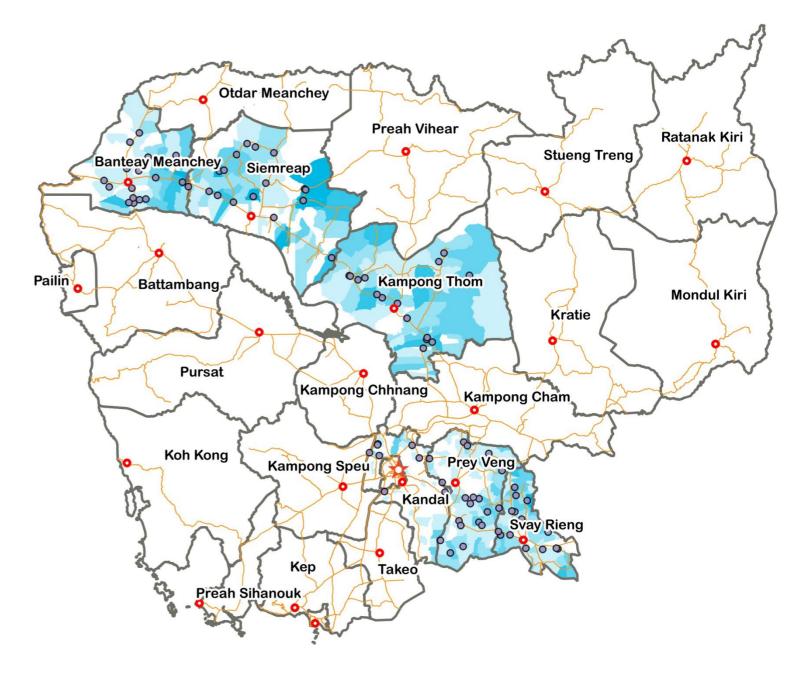


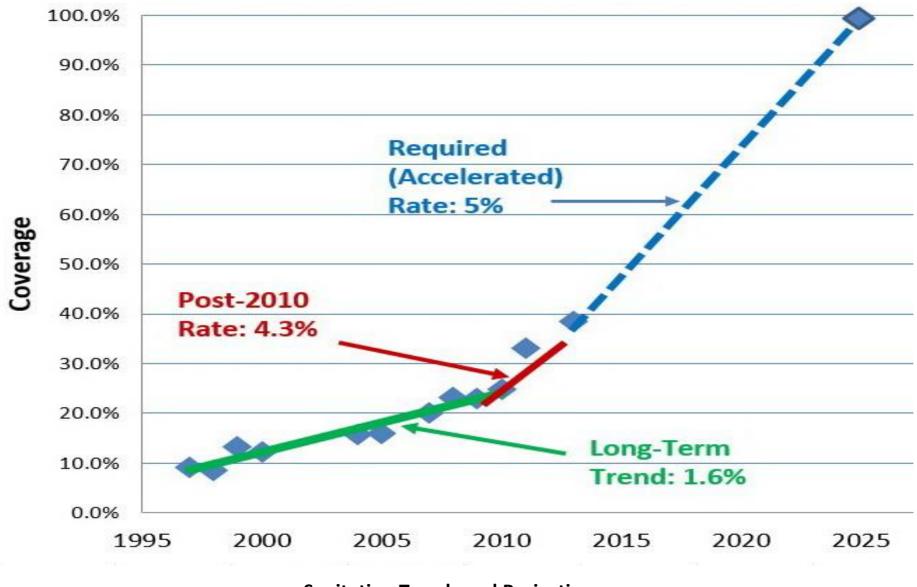
- Over 15.5m people
- ✤ 80% rural population
- Constitutional monarchy
- Agriculture & Textiles
- ✤143<sup>rd</sup> in HDI (2014)



