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**MAP SUMMARY REPORT**  
**PSI DASHBOARD**

**RWANDA (2010): MAP STUDY EVALUATING  
THE COVERAGE, QUALITY OF COVERAGE, AND MARKET  
PENETRATION OF CONDOMS AND *SUR'EAU*  
IN RWANDA**

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Rwanda (2010):  
MAP Study Evaluating the Coverage, Quality of Coverage, and  
Market Penetration of Condoms and Sur'Eau in Rwanda

PSI Research Division  
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## SUMMARY

### BACKGROUND

PSI Rwanda's social marketing interventions focus, among others, on the prevention of HIV/AIDS and diarrheal diseases. PSI Rwanda began its social marketing programs in 1993; its first program was the HIV/AIDS prevention efforts through behavior change communication (BCC) messaging and socially marketed condom, *Prudence*. In late 2009 PSI Rwanda launched a studded socially marketed product by the brand name of *Plaisir* to complement *Prudence* condoms. The Social Marketing Unit (SMU) provides *Prudence* and *Plaisir* condoms through private sector distribution networks.

Regarding water treatment products, PSI Rwanda supported the Ministry of Health (MoH) to launch a diarrheal prevention program and put in place a water purification product by the brand name *Sur'Eau* to facilitate easy access to safe drinking water. Substantial funding for *Sur'Eau* was provided by USAID's Social Marketing for Diarrhea Disease Control Plus: Point-of-Use Water Disinfection and Zinc Treatment (POUZN) Project, a five-year program, provided funding for *Sur'Eau* for point-of-use (POU) treatment of water at the household level. PSI has been working with POUZN since 2005 to increase availability of safe water treatment products and decrease diarrheal disease prevalence.

### RESEARCH OBJECTIVES

MAP studies are designed to allow programmers to make an assessment of product availability and accessibility using pre-defined criteria for coverage and quality of coverage. Overall, the goal is to increase the efficiency of social marketing products and service delivery systems.

The main objectives of the PSI Rwanda 2010 FMCG<sup>1</sup> MAP survey were to

1. Assess the coverage and quality of coverage of PSI Rwanda's social marketed condoms (*Prudence* and *Plaisir*) and water treatments product (*Sur'Eau*);
2. Monitor market penetration of condoms (*Prudence* and *Plaisir*) and water treatment product (*Sur'Eau*), nationwide;
3. Based on coverage, quality of coverage and penetration results, provide programmatic recommendations to increase the overall efficiency of socially marketed condoms and water purification products.

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<sup>1</sup> FMCG: Fast Moving Consumer Goods

## METHODOLOGY

The study took place in March and April 2010 and was a nationally representative study that was implemented concurrently with the 2010 *Sur'Eau* TRaC study. A multi-stage cluster sampling strategy was used. After stratifying by district, a total of 150 cells were selected using sampling proportional to the size of the cell. As Enumeration Areas (EAs) are not available for sampling, each cell was divided into four equal quadrants and one quadrant was randomly sampled<sup>2</sup>. All outlets in the selected quadrants were audited<sup>3</sup>.

This study incorporated Geographic Information Systems (GIS) technology in monitoring the availability, accessibility, and delivery of condoms and water treatment products. Geographical coordinates of all outlets in each selected quadrant were collected by GPS<sup>4</sup> units and these data were used to map out the availability and accessibility of condoms and water treatment products. Trained interviewers were used to visit and audit these outlets to measure availability and quality standards. We used a six-page audit sheet (see Appendix 4) to assess these standards. The audit targeted five types of outlets for condom and water treatment availability: drugstores, private health facilities, shops, kiosks, and supermarkets in each sampled quadrant. In total, 1519 outlets were audited in the sampled cells in all 30 districts.

### MAP terminology

- **Coverage:** The proportion of cells in which the product (*Prudence*, *Plaisir* or *Sur'Eau*) is present in at least one outlet.
- **Quality of coverage:** Quality of coverage in this study is defined as the proportion of cells in which the product(s) are available in at least one outlet AND where the outlet conforms to the following minimum quality standards:
  - *Adherence to the maximum recommended retail price:* The product is sold at the following prices: 100 RWF for *Prudence*; 400 RWF for *Plaisir* and 300 RWF for *Sur'Eau*;
  - *Level of expired products:* The absence of expired *Prudence*, *Plaisir* or *Sur'Eau* product at the time of the audit;

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<sup>2</sup> The cell is the smallest administrative unit in Rwanda. A cell is roughly three or four times the size of a cell.

<sup>3</sup> For more detailed information about study methodology, including sampling and data collection, please contact the first author for a copy of TRaC *Sur'Eau* study design document.

<sup>4</sup> GPS: Geographic Positioning Systems

- *Level of stock-outs*: Stock-outs of *Prudence*, *Plaisir* and *Sur'Eau* are reported rarely or never;
  - *Promotional materials*: Promotional items (banners, posters, etc.) are present both inside and outside the outlet at the time of the audit; and
  - *Product visibility*: *Prudence*, *Plaisir*, and *Sur'Eau* product is easily visible within the outlet at the time of the audit, without having to ask to see it.
- **Penetration**: Penetration of a product is measured as the percentage of outlets where *Prudence*, *Plaisir* or *Sur'Eau* is usually sold or dispensed.

## MAIN FINDINGS

### CONDOMS

- ❖ *Prudence* was the most available condom in Rwanda, with a national coverage level of 84%. The provincial coverage rate varied between 100% in Kigali City and 58% in the Western province.
- ❖ Overall, Kigali City was the province with the best coverage for all condoms, both PSI and non-PSI brands. The coverage for *Prudence* was 100%, *Lifeguard* – 86%, *Plaisir* – 79%, *Protector* – 21%, *Trust* – 21%, *Durex* – 7%, and *KamaSutra* – 7%.
- ❖ *Prudence* availability through the shops (kiosk) distribution channel was high, with penetration rates estimated at 48%<sup>5</sup>.
- ❖ On a national level, in terms of non-PSI male condom brands, *Lifeguard* had both the highest coverage (26%) and overall penetration rates (12)%
- ❖ The Western province had lower condom coverage and penetration levels than other provinces.
- ❖ Regarding quality of coverage, all five indicators were well adhered to in Kigali. Quality of coverage results were lower outside of Kigali and most problematic in the Southern and Western provinces. The lowest quality indicators nationally were stock-outs and product promotion.
- ❖ National condom penetration rates for the top two condoms were 47% for *Prudence* and 11% for *Lifeguard*.

### SUR'EAU

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<sup>5</sup>This percentage is not the highest one, but is calculated on the largest N, indicating the importance of this distribution channel in providing access to condoms.

- ❖ The national *Sur'Eau* coverage level was 48%. There was substantial variation in product coverage by region; the Eastern, Western and Southern provinces had the lowest coverage levels at 29%, 40% and 42%, respectively. Coverage in the Northern province was 62% and in Kigali it was 100%.
- ❖ Quality of coverage results indicated that product promotion and visibility were the lowest quality indicators (21% and 29%, respectively). Nationally, approximately one-third (31%) of cells with *Sur'Eau* reported no product stock-outs and 46% reported the product selling at the correct price (300 RFW) and within the expiry date.
- ❖ Penetration rates for *Sur'Eau* were 14% nationally and ranged from 7% in the Eastern province to 21% in Kigali.

