



Miller Center

for Social Entrepreneurship

Name of social enterprise: Smart Havens Africa

Mission statement: To provide a sustainable, affordable pathway to home-ownership for low-income women in Africa

Webpage: <https://shafrica.org/>

Operational headquarters: Kampala, Uganda

Background: This enterprise wishes to better understand which applicants need, can, and want to buy their houses in order to market effectively to them, and thus maximize the social value created by their rent to own housing model. SHA's current marketing practices prevent it from finding enough of the ideal type of customer to scale its impact in a sustainable way because those practices are not informed by the housing and communication preferences of its most successful clients.

The challenge:

1. SHA's current marketing practices do not allow it to find enough of the ideal kind of customers to scale their impact in a sustainable way -- because those practices are not informed by the housing and communication preferences of their most successful clients. Market research would provide SHA with critical insight into its ideal target market so that the company can market effectively and attract enough of the right type of customer to be financially sustainable while also providing a housing solution for Ugandans that really need it.
2. SHA's current practices around collecting and analyzing data from clients do not support SHA's business decision making to maximize their social impact because it does not have enough information about the short and long term impacts that their housing solution has on their customers.

Action research products needed:

1. Recommendations for target customer profile.
2. Marketing recommendations.
3. Applicant scoring rubric.

Student skills needed: target market research, impact assessment, collaborative research.

Keywords: Low-income housing, target market research, social impact assessment.