### **Cambodia: A Sanitation Marketing Opportunity**



#### **NAP Seeks to Bend the Curve**

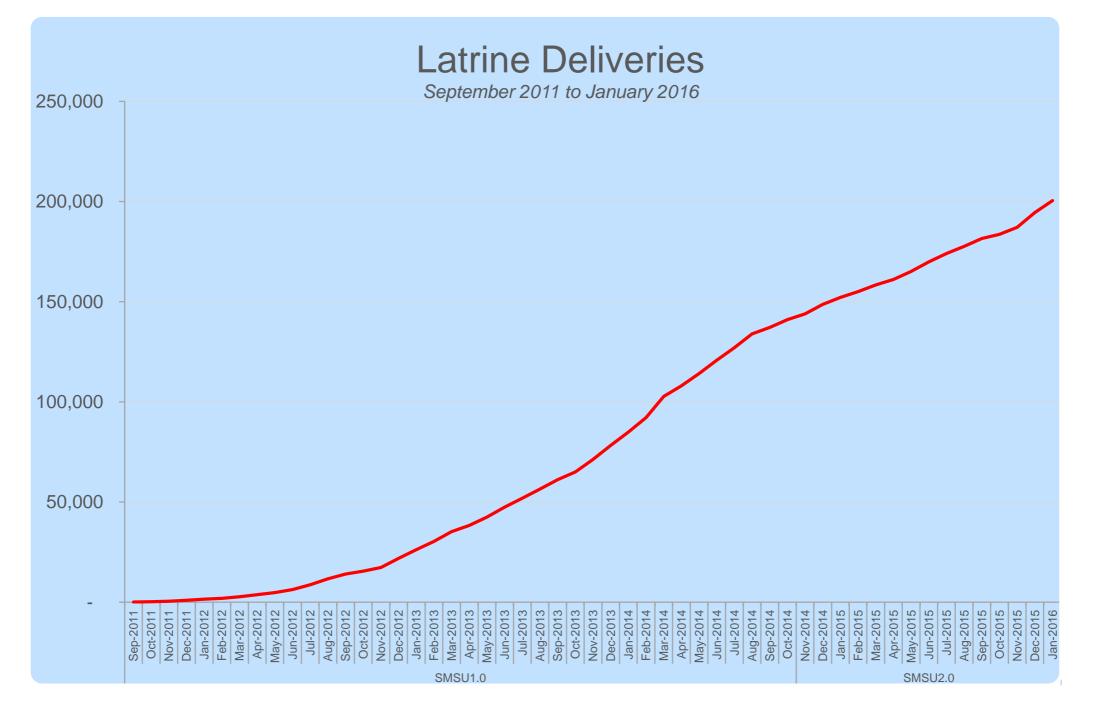


**Sanitation Trends and Projections** 

Source: National Action Plan for Rural Water Supply, Sanitation and Hygiene 2014-2018 (Draft)

#### **Cambodia National Action Plan Requests**





#### SMSU 1 Achievements: 141,000 Latrines (2 <sup>1</sup>/<sub>2</sub> years) SMSU 2 Objective: +223,000 Latrines (3 years)