#### PROGRAMMATIC RECOMMENDATIONS FOR CONDOMS

- ❖ Distribution channels should be strengthened through creation of semi-wholesalers, nationally.
- ❖ Order product and packaging materials in advance to avoid product stock-outs.
- ❖ Partner with Rwandan Partner Organizations (RPOs) to use CBD for distributing and selling condoms.
- ❖ For *Prudence*, more emphasis should be placed on the Western province. Semi-wholesalers should be identified in the province and additional outlets identified and stocked.
- ❖ *Plaisir* will be promoted in highly urbanized areas among those with the higher purchasing power to use this product.
- ❖ For *Plaisir*, a Buy One Get One Free (BOGO) strategy will be implemented to compete with *Lifeguard* and other competing products.

#### PROGRAMMATIC RECOMMENDATIONS FOR *SUR'EAU*

- ❖ Create new outlets, especially in the Eastern, Western and Southern provinces.
- ❖ As promotion levels are low, newly created outlets should be stocked with promotional items such as ABS<sup>6</sup>, stickers, posters, wall paintings, etc., especially outside of Kigali;
- ❖ Given the low *Sur'Eau* penetration rate, community mobilization and IPC sessions should be used to create product demand;

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<sup>6</sup> ABS is the technical term referring to the specifications of promotional signage used to ensure visibility of PSI products in outlets.

- ❖ As they are near the ultimate consumers, shops and kiosks should be targeted to improve access to the product.

## FINDINGS

### SECTION 1: FINDINGS FOR CONDOMS

#### **COVERAGE OF CONDOM PRODUCTS**

In this study, coverage for condom products is defined as the proportion of cells in which a product is available in at least one outlet. Table 1 shows coverage levels by province as well as nationally. While overall *Prudence* coverage was relatively high (85%) there was substantial provincial variation. Although *Prudence* coverage was 100% in Kigali City, the Western province only had a coverage level of 60%. Coverage of *Prudence* in the other three provinces ranged from 90% in the Northern province to 94% in the Eastern province.

While *Plaisir* condoms are still very new on the market (launched towards the end of 2009), the coverage was high (79%) in Kigali City but very low and/or non-existing in other urban areas in other provinces, ranging from 0% to 10% coverage provincially, as the product was not distributed in these provinces yet at least by the time this audit was conducted. The non-PSI condom brand with the highest coverage was *Lifeguard*, with 86% coverage in Kigali City and 26% coverage nationally.

**Table 1: Condom coverage by brand and province, Rwanda, April 2010**

Province	PSI Rwanda condoms		Other male condom brands					
	<i>Prudence</i>	<i>Plaisir</i>	<i>Lifeguard</i>	<i>Durex</i>	<i>Protector</i>	<i>Trust</i>	<i>Rough rider</i>	<i>Kama Sutra</i>
<b>Kigali City</b>	100.0%	78.6%	85.7%	7.1%	21.4%	21.4%	0.0%	7.1%
<b>North</b>	89.7%	-	27.6%	3.4%	3.4%	3.4%	3.4%	6.9%
<b>South</b>	92.1%	-	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>East</b>	93.5%	-	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>West</b>	57.9%	-	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>National</b>	84.0%	-	26.0%	1.3%	2.7%	2.7%	0.7%	2.0%

## QUALITY OF COVERAGE FOR PSI CONDOMS

**Table 2 – Prudence Quality of Coverage by Province in Rwanda, April 2010**

Province	Coverage for Prudence	Quality of coverage for Prudence				
		Correct Price (100 RWF)	Within expiry date	No Stock outs	Promotion	Visibility
Kigali City	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
North	89.7%	89.7%	89.7%	79.3%	75.9%	72.0%
South	92.1%	84.2%	92.1%	60.5%	52.6%	81.6%
East	93.5%	93.5%	93.5%	71.0%	80.6%	77.4%
West	57.9%	55.3%	55.3%	44.7%	36.8%	44.7%
<b>National</b>	<b>84.0%</b>	<b>81.3%</b>	<b>83.3%</b>	<b>66.0%</b>	<b>63.3%</b>	<b>71.3%</b>

### Recommended Price

At the national level, adherence to the recommended retail price<sup>7</sup> was quite good for *Prudence* condoms with a level of 81%. Adherence to correct pricing was quite high by province – ranging from 84% in the Southern province to 94% in the Eastern province – with the exception of the Western province where correct pricing was only 55%.

### Expired Product

This quality indicator is defined as the absence of any expired product at the time of the audit. Virtually no expired product was found; the level of this indicator was 83% compared to an 84% coverage level. More specifically, like for coverage and correct pricing, the quality indicator for expired *Prudence* was 100% in Kigali City. Expired product was also not a problem in the Eastern, Southern, and Northern Provinces (94%, 92%, and 90%, respectively). The Western Province showed the lowest levels, with only 55% of cells reporting all *Prudence* condoms within the expiration date.

### Product Stock-outs

The quality indicator for stock-outs is defined as never or rarely being out of product stock. Nationally, the level for this coverage indicator was 66%. Unlike Kigali City where this quality of coverage indicator was 100%, the rest of the provinces reported substantial stock-out issues. The worst stock-out report was found in the Southern Province, where the coverage rate was

<sup>7</sup> The recommended retail price for Prudence condoms is 100 RWF.

92% but only 61% reported adhering to the quality indicator. There was also room for improvement in the Western, Eastern, and Northern provinces, as only 45%, 71%, and 79%, rarely or never reported stock-outs, compared to respective coverage rates of 58%, 94% and 90%.

### Promotion

This quality indicator is defined as the presence of product promotional items (banners, posters, etc.) both inside and outside the outlet at the time of the audit. Nationally, approximately two-thirds (66%) of cells in which *Prudence* was available had promotion materials present. Promotion levels were very high in Kigali City (100.0%). In the Eastern Province 81% of cells had promotional materials present relative to a coverage level of 94%, and 76% of cells in the Northern Province had promotional materials available (relative to a 90% coverage level), The biggest problems were noted in the Southern and Eastern Provinces, where only 53% and 37% of cells reported an outlet with promotional materials present, relative to reported coverage levels of 92% and 58%.

### Visibility

Visibility is defined as the product being easily visible within the outlet at the time of the audit, without having to ask to see it. The national *Prudence* visibility level was 71%. Visibility by province ranged from 100% in Kigali City to 45% in the Western Province. Similar to other indicators, the scores were high in the remaining provinces, but not as high as in Kigali City. Visibility was 82% in the Southern province, 77% in the Eastern Province and 72% in the Northern Province. Similar to results for all the above quality standards, the Western Province has the lowest scores regarding product visibility. Relative to respective coverage levels, visibility problems were noted in the Northern, Southern, Eastern and Western provinces.

## ***PENETRATION OF PRUDENCE AND PLAISIR CONDOMS***

Penetration of a product is measured as the percentage of outlets where the product is being sold. The large number of outlets visited in the sample of cells (1519 outlets) allows for an estimate of the average penetration rates. Penetration rates by outlet type (drugstores, shops, kiosks, supermarkets, and private health facilities) were also measured, and results are shown in Table 3.

