Title-Enhancing customer experience with AquaFree - The Waterless Soap Spray
Subject- Business Creation

EXECUTIVESUMMARY

AquaFree is a bath-substituting spray, designed to replace the need for soap, water and skin lotion. It provides its users with a fun and convenient alternative to traditional bathing and showering, a precious tool for helping people to lower the excessive water use that is leading to a looming global water crisis. It is our goal to change the way society practices personal hygiene, and to provide economical practical solutions to the problem.

In the company’s view, the Indian consumer had several problems, that AquaFree can solve:

- Waterless hygiene when you don’t have the Time, Privacy, or Water to shower.
- Convenient to carry and easy usage.
- Works as a solution for people who are lazy to maintain their personal hygiene.
- A life saver for people who don’t have access to clean water or sanitation.

The current size of the soap industry in India is $17 billion, out of which the liquid soap is $2.5 billion. AquaFree has a high growth potential in the near future as it is first of its kind in the Indian Consumer Society.

The targeted customer segments consist of tourist, patients and injured, campers and early morning lazy hostel students. AquaFree shall reach to the customers through various distributors through which the product is easily accessible to the targeted audience.

After understanding the white spaces in the FMCG – Soap industry, the product has been ideated by WeSchool’s Business Design Students to make a small difference in the society by contributing their bit.

OPERATIONAL
VALUE CHAIN

While researching about the primary and secondary stakeholders of the soap industry, we found out certain opportunity spaces and latent needs of the customers. By keeping the customer at the centre we offered a unique solution that follows a process to reach the end user and then back to the cradle (recycling). It starts with collection of raw material which gets processed and the final output reaches the end user through various distribution channels. We also focus on continuous improvement in the product.

BMC MODEL

This Business Model Canvas is the gist of all our business parameters. The value proposition that we offer with AquaFree is unique, for our niche customer segment. Due to which conventional channels of distribution cannot be used, hence we are trying to explore new distribution channels. Since all channels are unconventional our key partners are also different. Yet our key activities, key resources, customer relationship, cost structure and revenue model are according to the conventional businesses.

STAKEHOLDER

CUSTOMERS

- Tourists
- Patients
- Campers
- Hostel boys

DISTRIBUTERS

- Hospitals/Medical Stores
- Travel and Tour Organizers
- Online Stores
- Colleges
- Influencers/Bloggers

IDEATION

Gaps Defined

Solution Offered

NEEDS ANALYSIS

Scarcity of Water
Lack of proper infrastructure
Time crunch

TARGET CUSTOMERS

- Tourists, travelers and Trekkers
- Patients with injuries that are advised to do sponge bath
- Hostel boys
- People allergic to hard water (bore water)

BENEFITS

- Safety cleans your skin with soap or no water
- Leaves you fresh by removing body odor
- Saves time & water
- Allows you to clean yourself regardless of the situation!

GROUP MEMBERS

- Khushboo Bhati
- Twinkle Shah
- Sneh Acharjee

AquaFree – The waterless soap spray is here. First of its kind to enter the highly potential FMCG market. Being the first movers we have an advantage in competing in the soap industry. Providing a solution which helps in contributing towards combating the scarcity of water. Transforming the user experience by offering a unique soap spray that doesn’t require water as a cleansing agent along with the soap.