### SALES SIDE "Sanitation Teachers"

- Paid on Commission
- Community-based
- Flexible and mobile
- High Turnover





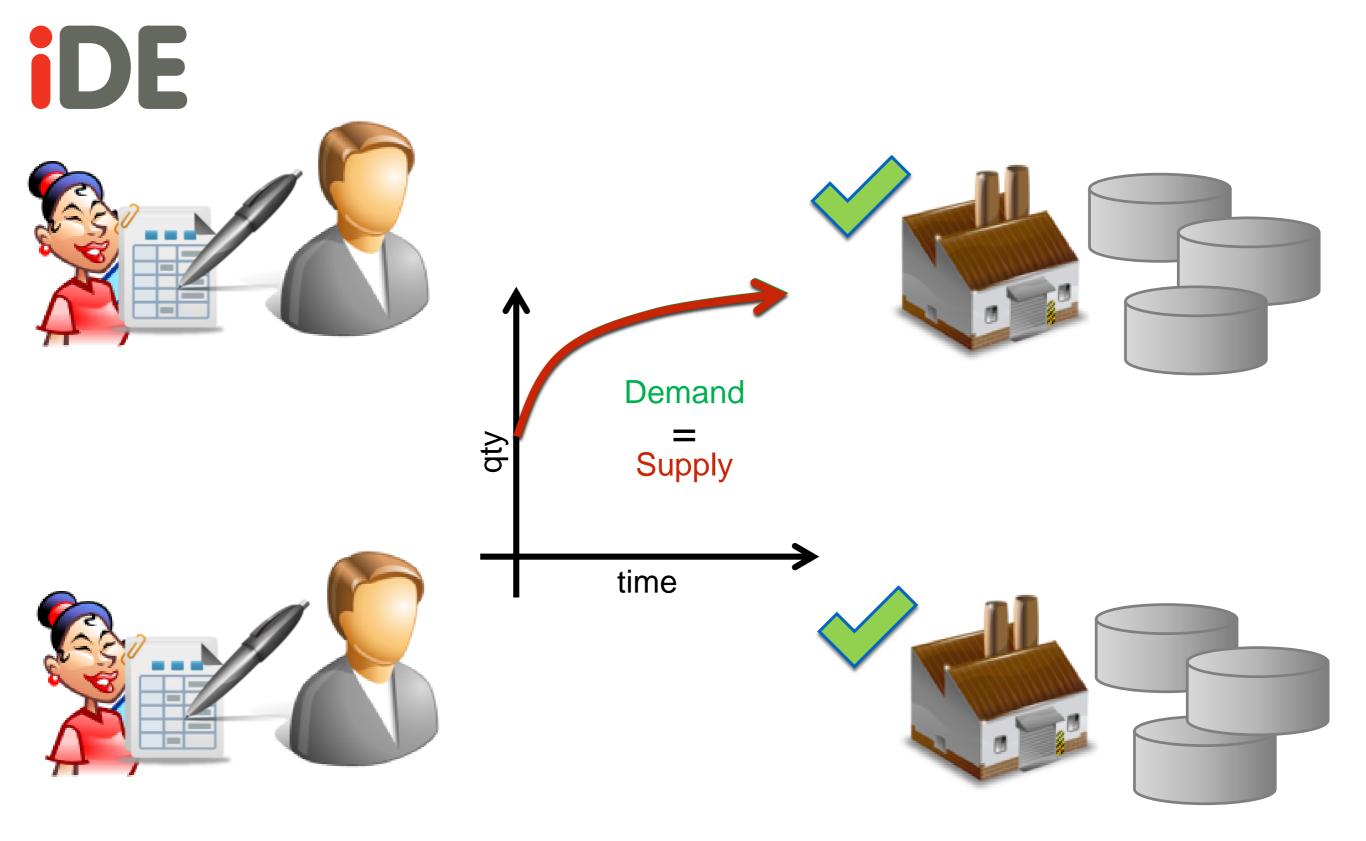
### SUPPLY SIDE "Latrine Business Owners"

- Micro-Entrepreneurs
- Diversified Products
- Lean Manufacturing
- Poor sales managers

