



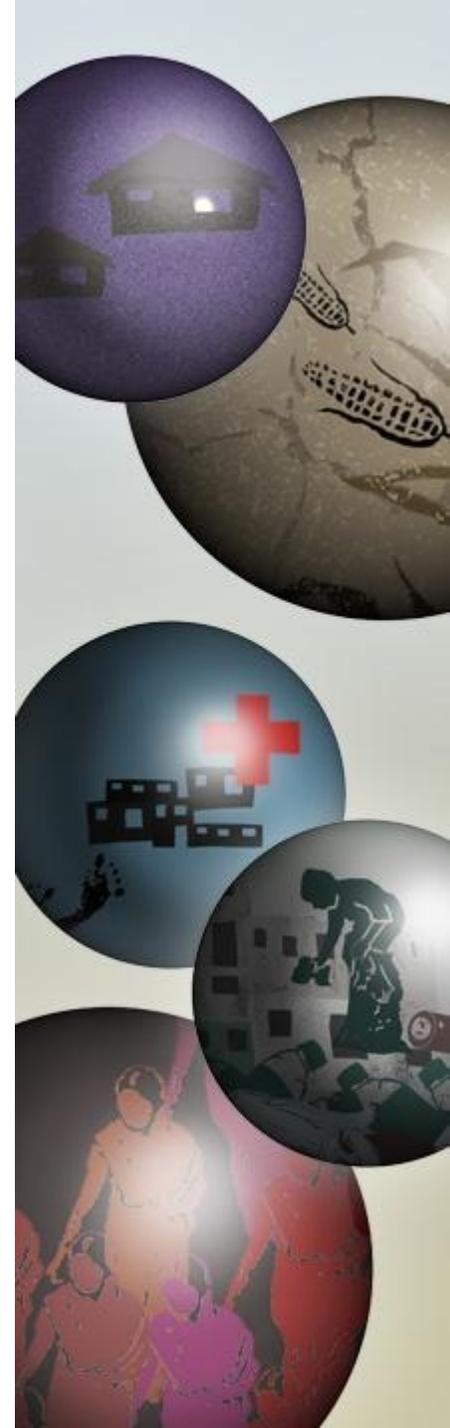
# LGT Impact Fellowship 2018

## Mwansa Kapambwe Chalwe

### Impact Report

LGT Venture Philanthropy

July 2019





### Mwansa Kapambwe Chalwe (Zambia)

**Host organization:** Copia (Kenya)

**Fellow position:** Commercial Planner

**Fellowship duration:** July 2018 – June 2019 (Full-time)

**Degree:** International MBA (Madrid, Spain)

**Professional experience:** Seven years of experience in financial management and business partnering.

## Summary

**With his background providing financial insight to senior management teams, Mwansa worked with Copia to bring high level commercial and analytical insights to Copia and thereby help the organization continue on its upward growth trajectory.**

### The problem Copia aims to tackle

- Convenience – rural and peri urban consumers/customers are usually neglected by traditional retail.
- Choice – rural and peri urban consumers/customers are usually limited in the choice of products available to them in their locality.
- Affordability – rural and peri urban consumers/customers have to spend more than a typical urban customer for the same product, while also incurring additional transport costs.

### Copia's challenges

- Price setting for a price sensitive consumer base.
- Projecting sales quantities and adequate stock holding levels to meet demand.
- Customer Analytical insight to predict customer behaviour and spending patterns.

### Copia's solution

- An agent network that utilizes mobile apps, mobile money and text messages to order goods on behalf of customers in their locality.
- Copia receiving and fulfilling the order from its central warehouse and using its logistics know-how to deliver to agent location.
- Agent earning commission on goods that they don't have to stock, while customer is given convenience and choice at an affordable price.

### Opportunity for a Fellow

- Help Copia continue on its growth trajectory through market related pricing and in-depth customer analytics.

**"My experience as a Fellow... is difficult to sum up in a paragraph, but what really stood out for me were the people, those that I interacted with within the organisation right through to the agents in the field. Copia has all the ingredients to really make an impact not only in Kenya, but everywhere in the world where traditional retail ignores a certain segment of the consumer market, often because they deem it too difficult or expensive to service. It has been an honour and privilege to have been part of this amazing story."**

- Mwansa Chalwe

### Mwansa's achievements ...



- Created robust short, medium and long term forecasts.
- Streamlined Price Check Process.
- Communicated SKU Insights and Learnings after evaluation of Price/Volume/Revenue Relationships.
- Assessed Margin Impact split between price and mix, and communicated key insights on price/volume impacts on margin.
- Tracked execution and performance of sales and marketing activities.
- Oversaw the Analytics Team and built capacity to take on more challenging and impactful work.

### Mwansa's next challenge

Mwansa will be joining Olam International's Future Leadership Program as a Finance Associate in July 2019.

### ...contributing to Copia's growth



- A bigger multi-skilled analytics team ready to provide more insights into customer behavior.
- A performance and target oriented mindset broken down by Product/Team/Zone/SBU thereby helping highlight areas of improvement.
- Benchmarking and KPI monitoring across new business segments including Copia Online and Financial Institutions.

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*"Mwansa leaves us with an enriched Analytics department that has really evolved particularly with the enhanced level of Commercial Planning that we now have in place. This together with the various tools that he has developed will go a long way in helping us as we continue to build an Analytics function that contributes positively as a valued Business Partner to the different departments that are its internal customers."*

– Dominic Dimba, Copia CFO