

Pelletizer Production Franchising

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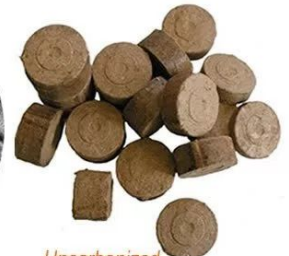
Uses among others:



 **awamu** Pellets
BIOMASS ENERGY



Maize Cobs



Uncarbonized
Briquettes

Client Background



Awamu: Kampala, Uganda

Franchising model for pelletizer production

Scale of Operation: Nationally throughout Uganda

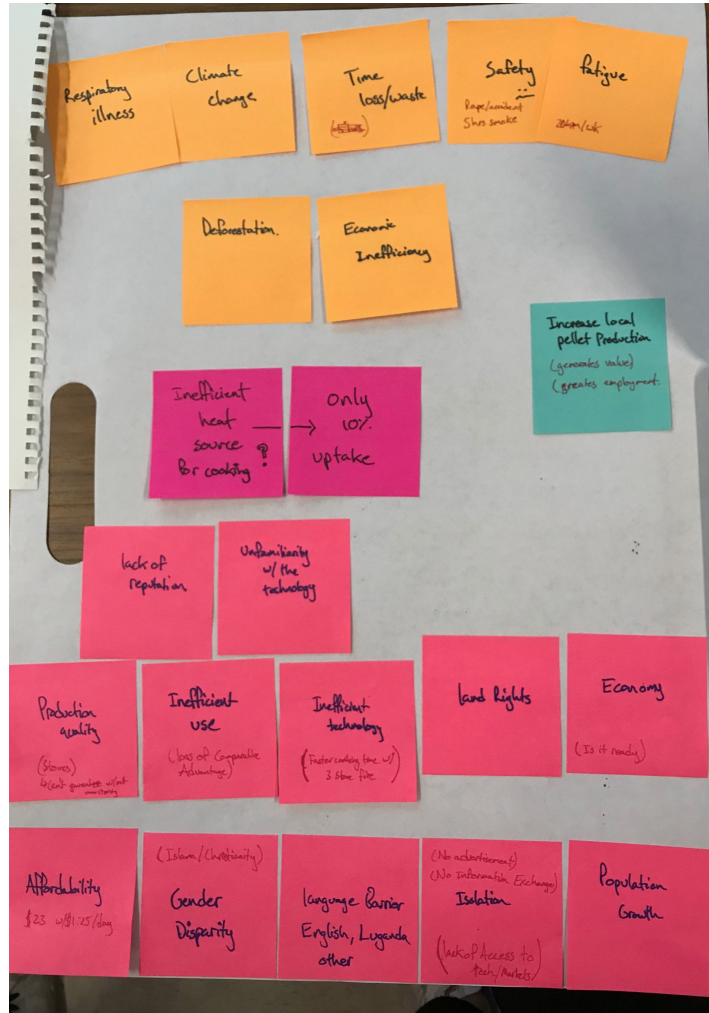
Competitors: Producers for charcoal stoves, rocket stoves, hincas stoves, TI UID (top-lift undraft) stoves



Problem Statement

When we first read the material, we thought the major problem should be air pollution, as lots of people in Uganda have suffered fatal diseases caused by burning firewood for cooking. After we realized our client, Awamu, has developed improved cookstoves to reduce air pollution. However, there are more than 90% of population is still burning firewood for cooking instead of clean cooking gasifier. The problem Awamu faces is lack of customers compared to increasing demand for green energy.

Problem tree



Prior Art

Awamu has performed extensive market research for their own gasifier stoves about the potential challenges and possible solutions. Also, Awamu collected data among different products in different situation and used data to illustrate why their products is better than others.

Stakeholders

- Village Health teams
- Bioburn
- Awamu
- Pelletizers
- Sales agents

Policy ID

1. Does policy have relevance?

- a. Air pollution
- b. Franchising
- c. Foreign Direct Investment

2. Does relevant policy exist?

- a. Air pollution - No policies currently exist in Uganda, Policy makers can look towards the example of South Africa.(dept. Of environmental affairs)
- b. Franchising “inadequate policy and legal frameworks for franchising.”
- c. Foreign Direct Investment - Policies favor foreign investment

SWOT analysis

Strength: easy for advertising

Weakness: require training

Opportunity: Good reputation

Compared to other company

Threat: cheaper alternative

Technology, licence for franchising knowledge for gasifier stoves and bellet production, captial. easy for advertising -	Use to stoves infrequently. require training. require network to implement. the the model model. through. labor. hard to control quality.
community support. have good reputation ea compared to other company. help from. UCD.	cheaper alternative. lack of regulation of production by others. Lack of reputation, not famous. no access to bellet.

Summary & Recommendations

Further Questions:

- Why the low adoption rates?
- To what degree is lack of access to internet or information inhibiting Awamu's franchising model?
- What role do the language barriers play?

Insights:

People are not aware of the potential dangers of traditional cooking methods