**Table 3: Condom Penetration in outlets, by Province, Rwanda, April 2010**

Province	Number of outlets visited	PSI Rwanda condoms		Other male condom brands					
		<i>Prudence</i>	<i>Plaisir</i>	<i>Lifeguard</i>	<i>Durex</i>	<i>Protector</i>	<i>Trust</i>	<i>Rough rider</i>	<i>Kama Sutra</i>
Kigali town	400	257 64.7%	46 11.5%	107 26.8%	1 0.3%	3 0.8%	4 1.0	0 0.0%	1 0.3%
North	348	139 40.2%		37 10.7%	1 0.3%	1 0.3%	1 0.3	1 0.3%	2 0.6%
South	253	125 49.0%		6 2.4%	0 0.0%	0 0.0%	0 0.0	0 0.0%	0 0.0%
East	202	111 55.2%	-	7 3.5%	0 0.0%	0 0.0%	0 0.0	0 0.0%	0 0.0%
West	313	74 23.3%	-	21 6.6%	0 0.0%	0 0.0%	0 0.0	0 0.0%	0 0.0%
<b>National</b>	<b>1516</b>	<b>706</b> <b>46.5%</b>	-	<b>178</b> <b>11.7%</b>	<b>2</b> <b>0.1%</b>	<b>4</b> <b>0.3%</b>	<b>5</b> <b>0.3</b>	<b>1</b> <b>0.1%</b>	<b>3</b> <b>0.2%</b>

On a national level, the penetration of PSI condoms was below 50%. *Prudence* had the highest penetration rate at 47%, followed by *Lifeguard* with 12%. Other male condom brands had a very low penetration rate of less than 1%.

Compared to other provinces, Kigali City had the highest penetration rate for all condom brands: *Prudence* – 64.7%, *Lifeguard* – 27% and *Plaisir* – 12%. Other male condom brands were almost non-existent. The Western province reported availability of only two types of condoms, *Prudence*, with a penetration rate of 23% and *Lifeguard* with a penetration rate of 7%.

**Table 4 – Condom Penetration in Outlets, Rwanda, April 2010**

Type of outlet	N	PSI Rwanda condoms		Other male condom brands					
		<i>Prudence</i>	<i>Plaisir</i> <sup>8</sup>	<i>Lifeguard</i>	<i>Durex</i>	<i>Protector</i>	<i>Trust</i>	<i>Rough rider</i>	<i>Kama Sutra</i>
Pharmacies	15	9 60.0%	0 0.0%	2 13.3%	2 13.3%	0 0.0%	0 0.0%	0 0.0%	1 6.7%
Private Clinics	27	17 65.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shops	1319	635 48.2%	40 11.5%	157 11.9%	0 0.0%	4 0.3%	3 0.2%	1 0.1%	1 0.1%
Kiosks	97	36 37.1%	2 8.7%	10 10.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.1%
Super markets	53	7 13.2%	3 25.0%	6 11.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.9%
<b>Total</b>	<b>1511*</b>	<b>704 46.7%</b>	<b>45 11.4</b>	<b>175 11.6%</b>	<b>2 0.1%</b>	<b>4 0.3%</b>	<b>3 0.2%</b>	<b>1 0.1%</b>	<b>3 0.2%</b>

\*Note that five outlets did not provide information regarding outlet type and are therefore excluded from above analysis.

The table above shows the penetration of condoms by outlet type. Roughly two in three (60%) pharmacies reported stocking *Prudence*, 13% had *Lifeguard* and *Durex* while the *KamaSutra* penetration rate in pharmacies was 7%. The penetration rate of other male condom brands in pharmacy was zero.

In private clinics, *Prudence* had a penetration rate of 65%. Penetration rates in shops were 48%, 12%, 3%, 0.3%, 0.2% and 0.1% respectively for *Prudence*, *Lifeguard*, *Plaisir*, *Protector*, *Trust*, *Rough Rider* and *KamaSutra*.

Maps in Appendix 1 further illustrate penetration of PSI Rwanda condom brands and *Sur'Eau* water treatment.

<sup>8</sup> *Plaisir* penetration in outlets within Kigali city only; N=395,

## SECTION 2: FINDINGS FOR *SUR'EAU*

### COVERAGE OF *SUR'EAU*

**Table 5: *Sur Eau* Coverage and Quality of coverage, Rwanda, March/April 2010**

Province	Coverage	Quality				
	<i>Sur'Eau</i>	Correct price	Expiry date	Stock out	Promotion	Visibility
Kigali City	100.0	92.9	100.0	85.7	78.6	78.6
North	62.1	58.6	58.6	44.8	27.6	41.4
South	42.1	42.1	39.5	23.7	15.8	26.3
East	29.0	29.0	25.8	9.7	9.7	12.9
West	39.5	36.8	39.5	26.3	10.5	15.8
<b>National</b>	<b>48.0</b>	<b>46.0</b>	<b>46.0</b>	<b>31.3</b>	<b>21.3</b>	<b>28.7</b>

- N=150

- Minimum standard for coverage is the proportion of cells in which *Sur'Eau* is available in at least one outlet
- Quality of coverage is defined as the proportion of cells in which *Sur'Eau* is available in at least one outlet and where the outlet conforms to additional minimum quality standards: adherence to the maximum recommended retail price of 300 RFW, absence of any expired product at the time of the audit, stock-outs reported rarely or never, visibility of promotional items inside and outside the outlet and the product being easily visible.

Coverage for *Sur'Eau* is defined as the proportion of cells in which *Sur'Eau* is available in at least one outlet.

On the national level, slightly less than half of cells (48%) had at least one outlet selling *Sur'Eau*. Results by province indicate that Kigali City has the highest *Sur'Eau* coverage rate (100%) followed by the Northern province (62%). Coverage rates for the other provinces were below the national average: Southern province: (42%), Western province: 40% and Eastern province (29%).

### **QUALITY OF COVERAGE FOR *SUR'EAU***

For all five quality of coverage indicators, Kigali City scored the highest: recommended price – 93%, products within expiry date – 100%, no stock-outs – 86%, presence of promotional materials – 79% and visibility of *Sur'Eau* in outlets – 79%. The presence of expired products was not a problem in any of the five provinces, while the findings suggest that stock-outs, product promotion and visibility were more serious problems at the time of the audit. Details about each of the five quality standards are provided below.

### Price

Adherence to the recommended retail price per bottle of *Sur'Eau* (300 RWF) was found in the Southern province (42%) and in the Eastern province (29%) where all cells covered with *Sur'Eau* conformed to the recommended price. Compliance with the recommended price was also high in Kigali City (92% of cells had at least one outlet selling *Sur'Eau* and at the correct price), the Northern province (59%) and Western province (37%)

### Expired Product

This quality indicator is defined as the absence of any expired product at the time of the audit. The presence of expired *Sur'Eau* was quite uncommon. Kigali City and the Western Province had all their *Sur'Eau* products within the expiry date and the other three provinces had a low rate of expired *Sur'Eau* in the cells in which *Sur'Eau* product was present.

### Stock-Outs

The quality indicator for stock-outs is defined as never or rarely being out of product stock. Findings show that there are *Sur'Eau* stock-outs at varying degrees in all provinces and Kigali City. Only Kigali had low levels of stock-outs (86% of cells had at least one outlet that reported no stock-outs, compared to 100% coverage).

### Promotion

This quality indicator is defined as the presence of product promotional items (banners, posters, etc.) both inside and outside the outlet at the time of the audit. All five provinces show levels for the promotion quality indicator that are below the corresponding levels for coverage in each province.

### Visibility

Visibility is defined as the product being easily visible within the outlet at the time of the audit, without having to ask to see it. Results in all five provinces indicate that visibility levels are lower than the overall coverage levels.

## **SUR'EAU PENETRATION**

**Table 6 – SUR'EAU penetration by Province in Rwanda, April 2010**

<b>Province</b>	<b>Total number of outlets</b>	<b>Number of outlets with Sur'Eau</b>	<b>Penetration for Sur'Eau</b>
Kigali town	397	83	20.9%
North	346	54	15.6%
South	255	28	11.0%
East	201	13	6.5%
West	318	28	8.8%
<b>National</b>	<b>1517</b>	<b>206</b>	<b>13.6%</b>

Penetration is measured as the percentage of outlets where *Sur'Eau* is usually sold or dispensed by Province

Overall, the national penetration rate was quite low at 14%. Results by province show that Kigali City had the highest penetration rate (21%), followed by the Northern province (16%), then the Southern province (11.0%), Western province (9%), and lastly, the Eastern province, with a penetration level of 7%.

