

Rural Africa Water Development Project (RAWDP)
- Give Safe Water and Save a Child from Dying
2011 -2012 Tactical Plan

Objective	Outcome	Resources Required	Date End
1) Analyze and meet all outstanding 2010-11 Milestones	Production team supported with required resources	3 weeks of production staff time. Cost: TBD	31 th May 2011
2) Retrofit Strategy and Reschedule Production targets and distribution settings in rural communities	Meetings with Board, staff and community groups and filter trainees.	CEO and 2 other management staff spend 2 days each in each of 7 communities. And Cost is TBD	20 th June 2011
3) Review and finalize the value proposition and competitive advantage statement	Agreement among financial backers, employees and board.	2 weeks of CEO's time	30 th September 2011.
4) Select and Appoint new Distributors in Urban areas	Use the media and close references to select distributors.	2 staffs to be delegated Cost: TBD	5 th December 2011
5) Communicate and Validate new Business Plan.	Meeting with management team, staff and Board and delivery of Business Plan to financiers.	5 days of CEO's time	14 th January 2012.
5) Make Changes in management and project team	*Recruit 3 new staff *Drop 2 current staff *Filters trainees graduate *New staff organ-gram drawn and come into effect	TBD	15 th May 2012
6) Develop new processes for production and product delivery.	Meeting held to deliberate and harmonize these processes.	Several weeks	15 th June 2012
7) Contract signed with new partners and micro-finance agencies	Contract signed Media House contacted	1 month	30 th July 2012
Monitoring & Evaluation	Outsource to a consultant	5 Weeks	5 th September 2012
Audit of finances	Outsource to an auditor	4 Weeks	28 October 2012
New Project target set particularly those on supporting	Meetings held with management and staff	One week	3 rd November 2012

household WASH infrastructure.			
Annual Report	Drafted and mailed to core stakeholders	5 days of CEO time	15 th November 2012
Fund raising strategies developed	Meetings & Writing of proposals	TBD	All year round
Research & Development continued on IMPACTS and market development.	Networking, Observations, Meetings and surveys	TBD	30 th November 2012
Identification of other important issues and developments and End of year.	Observations, References and Meetings.	TBD	15 December 2012

*TBD –To be determined.