at the beginning with the supply? With some assistance from IA? Did you receive bleach bottles as start up from Inter Aide?
- Do you know for which purpose(s) customers buy your bleach? Especially the ones that IA linked with you?
- Were you trained on the use of bleach for HHWT? What training did you receive?
- Could you explain me how to use chlorine?
- Have you ever had/Do you often have to explain HHWT to somebody or do all your customers already know how to use bleach for HHWT?
- Did you receive a Store Keepers Booklet that reminds you of all the steps of the treatment? Do you still have it? Do you use it?

Business:

- Price? Evolution? Inflation?
- Quantities sold per month/ year? Evolution?
- How much profit do you earn per month/ year? Is it a big part of your business?
- What other items for HHWT are sold in the shop (syringes, cloth, funnel...)?

Supply:

- How often do you buy bleach to your supplier? When you have how many bottles left?
- How many bottles do you buy at each purchase?
- How much do you buy a bottle?
- How do you manage with money gathering? with transportation (supplier's accessibility)?
- Have you ever experienced shortage in your supplier? Why? How long did it last?
- Other problems with the supply?
- Have you ever experienced bleach shortage in your shop? Why? How long did it last?

Conservation:

- Where do you store the bottles in the shop?
- Age of the bottles? (note the expiring date)

Sales registering:

- How many storekeepers come to buy in your shop? Which ones? At which frequency?
- Only IA's bleach storekeepers or other customers? If other customers, storekeepers or individuals? for HHWT or for other purposes?
- Do they buy other items than bleach? What kind of items?
- Did this bleach business bring you some new customers?
- Do you register bleach sales? If yes, how (date, number of bottles sold, price, customer)? If yes, ask to see the registering notebook.
- Do you know how customers decided to come to your shop to buy bleach? Only because they have been informed by IA or did they hear by other means? Which ones?

Other:

- Do you know other people who are selling chlorine? Who?
- Do you personally treat water with chlorine? Why?

Conclusion:

- What are your experiences you have learned from this bleach business?
- What are the major problems you are facing in doing this bleach business?
- Any ideas to improve the business?
- Do you wish to continue? Why?

Take the GPS coordinates

ANNEX 5: QUESTIONNAIRE FOR THE BLEACH FACTORY

HHWT introduction

- Current status: 107 communities in Bombali district, representing more than 7000 people
- IA's goal: 300 communities in 3 years
- Fatu's introduction

Factory introduction

- When did you start your business? When did you start bleach manufacturing?
- How many employees? How is the factory organized?
- What other products do you manufacture in your factory?

Sales

- How many bottles sold per month? Per year? Evolution?
- Which price? Evolution? Inflation?
- What part of your business comes from the bleach sales?
- What do you need to supply (for bleach, bottles, cover, paper)? Who are your suppliers? Any issue with your supplier?
- Who are your customers? How many? Who are the most important ones? Resellers or also individuals?
- For which purpose(s) do your customers buy bleach? Do you know how many of them buy it for HHWT?
- Do you record sales? How?

Manufacturing process

- Bleach:
 - o How do you produce bleach? Which chemicals do you mix?
 - o What concentration of chlorine in your final product?
 - o Which quantity of bleach manufactured in one round? How many round(s) a day/ a month? How many bottles manufactured per day/ per month?
- Bottles:
 - o How do you produce bottles?
 - o Only for bleach or also for other products?
- Cover:
 - o How do you produce covers?
 - o Only for bleach or also for other products?
- Packaging:
 - o How do you print the packaging?
 - o How do you associate each bottle with the right packaging?
 - o How do you determine/ calculate the D.O.E.? Why different labelling (different times in between D.O.M. and D.O.E.)?

Storage

- How do you store the bottles?
- How do you manage with stock management? Do you sell in priority the bottles manufactured before?
- How long do the bottles stay in your factory in average before being sold?
- Do you know the loss of chlorine in your final product? How long bleach keeps its power? Do you have any warrantee?

Regulatory environment

- Is there any governmental regulation you have to respect? If yes, which one?
- Any new regulation recently?
- (Have you heard about any future new regulation?)

Quality control

- Do you know if the chlorine concentration is exactly the same in all bottles?
- Do you check the bleach concentration of your final product before selling it? If yes, how? If not, do you think it would be important/ interesting to do it?
- Do you know how you could check the chlorine concentration in your bottles?
- (Would you be interested by any assistance by IA for quality control?)

Ebola

- Did Ebola have any impact on your business (amount of sales, price, number of customers...)?

Business focused on HHWT

- Cover: How complicated is it for you to change the bottles' cover? Have you any ideas of the implied cost?
- Packaging:
 - o What are your constraints concerning the packaging?
 - o How complicated to change the design?