



Miller Center

for Social Entrepreneurship

Name of social enterprise: VITALITE Zambia Limited

Mission statement: Our mission is to make quality products and services accessible and affordable to all Zambian households.

Webpage: <http://vitalitegroup.com/>

GSBI 2017 business plan presentation:

https://www.youtube.com/watch?v=IME9x_nDt9w

Headquarters: 15 Lubwa Road, Rhodespark, Lusaka, Zambia

Location(s) of research: Zambia

Impact to date:

- Established Zambia's first pay as you go distribution company
- 7000+ customers as of November 2017
- \$40,000 in household savings/month for existing customers

Background: VITALITE Zambia targets rural and peri-urban farming households that have unreliable or no access to modern energy and who generally cannot afford productivity and welfare-improving products and services without access to appropriate finance. The size of the available market is estimated to be over 1.67 million households in Zambia.

VITALITE distributes its renewable energy and productive-use agriculture products and services using an agent network in conjunction with a pay-as-you-go technology-enabled customer finance. They add value by developing new, innovative last mile distribution channels that involve excellent customer service and consumer finance options that open up rural base of the pyramid markets.

The challenge: In order to accelerate its scaling in more regions across Zambia, VITALITE wants to create written versions of its sale processes and formally evaluate the strengths and weaknesses of its current sales strategy. The enterprise seeks to formalize its sales and operations knowledge, in order to streamline and improve the process of adding new agents to its sales network.

Action research products needed:

1. A sales manual used to support the training of new agents and formalizes the agent role in writing.
2. Operational analysis of sales strategies, offering a critique of effective methods based of beneficiary responses.

Student skills needed: technical writing, market analysis, interview skills

Keywords: micro-financing, off-grid electrification, last mile distribution, inclusive markets, rural solar technology, smallholder farmer agricultural inputs.