Sarvajal: Water for All
Thecasesolutions.com
Overview

- Pillars of strength
- Current business model
- Problem identification
- Drivers of change
- Financial Analysis
- Industry KSF's
- Alternatives and decision criteria
- Selected strategy
- Implementation plan
- Risks and mitigation

Thecasesolutions.com
Pillars of Strength

- Empower people in their own communities
- Skilled and talented work force (brain trust)
- Low cost high quality machines
- Social goal of the company

Thecasesolutions.com
Current Business Model

Goals:
- Expand business by offering to more communities
- Create affordable clean drinking water to all

Critical activities:
- Align goals with franchisees
- Use advanced technology to improve processes
- Low cost machines and production

Product/Market:
- Water services/water entrepreneurs

Value proposition:
- To get water to as many people as possible, as cheap as possible, and guaranteed clean.

Thecasesolutions.com
**Primary problem**

- How to grow the company while aligning the goals of the company and the franchisees

**Secondary problem**

- Safety and quality of water produced
- Good employees leaving
- Cash management

Thecasesolutions.com
### Drivers of Change

<table>
<thead>
<tr>
<th>S</th>
<th>W</th>
<th>O</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengths</td>
<td>Monitoring and controlling what franchisees are doing</td>
<td>Expansion with more machines and more communities</td>
<td>Franchisees leaving to start their own business</td>
</tr>
</tbody>
</table>

### Thecasesolutions.com

<table>
<thead>
<tr>
<th>P</th>
<th>E</th>
<th>S</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political</td>
<td>Economic</td>
<td>Social</td>
<td>Technology</td>
</tr>
<tr>
<td>Franchise law is relatively new in India</td>
<td>Overall economy of India is poor and developing</td>
<td>Huge health concerns around unsafe drinking water and diseases</td>
<td>Advances in technology to purify the water is crucial to the business (RIFD tags, SMS)</td>
</tr>
</tbody>
</table>
Financial's

Consolidated Projections 2011-2015 (No Lease or Borrow for RO plants)

Thecasesolutions.com

- CAGR Revenue = 169%
- Current Ratio = 83.27
- Profit Margin = 33.3%
- Debt to Assets = 0.15%
Industry KSF

Thecasesolutions.com

- Low Cost
- Increase in Machine Efficiency
- Location & Accessibility
- Ability to Service Increasing Demand