**Table 7 – SUR'EAU penetration by outlet in Rwanda, April 2010**

<b>Type of outlet</b>	<b>Total number of outlets</b>	<b>Number of outlet with Sur'Eau</b>	<b>Penetration for Sur'Eau</b>
Pharmacies	15	9	60.0%
Private clinics	26	9	34.6%
Shops	1318	163	12.4%
Kiosks	97	7	7.2%
Supermarkets	53	16	30.2%
<b>Total</b>	<b>1517</b>	<b>206</b>	<b>13.6%</b>

Penetration is measured as the percentage of outlets where *Sur'Eau* is usually sold or dispensed by outlet type

Overall, the penetration rate by outlet type was less than 50% in all types of outlets except for pharmacies, which had a penetration rate of 60%. (Note however that only a total of 15 outlets were sampled.) The penetration rates in private clinics, kiosks and supermarkets were 35%, 12%, and 7%, respectively.

## OTHER FINDINGS

### ❖ *Price analysis for condoms*

In addition to measuring the quality of coverage in terms of selling products at the recommended retail price, below are analyses in terms of average, median, and range of price levels for each condom brand. The results of this analysis are presented in the tables below. They indicate the competitive prices of PSI's condom brands as compared to other commercial brands in the private sector. The equivalent of 100 RWF is 0.17 USD, or \$1 = 598 RWF<sup>9</sup>. The recommended price for *Prudence* is 100 RWF and 400 RWF for *Plaisir*.

**Table 8: Price analysis for condoms**

	Retail price for <i>Prudence</i> - one pack	Retail price for <i>Plaisir</i> - one pack	Retail price for <i>Lifeguard</i> - one pack	Retail price for <i>Durex</i> - one pack	Retail price for <i>Protector</i> - one pack	Retail price for <i>Trust</i> - one pack
N	699	45	175	3	1	3
Mean	92.15	415.56	296.97	3733.33	100.00	466.67
Median	100.00	400.00	300.00	5000.00	100.00	300.00
Mode	100	500	300	200 <sup>a</sup>	100	100
Range	1980	400	350	5800	0	900
Minimum	20	100	150	200	100	100
Maximum	2000	500	500	6000	100	1000

<sup>a</sup> Multiple modes exist. The smallest value is shown

In general, both *Prudence* and *Plaisir* were sold at their recommended retail prices of 100 RWF and 400 RWF, respectively.

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<sup>9</sup> As of February 9, 2011

❖ **Price analysis for Sur'Eau**

**Table 9: Price analysis for Sur'Eau**

Retail price for <i>Sur'Eau</i> - one bottle	
N	204
Mean	269.46
Median	300.00
Mode	300
Minimum	50
Maximum	700

*Sur'Eau* products were generally sold at the recommended price; both the median and mode prices are equal or close to 300 RWF. However, as the mean is lower than the recommended price, this is an indication that retailers are more likely to sell at a lower price than at higher price.

❖ **Intention to stock PSI products**

More than half (61%) of the respondents who did not report selling *Sur'Eau* reported being potentially interested in selling these products. For *Prudence*, roughly half of those who currently don't sell the product (48%) expressed an interest in selling it, and below half (44%) are willing to sell *Plaisir*.

**Table 10: Intention to Stock/Sell PSI Condom Products, by Province, 2010**

Province	Intention to sell <i>Sur'Eau</i> (%)	Intention to sell <i>Prudence</i> (%)	Intention to sell <i>Plaisir</i> (%)
Kigali City	56.1 [N=312]	41.8 [134]	53.5 [344]
Northern Province	71.2 [292]	53.2 [203]	51.5 [338]
Southern Province	59.6 [225]	52.0 [127]	33.9 [251]
Eastern Province	58.0 [188]	50.0 [90]	42.5 [200]
Western Province	59.4 [283]	44.7 [237]	38.4 [307]
<b>National</b>	60.8 [1300]	48.3 [791]	43.9 [1440]

❖ **Reasons for not selling PSI products**

Among those who reported that they are not interested in selling *Sur'Eau*, “no demand” was cited as the leading reason (75%). Regarding *Prudence*, reasons for not selling them range from ‘no profit’ to ‘other reasons’ including mainly, but not limited to, religious beliefs or

pressures and lack of personal motivation. High price (34%) and lack of demand (34%) and other reasons (25% - with religious beliefs making up the largest proportion of other reasons) were cited as reasons for not selling *Plaisir*.

❖ **Sources of supply for condoms**

**Table 11: Sources of Prudence and Plaisir condoms**

Source of supply	Prudence condoms	Plaisir condoms
N=	704	47
PSI	4.8%	51.1%
Pharmacy wholesalers	7.1%	8.5%
Shop wholesalers	86.5%	38.3%
Elsewhere	1.6%	2.1%

**LIMITATIONS**

The following are methodological, implementation- and analytical- related limitations of the study:

- Due to the unavailability of data on census enumeration areas, administrative units (cells) were used and divided into four quadrants; then one quadrant was randomly selected to be audited. The absence of precisely-defined EAs makes the sampling methodology less precise.
- Accessibility was very difficult in some sampled cells due to heavy rains, thus rendering data collection very difficult.
- Guidelines for presenting combined TRaC/MAP study results has not been fully elaborated by the relative Principal Investigators; to date these reports therefore remain separate. A more integrated approach to the presentation of results might make the information more easily understood by program staff.

## PROGRAMMATIC RECOMMENDATIONS FOR CONDOMS

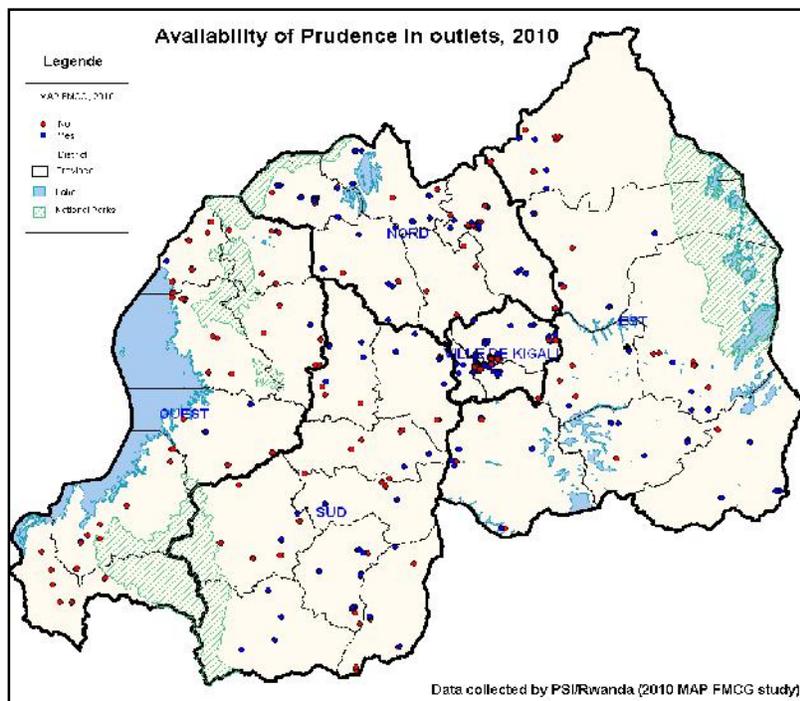
- ❖ Distribution channels will be strengthened by creating semi-wholesalers nationwide and wholesalers in identified regions. Referrals to these supply sources should be communicated to retailers on a regular basis.
- ❖ Strategies have to be taken within PSI to order products and packaging materials in advance to prevent any stock-outs (at least seven months in advance), given the different steps that are necessary for the product to reach the wholesalers and semi-wholesalers, and eventually the consumer.
- ❖ Strategize to use community-based distribution (CBD) in partnership with Rwandan Partner Organizations (RPOs) operating at the community level, and blitzing for outlet creation at the cell level, particularly in those areas that currently do not have any condom outlets. 'Blitzing' is a form of intense outlet creation that uses a team of temporary sales agents to rapidly cover a given area by creating new outlets. The goal of blitzing is not to supply or resupply an outlet with condoms, but rather to get the product into the outlet and link it to a wholesaler or semi-wholesaler who can resupply them. It introduces a product to an outlet and asks them to 'try' it out in terms of sales and resupply if they are interested.
- ❖ More specifically, for *Prudence*, more focus should be placed on the Western and Southern provinces. Freshly recruited sales staff will begin with this province to create new outlets and provide them with condom products. The sales and field services staff will ensure that each sector in the Western province has at least one semi-wholesaler and at least one outlet per cell.
- ❖ As penetration rates are low in shops, kiosks, and supermarkets, supply *Prudence* to these outlets. This is especially important as they are easily accessible for the target population.
- ❖ For *Plaisir*, efforts will be made nationally in all potential outlets (primarily in urban areas), mainly targeting the audience with the purchasing power for *Plaisir*, supplemented by intensive promotional campaigns.
- ❖ As *Plaisir* remains largely unknown, promote this brand using BOGO strategy (Buy One Get One Free) during a one month promotional period. This incentive will be established in order to compete with other condoms on the market (*Lifeguard*, *KamaSutra*, etc...)
- ❖ Promotion and visibility of *Plaisir* calls for a vigorous campaign to provide outlets with promotional items (ABS, T-shirts, key openers, etc.) in all areas outside Kigali where *Plaisir* is being marketed. More promotional materials such as danglers and buntings, are recommended for *Plaisir*.

