CHALLENGES
Lack of access to sanitary napkins—or effective alternative menstrual management options—presents a crucial barrier to women’s education in the developing world. UNICEF estimates that one-tenth of girls are absent from school during menstruation. The reduction in overall education usually translates to a disadvantaged start in the workplace and decreased income.

Furthermore, research shows that keeping girls in school through the secondary level has widespread social, public health, economic, and environmental benefits on the national and local scale.

PROJECT OVERVIEW
Technology for Tomorrow, Ltd. (T4T) produces the only Ugandan-made disposable sanitary napkin brand, MakaPads. However, 95% of its supply is redistributed for use in refugee camps by the United Nations, thereby restricting the supply of MakaPads available locally. Wanting to expand access to sanitary napkins to women and girls in Uganda, T4T requested SWB’s assistance. To develop possible avenues for T4T to expand local access to their product, the SWB team—Meredith Reisfield and Kendra Moffet—assessed: the current state of the Ugandan sanitary napkin market, Ugandan market actors, local community needs, and T4T’s capabilities.

OUR IMPACT
The team travelled to Uganda and worked alongside T4T leadership to identify strategic options for company expansion. The options were then prioritized according to potential cost and impact, and an implementation plan was developed for the most promising strategies.

The deployment of mobile marketing teams allowed T4T to drive local sales in an effective, low-cost, and scalable manner. Additionally, connecting with the Kyaka II refugee settlement provided a new local outlet for MakaPads sales.

The SWB team also assisted T4T by working with companies in East Africa to address a bottleneck related to the acquisition of white paper in the MakaPads supply chain.