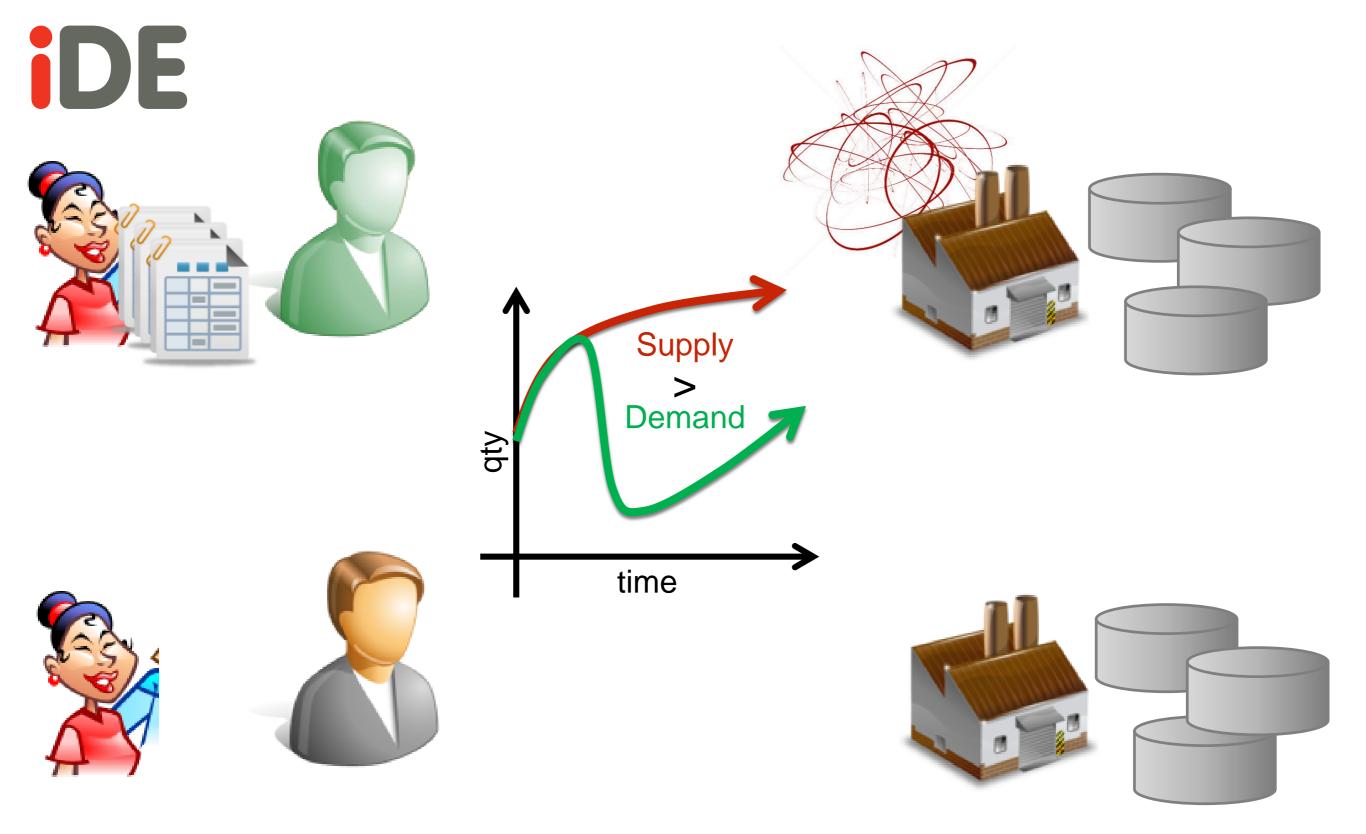




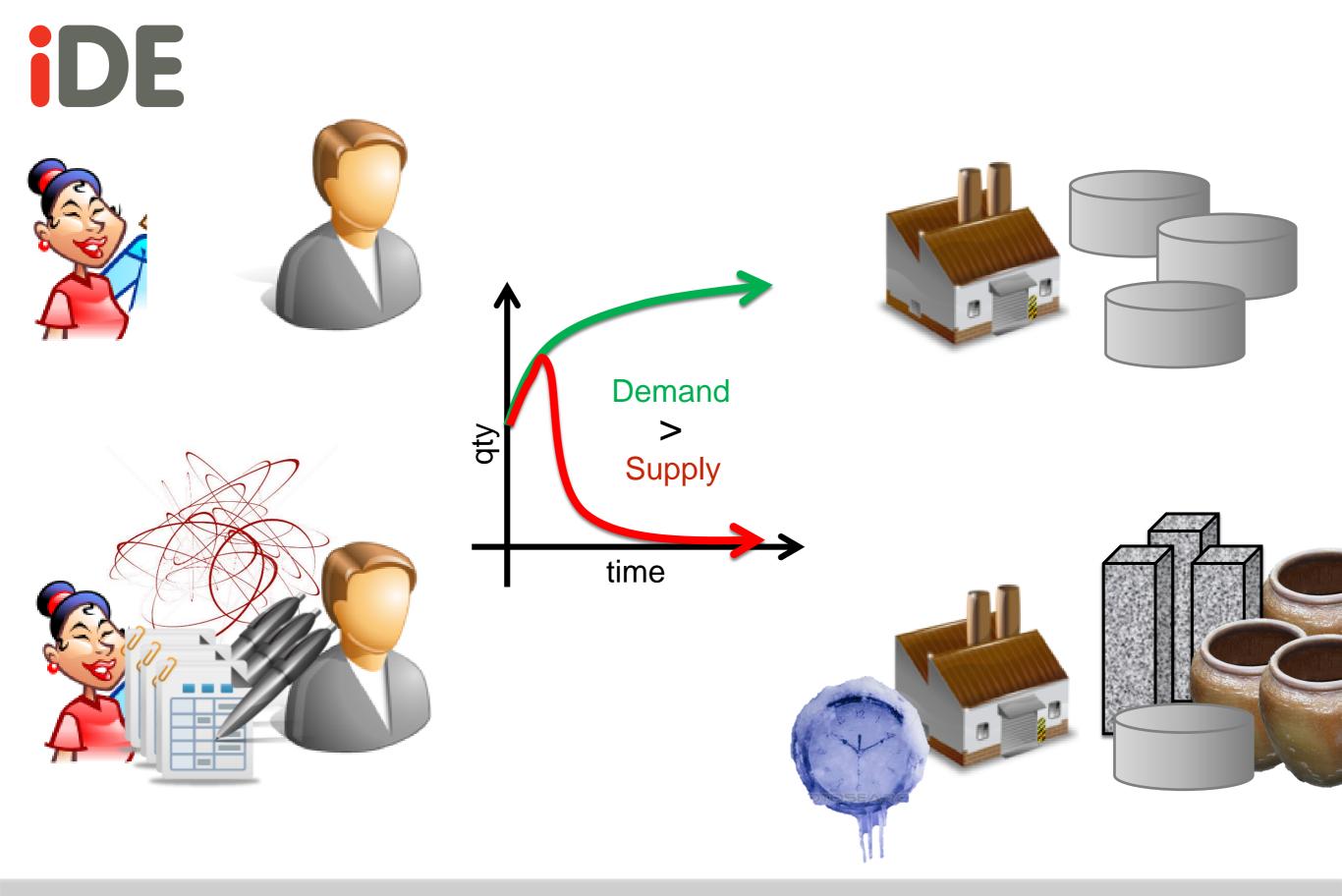




#### **Supply Chain Model 1.0**



#### High Turnover of Sanitation Teachers

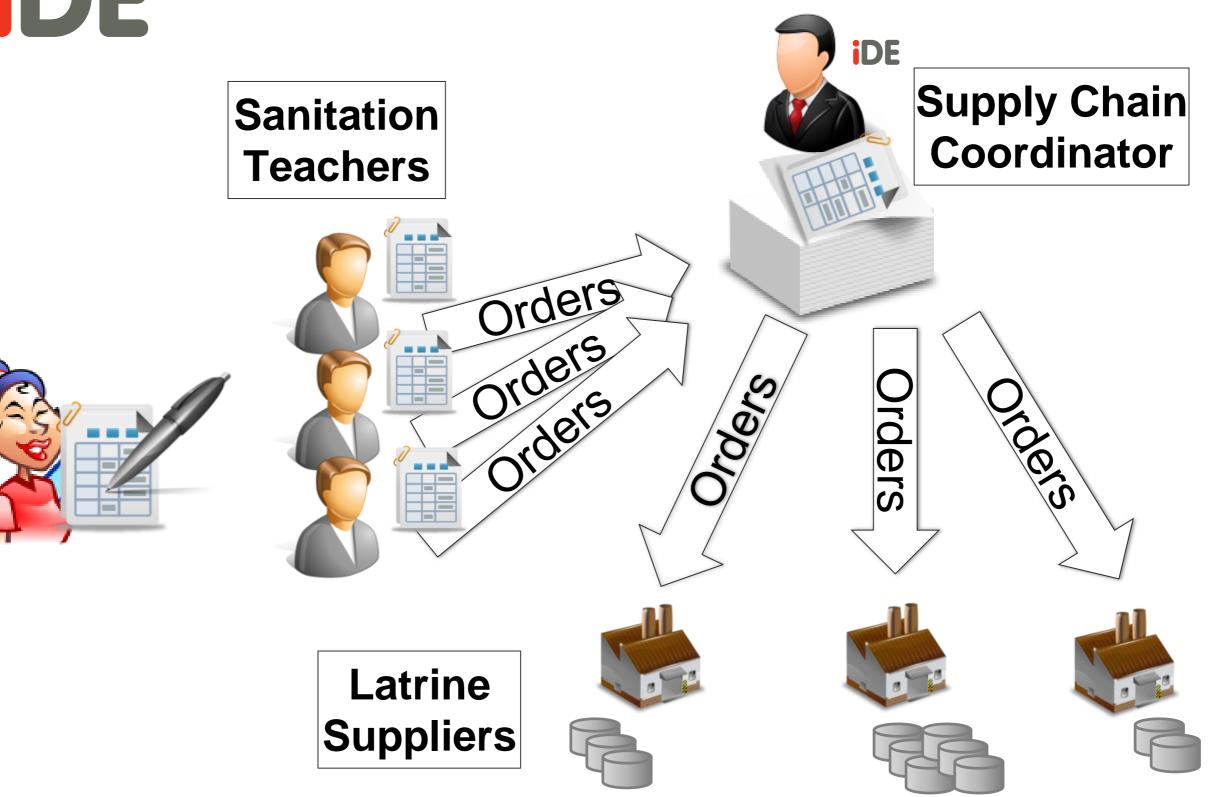


#### **Volatility of Production Capacity**