## **PROGRAMMATIC RECOMMENDATIONS FOR *SUR'Eau***

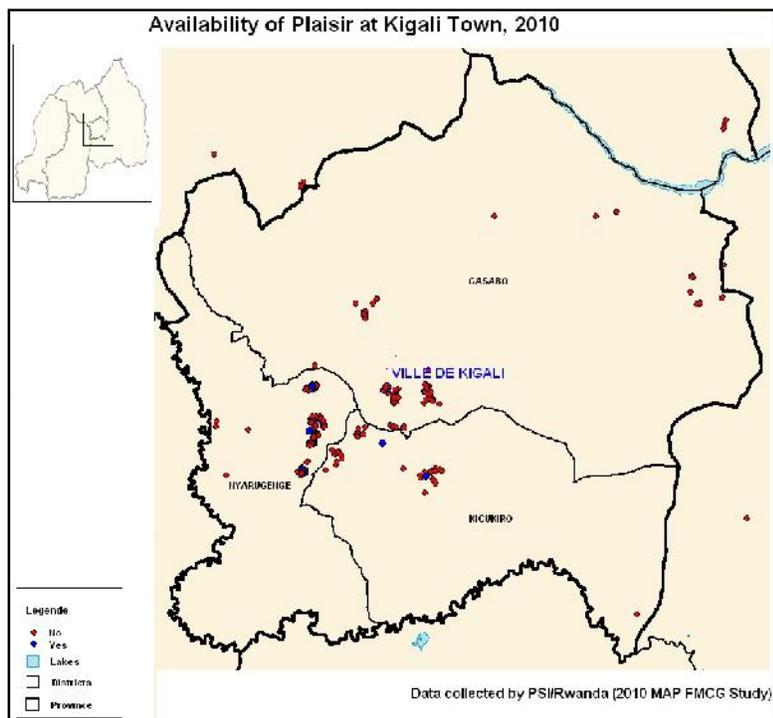
- ❖ Program and field staff should focus on creating at least one new *Sur'Eau* outlet per sector first in the Eastern province, second in the Western province and third in the Southern province. This is required as these first two provinces are more or less difficult to access. Blitzing should be used in the Eastern province to address the critical issue of *Sur'Eau* availability.
- ❖ As promotion remains a key issue, the level of quality of coverage for promotional items should be enhanced nationally by providing the existing and newly created outlets with promotional items (ABS, stickers, posters, wall paintings, etc.), especially outside of Kigali.
- ❖ The Eastern province is experiencing a lot of stock-outs. Program and field services staff should provide outlets with *Sur'Eau* products through the creation of semi-wholesalers and wholesalers as well as supervision at the decentralized levels on a regular basis. While the Eastern province is the first area of emphasis, this approach can also be used in the Southern, Western and Northern provinces.
- ❖ Given that the penetration rate for *Sur'Eau* is low, it is recommended that community mobilization and IPC sessions should be used to create product demand,
- ❖ Shops and kiosks are near the ultimate consumers, but these outlets have the lowest levels of penetration. Program and field services staff should change the approach and go straight to these outlets through CBD channel, without passing through the public or private sector only.

## APPENDIX 1: Penetration maps for PSI Rwanda condoms and Sur'Eau water treatment

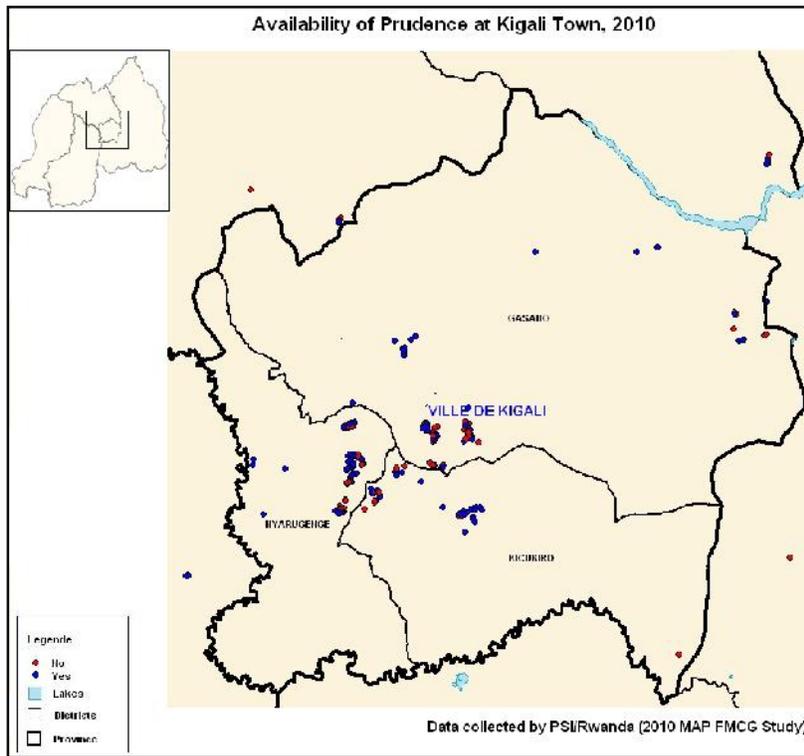
**Map 1 – PSI Prudence Condom Penetration by Province in Rwanda, April 2010**



