

Outline:

- Introduction
- Company's background
- Bella Springs' external environment
- Competitive advantage
- Case analysis & the dilemma
- Challenges & risks facing the company
- Recommendations
- Conclusion
- Q&A

Summary

- Ghana's economy is very shaky and unreliable.
- Only 61% of the population have access to clean water.
- Dr. Sumual Donkor is the founder of Bella Springs.

External Environment Analysis

Using PEST analysis:

- Political factors.
- Environmental/Economical factors.
- Social factors.
- Technological factors.

Competitive Advantage

- Competition
- High investment
- Environmentally friendly
- Technology
- Location

Case Analysis

The Dilemma: Demand for water sachets was increasing, however the operational capacity is limited.



Breakeven

- Prediction of 900 liters per hour.
- Creating economies of scale.
- The company will take 5.2 years to pay off large upfront investments.
- Cater for any challenges.

Challenges & Risks

External and internal risks facing Bella Springs are:

- Operational Risks
- Strategic Risks

Recommendations

Only under these conditions:

1. Affordable unit.
2. Efficient distribution.

Conclusion

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Any questions?

Thank you for listening!