Supply Chain 2.0: Bigger, Better, Faster!





SC Model 2.0: Order Pooling & Load Balancing



#### SMSU 2: Cloud-based coordination

ENTERING AND ORDER

After successful sale, order is thumbprinted on paper form

Information is captured on Android device via TaroWorks (including pictures and GPS)





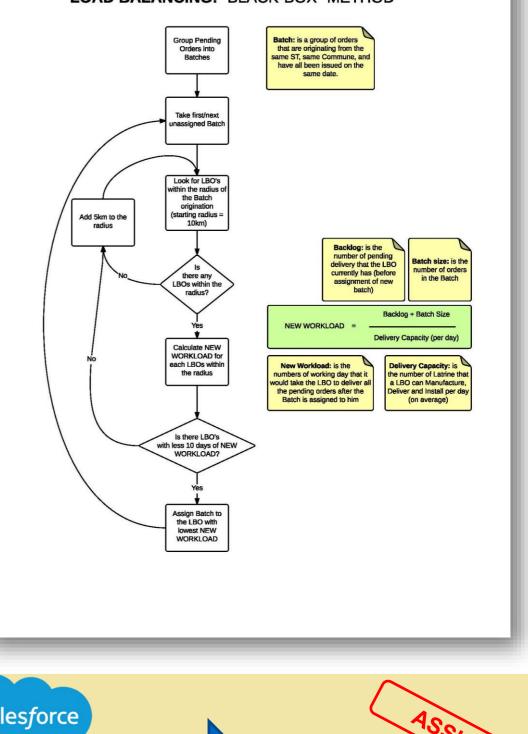
#### LOAD BALANCING: "BLACK-BOX" METHOD

### ASSIGNING ORDERS

Orders are batched and assigned to Suppliers with the help of a simple heuristic technique.