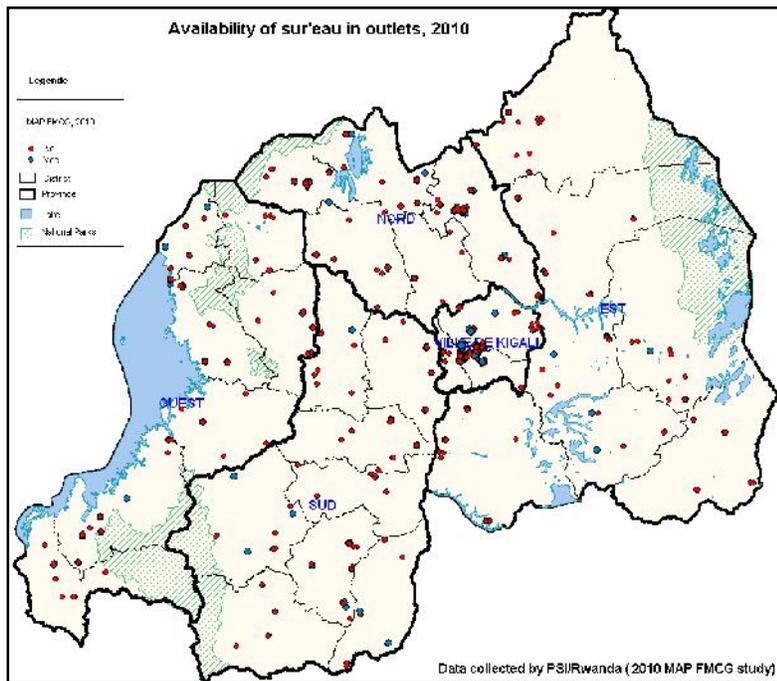
**Map 2 – PSI Plaisir Condom Penetration in Kigali City, Rwanda, April 2010**



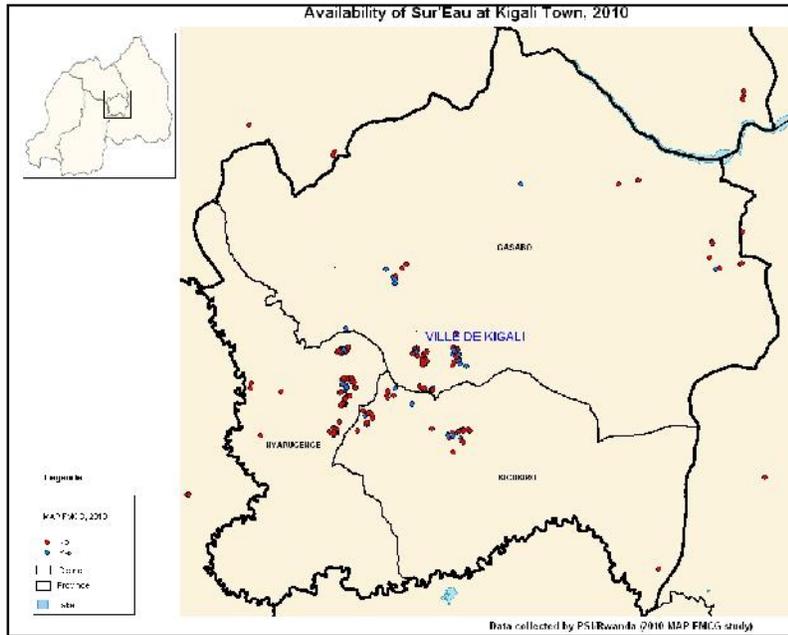
**Map 3 – PSI Prudence Condom Penetration in Kigali City, Rwanda, April 2010**



**Map 4 – PSI Sur'Eau Availability by Province in Rwanda, April 2010**



**Map 5 – PSI Sur'Eau Availability in Kigali City, Rwanda, April 2010**



## APPENDIX 2: Overview of data

### *Distribution by province*

Province	Frequency	Percent
Kigali city	399	26.3%
Northern province	346	22.8%
Southern province	255	16.8%
Eastern province	201	13.2%
Western province	318	20.9%
Total	1519	100.0%

### *Distribution by outlet type*

Outlet type	Frequency	Percent
Undefined	8	0.5%
Drugstores	15	1.0%
Private clinics	27	1.8%
Shops	1319	86.8%
Kiosks	97	6.4%
Super markets	53	3.5%
Total	1519	100.0%

### APPENDIX 3: List of Sampled Areas

Code/Province	Code/District	Code/Sector	Code/Cell	
01. KIGALI	04. Gasabo	01. Gikomero	01. Gicaca	
		02. Kacyiru	02. Kamatamu	
		03. Kimihurura	03. Rugando	
		04. Kinyinya	04. Kagugu	
		05. Remera	05. Nyabisindu	
		06. Rutunga	06. Kigabiro	
		12. Kicukiro	07. Gikondo	07. Kinunga
			08. Kigarama	08. Bwerankori
			09. Niboye	09. Gatare
	23. Nyarugenge	10. Gitega	10. Kigarama	
		11. Kimisagara	11. Kamuhoza	
		12. Muhima	12. Kabeza	
		13. Nyamirambo	13. Kivugiza	
		14. Rwezamenyo	14. Kabuguru 1	
Code/Province	Code/District	Code/Sector	Code/Cell	
02. NORTH	02. Burera	15. Bungwe	15. Mudugali	
		16. Cyanika	16. Kagitega	
		17. Gatebe	17. Gabiro	
		18. Kinoni	18. Ntaruka	
		19. Nemba	19. Rubona	
		20. Ruhunde	20. Rusekera	
		03. Gakenke	21. Coko	21. Kiruku
			22. Gashenyi	22. Rutabo
			23. Kivuruga	23. Cyintare
	24. Mugunga		24. Nkomane	
	06. Gicumbi	25. Muzo	25. Mwiyo	
		26. Rushashi	26. Joma	
		27. Byumba	27. Gisuna	
		28. Giti	28. Tanda	
		29. Manyagiro	29. Nyiragifumba	
		30. Muko	30. Kigoma	
	15. Musanze	31. Nyankenke	31. Kinishya	
		32. Rutare	32. Bikumba	
		33. Shangasha	33. Nyabubare	
34. Gacaca		34. Gakoro		
35. Kimonyi		35. Birira		

		36. Muhoza	36. Kigombe
		37. Musanze	37. Kabazungu
		38. Remera	38. Kamisave
		39. Shingiro	39. Mugali
	27. Rulindo	40. Buyoga	40. Gitumba
		41. Kisaro	41. Gitasa
		42. Murambi	42. Bubangu
		43. Rusiga	43. Kirenge
<b>Code/Province</b>	<b>Code/District</b>	<b>Code/Sector</b>	<b>Code/Cell</b>
03. SOUTH	07. Gisagara	44. Gikonko	44. Cyiri
		45. Kibilizi	45. Kibilizi
		46. Mamba	46. Ramba
		47. Mukindo	47. Nyabisagara
		48. Nyanza	48. Umubanga
	08. Huye	49. Karama	49. Karama
		50. Maraba	50. Cyarumbo
		51. Mukura	51. Sahera
		52. Rusatira	52. Gikirambwa
		53. Tumba	53. Akubutare
	09. Kamonyi	54. Karama	54. Nyamirembe
		55. Mugina	55. Mbati
		56. Ngamba	56. Marembo
		57. Rugarika	57. Kigese
		58. Runda	58. Gihara
	14. Muhanga	59. Kabacuzi	59. Butare
		60. Kiyumba	60. Remera
		61. Mushishiro	61. Rwigero
		62. Nyarusange	62. Mbiriri
		63. Rugendari	63. Kanyana
	20. Nyamagabe	64. Buruhukiro	64. Kizimamuriro
		65. Gasaka	65. Nzega
		66. Kibirizi	66. Gashiha
		67. Mbazi	67. Ngara
		68. Mushubi	68. Buteteri
		69. Uwinkingi	69. Munyege
	22. Nyanza	70. Cyabakamyi	70. Kadaho
		71. Kigoma	71. Gahombo
		72. Muyira	72. Nyamiyaga
		73. Rwabicuma	73. Nyarusange
	24. Nyaruguru	74. Kibeho	74. Mpanda

