

A Sattva Global Case Study

SUPPORTING BUSINESS diversification for Ghanaian enterprising by designing an impactful go-to-market strategy



CLIENT PROFILE & CHALLENGES

Farmers inhabiting hilly drylands in Ghana have no access to suitable wetlands and have poor knowledge about efficient water technologies. Those interested in aquaculture often lack capital needed to construct and manage water infrastructure for fish production, and bureaucratic procedures for acquiring permits makes it even more challenging.

Sattvas' client provides top-of-the-hill aquaculture ponds on lease to resource poor farmers, capable of producing two tons of catfish twice a year and nutrient-rich water for irrigating 25-acres at the base of the hill.

The client was able to produce substantial quantity of fish resulting in a high inventory but were not able to tap into active markets to sell. They required assistance to boost sales in an already saturated fish market and scale across Greater Accra Metropolitan Area (GAMA) through structured sales and marketing operations along with the capabilities to execute.

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SATTVA'S PARTNERSHIP

- Provided advisory support to the existing sales and marketing unit to enable them to penetrate the GAMA market
- Conducted an on-site sales and marketing workshop for the newly recruited sales force which included both theoretical and practical modules
- Curated a practical playbook to set-up relevant sales and marketing mechanisms to track their operations and impact

OUTPUTS & OUTCOMES

- The client was able to establish and optimize its sales operations from the initial stages. A standardised workshop module, provided by Sattva, was adopted as the company's knowledge transfer tool to train and develop its dynamic and growing workforce
- The client aims to tap on the first mover advantage and capture the major portion of the commercial fish market of Ghana leveraging the sales and marketing insights derived through the course of the engagement



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