

# Developing a Product-Service-System for the MTego mosquito trap

It is PreMal's mission to capture anopheles mosquitoes before they can bite and contribute to reducing malaria transmission in Africa and other malaria zones around the world. To be able to achieve their goal, PreMal aims to implement high numbers of traps in the field. Therefore, PreMal partnered-up with a Solar Home System distributor and aims to implement their mosquito trap as an add-on product to the Solar Home System market.

The aim of this graduation project was to design a Product-Service-System that was able to connect the two main stakeholders in their wishes and needs while at the same time staying customer centered. To be able to design this system, desk and field research was conducted and literature was supported with field work findings to build a stable framework to build upon.



## Research findings

### IS THE MARKET READY FOR THE MTEGO?

The awareness about mosquitos and preventive measurements amongst the target group was fairly high. Participants rate the mosquito problem as quite severe with 4/5. People spend money on malaria related healthcare and said to be willing to reallocate these spendings towards the MTego. About half of the people prioritised the mosquito trap over a TV. The field work phase showed that the market is ready for the introduction of the MTego mosquito trap as an add-on product to the SHS market.

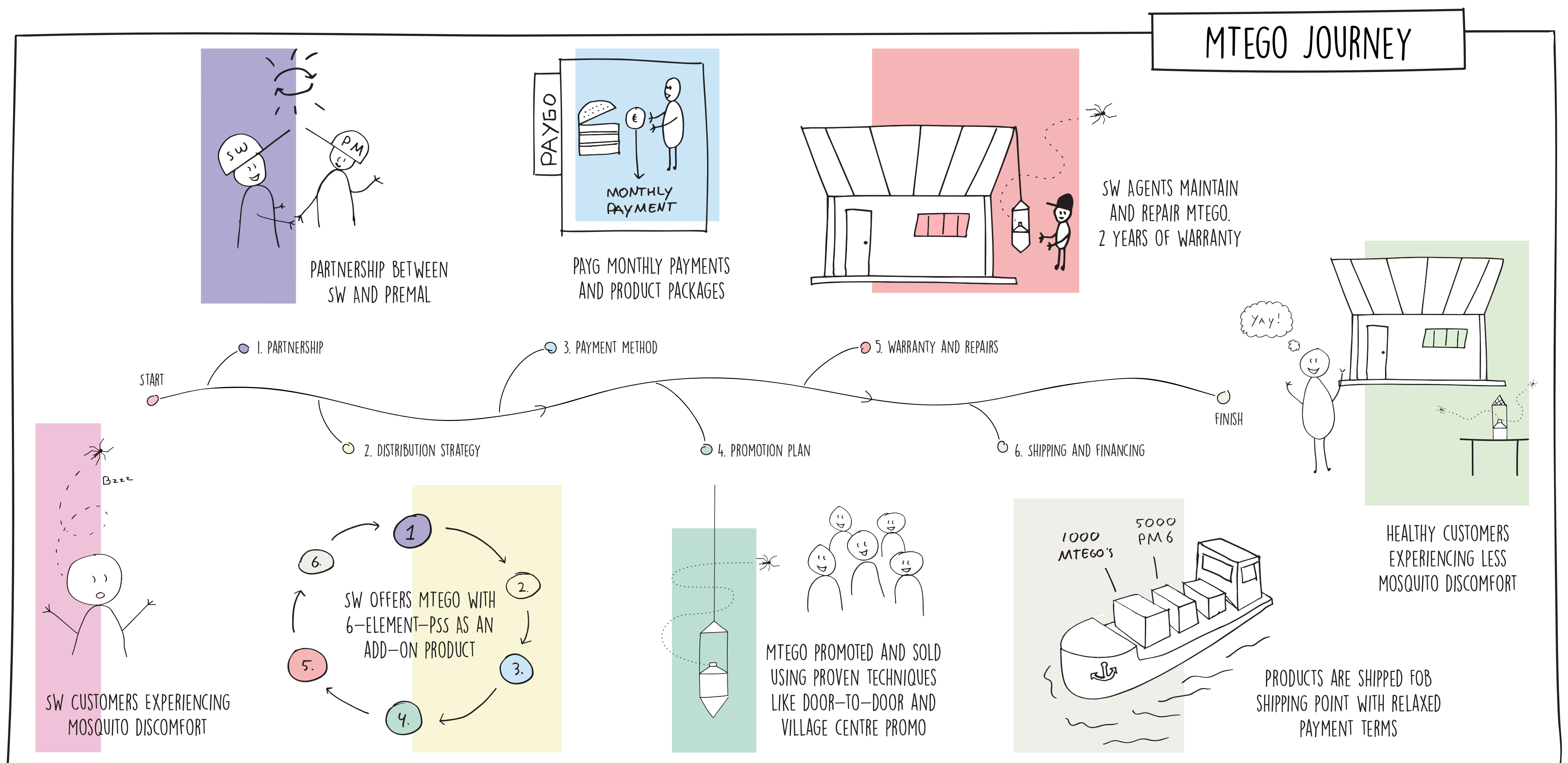
### WOULD THE TARGET GROUP BUY THE PRODUCT?

The price of the MTego with 24 months of service (±€150) would be on the high side of the spectrum, but participants were willing to buy the trap at this price point. If it would be possible to lower the price, the target group for the product enlarges. A major drawback for people to buy the MTego was that they would not take on a new loan before they paid off their present one. People would be willing to take a new loan after they did pay off their current one, which opens an opportunity to sell the product. Most people preferred the contract with the lowest monthly costs; the longest contract offered.

### HOW TO TRIGGER PEOPLE TO PURCHASE THE MTEGO?

Conservative promotion techniques work well and people are not ready yet for more advanced methods of promotion like TV commercials, social media strategies, and WhatsApp promotion. Since people do not often make a purchase this big, they prefer to see and test the product. Little people stated that the product was too expensive, most people were interested to hear what was on offer and which payment plans were available. People highlighted to feel protected by the traps, which can be a USP when developing promotion materials for the MTego.

## The MTego Product-Service-System



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