		75. Munini	75. Ngarurira
		76. Nyabimata	76. Bishungero
		77. Ruramba	77. Nyarugano
	26. Ruhango	78. Byimana	78. Mahembe
		79. Kinazi	79. Kinazi
		80. Mbuye	80. Mbuye
		81. Ntongwe	81. Nyarurama
<b>Code/Province</b>	<b>Code/District</b>	<b>Code/Sector</b>	<b>Code/Cell</b>
04. EAST	01. Bugesera	82. Kamabuye	82. Burenge
		83. Musenyi	83. Gicaca
		84. Ntarama	84. Kanzenze
		85. Ririma	85. Nyabagendwa
		86. Shyara	86. Kamabuye
	05. Gatsibo	87. Gitoki	87. Mpondwa
		88. Kiramuruzi	88. Businde
		89. Muhura	89. Taba
		90. Nyagihanga	90. Nyagihanga
		91. Rwimbogo	91. Munini
	11. Kayonza	92. Kabare	92. Rubimba
		93. Murama	93. Nyakanazi
		94. Nyamirama	94. Shyogo
		95. Rwinkwavu	95. Nkondo
	13. Kirehe	96. Kigarama	96. Kigarama
		97. Mahama	97. Munini
		98. Mushikiri	98. Rugarama
		99. Nyarubuye	99. Nyarutunga
	16. Ngoma	100. Kazo	100. Birenga
		101. Mugesera	101. Nyamugali
		102. Rukira	102. Buriba
		103. Sake	103. Kibonde
	19. Nyagatare	104. Karama	104. Gikundamvura
		105. Kiyombe	105. Gataba
		106. Mukama	106. Gishororo
		107. Rukomo	107. Nyakagarama
		108. Tabagwe	108. Shonga
	30. Rwamagana	109. Karengye	109. Byimana
		110. Muhazi	110. Karitutu
		111. Muyumbu	111. Bujuyuyu
		112. Nzige	112. Rugarama
<b>Code/Province</b>	<b>Code/District</b>	<b>Code/Sector</b>	<b>Code/Cell</b>

05. WEST	10. Karongi	113. Gishari	113. Mwendo
		114. Mubuga	114. Murangara
		115. Mutuntu	115. Gasharu
		116. Rugabano	116. Mucyimba
		117. Rwankuba	117. Nyarusanga
	17. Ngororero	118. Gatumba	118. Gatsibo
		119. Kabaya	119. Mwendo
		120. Kavumu	120. Tetero
		121. Muhororo	121. Mubuga
		122. Ngororero	122. Rususa
	18. Nyabihu	123. Bigogwe	123. Basumba
		124. Jomba	124. Gasura
		125. Kintobo	125. Nyagisozi
		126. Muringa	126. Rwantobo
		127. Rurembo	127. Gitega
	21. Nyamasheke	128. Bushekeri	128. Ruvungira
		129. Gihombo	129. Kibingo
		130. Kanjongo	130. Raro
		131. Karengera	131. Mwezi
		132. Mahembe	132. Nyagatare
		133. Ruharambuga	133. Ntendezi
	25. Rubavu	134. Bugeshi	134. Kabumba
		135. Cyanzarwe	135. Ryabizige
		136. Gisenyi	136. Umuganda
		137. Mudende	137. Micinyiro
		138. Nyamyumba	138. Rubona
		139. Rugerero	139. Muhira
	28. Rusizi	140. Butare	140. Nyamihanda
		141. Giheke	141. Turambi
		142. Gitambi	142. Hangabashi
		143. Muganza	143. Shara
		144. Nkungu	144. Gatare
		145. Nyakarenzo	145. Murambi
	29. Rutsiro	146. Gihango	146. Bugina
		147. Kivumu	147. Kabere
		148. Murunda	148. Rugeyo
		149. Mushubati	149. Gitwa
		150. Ruhango	150. Rundoyi

## APPENDIX 4: Audit Sheet

### MAP FMCG Fiche d'Audit : Sur'Eau& Condoms

N°	Questions	Codes
101	Numéro du questionnaire	/ / / / /
102	Province	Kigali .....1 Nord .....2 Sud .....3 Est .....4 Ouest .....5
103	District	.....
104	Secteur	.....
105	Cellule	.....
106	Localité	Ville.....1 Campagne.....2
107	Si une ville, nom de la ville	.....
108	Type de point de vente	Pharmacie   1 Clinique privée   2 Boutique   3 Kiosque   4 Alimentation   5
109	Date d'ouverture du PDV	/ / // / // / / / / /
110	<b>LATITUDE</b> Bien noter la latitude	/ / / // / / / / / /
111	<b>LONGITUDE</b> Bien noter la longitude	/ / / // / / / / / /
112	Heure de début de l'interview	_____ : _____
<b>Résultats du questionnaire</b>		
Date	[ / // / //2010]	
Résultats*	[ ]	
<p><b>* Codes des résultats</b></p> <p>1=Questionnaire complètement rempli                  2=a refusé                  3=incomplet/devait partir                  5=autre (spécifier) _____</p>		
114	Heures de services/ouverture?  UNE SEULE REPONSE	De [ _____ ] jusqu'à [ _____ ]
115	Heures de services/ouverture Samedi et Dimanche?	Samedi De [ _____ ] jusqu'à [ _____ ] Dimanche [ _____ ] jusqu'à [ _____ ] Ne travaille pas samedi [ _____ ]

	NB : Si on ne travaille pas samedi ou dimanche, écris 999	Ne travaille pas dimanche [ _____ ]
116	A combien estimez-vous en moyenne le nombre de clients/personnes qui viennent dans cet endroit par jour de grande affluence ?	[ _____ ]
<b><i>SUR'EAU</i></b>		
201	Vendez-vous normalement <b>Sûr'Eau</b> ?	Oui .....1 Non .....0 <b>If 0 → 212</b>
202	Où achetez-vous habituellement le Sur'Eau que vous vendez ?	PSI.....1 Dépôt pharmaceutique .....2 Boutique/grossiste .....3 Ailleurs (préciser).....4
203	Est-ce que le SUR'EAU est-il périmé?	Oui .....1 Non .....0 Il y a certains qui sont périmés.....2
204	Y a-t-il un temps où vous avez eu SUR'EAU périmé dans les trois derniers mois ?	Oui .....1 Non .....0
205	A combien vendez-vous une bouteille de Sûr'Eau?	I _ I _ I _ I _ I FRW/bouteille
206	Combien de bouteilles de Sur Eau vendez-vous par mois?	____   ____   ____   Nombre de bouteilles de Sur'Eau par mois
207	Depuis combien de temps avez vous vendu le produit Sûr'Eau ?	Mois   ____   ____   ____
208	Est-ce fréquemment, quelques fois, rarement ou jamais qu'il y a rupture des produits Sûr'Eau?	Fréquemment.....1 Quelques fois .....2 Rarement .....3 Jamais .....4
209	<b>ENQUETEUR:</b> Est-ce que Sûr'Eau est facilement visible?	Oui .....1 Non .....0
210	Est-ce qu'il y a le matériel promotionnel de « Sûr'Eau » bien visible sur le lieu de vente à l'intérieur ?	Oui .....1 Non .....0
211	Est-ce qu'il y a le matériel promotionnel de « Sûr'Eau » bien visible sur le lieu de vente à l'extérieur ?	Oui .....1 Non .....0 <b>Si 1 ou 0 → 214</b>
212	Etes-vous intéressé à vendre le produit « Sûr'Eau » ?	Oui .....1 <b>Si 1 → 214</b> Non .....0
213	<b>Si non</b> Pourquoi vous n'êtes pas intéressé à vendre ce produit ?	Pas de bénéfice.....1 Pas de demande (Client).....2 Supplychain/Produit difficile à trouver.....3 Le produit est cher.....4 Autre raison (préciser).....5
214	Y a-t-il un autre produit de traitement	

