

ABSTRACT

For the wellbeing of people and in the interest of state; the United Nations (UN) has set 17 Sustainable Development Goals (SDGs), out of which 'Clean water and sanitation' is the 6th SDG which ensures clean and safe water is the basic need so its availability should be enough to cater living beings but in Pakistan clean water supply is critical, according to one estimate contaminated water causes 40% deaths in Pakistan every year. The gap of clean drinking water has been aroused; consequently this gap is filling by local bottled/package/filtered water businesses as the safer alternative. In Jamshoro, specifically site area and right bank barrage colony are facing serious problem of dirty tap water, people use gallons and bottled water for cooking and drinking respectively, they neither use filtered water, nor they boil it because the quality of tap water is very low. This situation is pushing entrepreneurs to setup a bottled water plant as the opportunity and need both are present. To fulfil this purpose, a model has been developed to benefit bottled water entrepreneurs. In addition to a literature review, three leading bottled water companies interviewed to understand their approaches to business modelling, using a qualitative approach along with the quantitative approach in which customers have been enquired to identify the factors and preferences in choosing bottled water brand. Building on the literature and survey, a Quality Function Deployment (QFD) model is developed with the cooperation of both approaches; this model helps in new product development by translating user preferences into technical requirements. A novel QFD model is developed to support this research, which introduces six parts of it (customer' requirements, technical requirements, technical co-relationships, relationship matrix and competitive assessment and technical assessment). This model aims for the viability of the bottled water businesses and intends to support bottled water entrepreneurs to introduce bottled water in those regions where there is a dire need of safe and clean drinking water. This model adopts a multiple stakeholder view of value, a network rather than firm centric perspective, and introduces a novel way of conceptualizing value.

Keywords: Bottled Water Entrepreneur; Bottled Water Business; Quality Function Deployment (QFD) model.