We call this step "load balancing"

Done by Supply Chain Coordinator via Salesforce Community





### CONFIRMING ORDERS

The supply chain manager meet (or call) the supplier with the orders assigned to her.

If the suppliers accept the orders, she commits to a delivery date

The supply chain record this committed delivery date and the orders are considered "confirmed"

DSCC

Can

do?

Yes! on

12/02/16

ASSIGNED CONFIRMED sales*f*orce

# RECORDING DELIVERIES (and cancellations)

Suppliers logs completed deliveries in a paper register (the "big book")

During the weekly meeting, Supply chain coordinator records deliveries, cancellations, and postponements through TaroWorks.

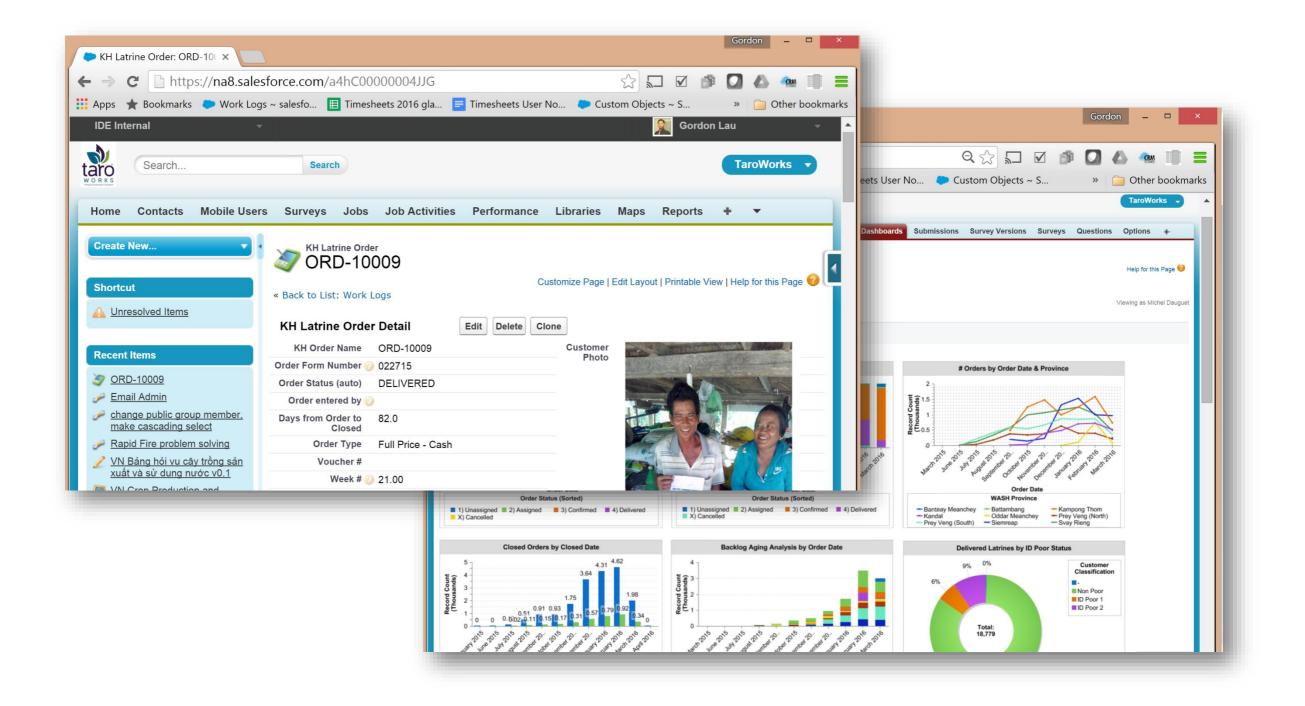
DSCC



DELIVERED

NCELLED

salesforce



#### Where TaroWorks and Salesforce Come In

DONORS, PARTNERS & COLLABORATORS



**Australian Government** 

**Department of Foreign Affairs and Trade** 