	d'eau à part Sur Eau que vous vendez?	Oui .....1 Non .....0 <b>Si 0→301</b>
215	Quels sont ces autres produits de traitement d'eau autres que Sur'Eau?	Eau de Javel Oui .....1 Non .....0
		Permanganate Oui .....1 Non .....0
		Autre produit Oui .....1 Non .....0
		(préciser) _____
<b>Condoms de marque Prudence</b>		
301	Est-ce que vous vendez habituellement le condom de marque « <b>Prudence</b> » ?	Oui .....1 Non .....0 <b>Si Q301=0→ Q312</b>
302	Où achetez-vous habituellement les préservatifs « <b>Prudence</b> » que vous vendez ?	PSI.....1 Dépôt pharmaceutique ..... 2 Boutique/grossiste ..... 3 Ailleurs (préciser).....4 _____
303	A combien vous achetez chez votre fournisseur 1 boîte (4 pièces) de condoms « <b>Prudence</b> » ?	I _ I _ I _ I _ I FRW/Boite de 4 pieces
304	A combien vous vendez 1 boîte (4 pièces) de condoms « <b>Prudence</b> » ?	I _ I _ I _ I _ I FRW/Boite de 4 pieces
305	Depuis combien de temps avez-vous vendu ce produit?	Moisi   ____   ____   ____
306	Prudence est-il périmé ?	Oui .....1 Non .....0 Quelques-uns sont périmés.....2
307	Combien de boîtes (4 pièces) de condoms « <b>Prudence</b> » vendez-vous par mois ?	____   ____   ____   ____   ____   Boîtes (4 pièces) de « <b>Prudence</b> » vendues par mois
308	Y a-t-il fréquemment, quelques fois, rarement ou jamais de ruptures de stock de « Prudence » ?	Fréquemment.....1 Quelques fois.....2 Rarement.....3 Jamais.....4
309	<b>ENQUETEUR:</b> Prudence est-il visible facilement ?	<b>Oui.....1</b> <b>Non .....0</b>
310	Est-ce qu'il y a le matériel promotionnel de « Prudence » bien visible sur le lieu de vente à l'intérieur ?	<b>Oui.....1</b> <b>Non .....0</b>
311	Est-ce qu'il y a le matériel promotionnel de « Sûr'Eau » bien visible sur le lieu de vente à l'extérieur ?	<b>Oui.....1</b> <b>Non .....0</b> <b>Si Q311=1 cg 0→Q401</b>
312	Etes vous intéressé à vendre « <b>Prudence</b> » ?	<b>Oui.....1</b> <b>Non .....0</b> <b>Si Q312=1→ Q401</b>

313	<b>Si non</b> Pourquoi vous n'êtes pas intéressé à vendre ce produit?	Pas de bénéfice.....1 Pas de demande (Client).....2 Supplychain/Produit difficile à trouver.....3 Le produit est cher.....4 Autre raison (préciser).....5
<b>Condoms de marque Plaisir</b>		
401	Est-ce que vous vendez habituellement le condom de marque « <b>Plaisir</b> » ?	Oui .....1 Non .....0 <b>Si Q401=0 → Q412</b>
402	Où achetez-vous habituellement les préservatifs « <b>Plaisir</b> » que vous vendez ?	PSI.....1 Dépôt pharmaceutique.....2 Boutique/Grossiste.....3 Ailleurs (Préciser).....4
403	A combien vous achetez chez votre fournisseur 1 boîte (4 pièces) de condoms « <b>Plaisir</b> » ?	I__I__I__I__I FRW/Boite de 4 pièces
404	A combien vous vendez 1 boîte (4 pièces) de condoms « <b>Plaisir</b> » ?	I__I__I__I__I FRW/Boite de 4 pièces
405	Depuis combien de temps avez-vous vendu ce produit Plaisir?	Mois  __ __ __
406	Plaisir est-il périmé ?	Oui .....1 Non .....0 Quelques-uns sont périmés.....2
407	Combien de boîtes (4 pièces) de condoms « <b>Plaisir</b> » vendez-vous par mois ?	__ __ __ __ __  Boites de 4 pièces de « <b>Plaisir</b> » vendues par mois
408	Y a-t-il fréquemment, quelques fois, rarement ou jamais de ruptures de stock de « Plaisir » ?	Fréquemment.....1 Quelques fois.....2 Rarement.....3 Jamais.....4
409	<b>ENQUETER : PLAISIR est-il visible facilement ?</b>	<b>Oui.....1</b> <b>Non .....0</b>
410	Est-ce qu'il y a du matériel promotionnel de « Plaisir » bien visible sur le lieu de vente à l'intérieur ?	<b>Oui.....1</b> <b>Non .....0</b>
411	Est-ce qu'il y a du matériel promotionnel de « Plaisir » bien visible sur le lieu de vente ou à l'extérieur ?	<b>Oui.....1</b> <b>Non .....0 Si Q411=1 ou 0 → Q501</b>
412	Etes vous intéressé à vendre « <b>Plaisir</b> » ?	<b>Oui.....1</b> <b>Non .....0 Si Q412=1 → Q501</b>
413	<b>Si non</b> Pourquoi vous n'êtes pas intéressé à vendre ce produit?	Pas de bénéfice.....1 Pas de demande (Client).....2 Supplychain/Produit difficile à trouver.....3 Le produit est cher.....4 Autre raison (préciser).....5



519	Nombre de condoms par boîte/paquet	_ _ _ _	
520	Est-ce que vous vendez habituellement d'autre marque de condom ? <b>(Spécifier)</b> .....	<b>Oui</b> .....1 <b>Non</b> .....0	<b>Si Q520=0→529</b>
521	Prix unitaire par boîte/paquet de condoms de cette marque	_ _ _ _	
522	Nombre de condoms par boîte/paquet	_ _ _ _	
523	Est-ce que vous vendez habituellement d'autre marque de condom ? <b>(spécifier)</b> .....	<b>Oui</b> .....1 <b>Non</b> .....0	<b>Niba Q523=0→529</b>
524	Prix unitaire par boîte/paquet de condoms de cette marque	_ _ _ _	
525	Nombre de condoms par boîte/paquet	_ _ _ _	
526	Est-ce que vous vendez habituellement d'autre marque de condom ? <b>(spécifier)</b> .....	<b>Oui</b> .....1 <b>Non</b> .....0	<b>Niba Q526=0→529</b>
527	Prix unitaire par boîte/paquet de condoms de cette marque	_ _ _ _	
528	Nombre de condoms par boîte/paquet	_ _ _ _	
529	Que pensez-vous des personnes qui viennent acheter des condoms dans votre point de vente ?	Vagabonds 1 Personne responsable 2 Prostituées 3 Fous 4 Autres (spécifier)..... 5	
530	Croyez-vous que ce soit normal qu'une femme ou une fille achète le condom?	Non 0 Oui 1	

Heure de clôture de l'audit \_\_\_\_\_ : \_\_\_\_\_

**NOM DE L'ENQUETEUR:** \_\_\_\_\_

**NOM DU SUPERVISEUR :** \_\_\_\_\_

**MERCI DE VOTRE DISPONIBILITE**