

Gyapa stove supply chain

EnterpriseWorks/VITA trained and set up businesses across the supply chain from potters, to stockists, manufacturers and retailers.

Ceramicist

Mr Richard Ekem, Ekem Pottery, Winneba, Ghana



Stockist

Mr Ebrahim 'Lucky' Dowda, Accra, Ghana



Manufacturer

Mr Isaac Koomsom, Roman Hill, Kumasi



Retailer

Mr and Mrs Kwesi Marfo



Customer

Mrs Christiana Osei-Akoto Baffour



Three ceramicists were chosen to make liners for the Gyapa stove, a crucial part of the process given they are key to the stove's fuel efficiency. Each potter was provided with after-sales care, quality control and business advice by EnterpriseWorks/VITA.

"Making the ceramic liners for the Gyapa stove has given people employment in the local area. We need raw materials such as wood and sand and this provides jobs for other companies. I can make 1000 liners every week."

There are currently two stockists, each selling about 900 ceramic liners a month to the manufacturers.

"I can sell 900 liners a month which gives me enough money to send my son to school. Things are expensive in Accra."

Initial difficulties finding Gyapa manufacturers disappeared when the scheme showed a profit, with 84 manufacturers quickly coming on board. EnterpriseWorks/VITA chose those who already worked with metal products, each company producing about 20 stoves a day using steel from scrap metal.

"I have been making the Gyapa stove for two years in Roman Hill Market, Kumasi. There are 22 manufacturers in Roman Hill and we hold meetings to discuss our businesses, the quality of the liners and any problems that we are facing. In one month I can make 100 stoves with my younger brother. The money from selling the stoves has meant that I have built a three bedroom house for my family."

Many of the 120 Gyapa stove retailers were selling traditional coal pots before the new stoves became available but were moved to include them in their product portfolio after customer demand increased following the marketing campaign. With all the retailers situated close to manufacturers, transportation is quick, cheap and easy along the supply line.

"I can sell 50 stoves a month, mostly the medium size. It is a good business for me. The Gyapa stove is much better than the traditional coal pots. It lasts longer, uses less charcoal and cooks the food quicker. I always talk to my customers and try to get them to buy the Gyapa stove."

There are currently around 123,000 satisfied customers who find their Gyapa stove uses less fuel and cooks more quickly.

"I have just bought a Gyapa stove as my last one that I have had for over two years has just broken as I left it out in the rain. I bought a new stove as I use one less bag of charcoal a month than with my old coal pot stove. It cooks my food quickly."

**\$0.5 profit
for each liner**

**\$0.1 profit
for each liner**

**\$1.4 profit
for each stove**

**\$0.5 profit
for each stove**