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# *Serving all urban consumers - a marketing approach to water services in low- and middle-income countries: Book 2 - Guidance notes for managers*

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- This record is made up of 20 files. Individual chapters and the complete pdf are available to download from the record.

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## 11.4 Annex 4: Example financial projections for Kampala

Year	0	5	10	15	20	25	TARIFF	\$/m3
<b>HIGH INCOME AREAS</b>							Merit Billing hse conn. above 6m3 p.m.	0.55
<u>Service Level 1: Full pressure</u>							Government/Institutional	0.6
Total Number of Accounts	13960	16460	20960	32260	56260	83260	Small Scale Ind/Comm up to 30 m3 p.m.	0.7
Consumption (m3 per year)	3566780	4475029	6063627	9930720	18428554	29020381	Commercial/Ind activities > 30 m3 p.m	0.9
Av. Consump. Per Account per Month	21.3	22.7	24.1	25.7	27.3	29.0	Public tap rate	0.2
Lifeline billing		355536	452736	696816	1215216	1798416		
Merit Billing		2406948	3265827	5355438	9950047	15686451		
Total Billing		2762484	3718563	6052254	11165263	17484867		
<b>MIDDLE INCOME AREAS</b>								
<u>Service Level 1: Full pressure</u>								
Total Number of Accounts	13960	21160	28660	48460	115460	187460		
Consumption	3566780	5752832	8291200	14917629	37820137	65339426		
Av. Consump. Per Account per Month	21.3	22.7	24.1	25.7	27.3	29.0		
Lifeline billing		457056	619056	1046736	2493936	4049136		
Merit Billing		3094230	4465582	8044778	20420057	35318066		
Total Billing		3551286	5084638	9091514	22913993	39367202		
<u>Service Level 2: 12-hr household supply</u>								
Total Number of Accounts	0	6000	12000	20500	30500	40500		
Consumption	0	1387559	3139791	6068659	10215463	15347320		
Av. Consump. Per Account per Month	0.0	19.3	21.8	24.7	27.9	31.6		
Lifeline billing		129600	259200	442800	658800	874800		
Merit Billing		743357	1687285	3270112	5517854	8307376		
Total Billing		872957	1946485	3712912	6176654	9182176		
<u>Service Level 3: 12-hr yard tap supply</u>								
Total Number of Accounts	0	2500	5000	6000	7000	8000		
Consumption	0	361343.5	817654	1110121	1465332.8	1894731		
Av. Consump. Per Account per Month	0.0	12.0	13.6	15.4	17.4	19.7		
Lifeline billing		54000	108000	129600	151200	172800		
Merit Billing		190489	433210	590766	782833	1015702		
Total Billing		244489	541210	720366	934033	1188502		
<u>Service Level 4: Shared connection</u>								
Total Number of Accounts	0	2500	5000	6300	7000	7350		
Consumption	0	867224.4	1962370	2797504	3516798.6	4177881.6		
Av. Consump. Per Account per Month	0	28.9	32.7	37.0	41.9	47.4		
Billing		260167	588711	839251	1055040	1253364		
<b>LOW INCOME AREAS</b>								
<u>Service Level 5: Ground tank</u>								
Total Number of Accounts	0	4000	8800	10900	13400	18400		
Consumption	0	319184	783841	1091398	1502045	2292290		
Av. Consump. Per Account per Month	0	6.6	7.4	8.3	9.3	10.4		
Billing		95755.2	235152.3	327419.4	450613.5	687686.9		
<u>Service Level 6: Community kiosk</u>								
Number of Accounts	0	500	850	1060	1540	2540		
Consumption	0	239388.1	456246.4	638933.4	1030586.4	1877450.2		
Av. Consump. Per Account per Month	0	39.9	44.7	50.2	55.8	61.6		
Billing		47877.6	91249.3	127786.7	206117.3	375490.0		
<u>Service Level 7: Public Kiosk</u>								
Number of Accounts	545	795	1045	1165	1265	1365		
Consumption	895163	1587913	2370548	2958744	3576218	4274377		
Av. Consump. Per Account per Month	136.9	166.4	189.0	211.6	235.6	261.0		
Billing		317582.7	474109.6	591748.7	715243.6	854875.4		
<u>Service Level 8: Utility water vending</u>								
Number of Accounts	0	190	290	320	320	320		
Consumption	0	294841.6	486644.8	598350.1	676978.26	765938.76		
Av. Consump. Per Account per Month		129.3	139.8	155.8	176.3	199.5		
Billing		58968.3	97329.0	119670.0	135395.7	153187.8		
<u>Service Level 9: Prepaid metered kiosk</u>								
Number of Accounts	0	130	230	290	340	390		
Consumption	0	300785.9	569899.5	783430.5	1000715.3	1246324.6		
Av. Consump. Per Account per Month		192.8	206.5	225.1	245.3	266.3		
Billing		60157.2	113979.9	156686.1	200143.1	249264.9		
<b>TOTAL DOMESTIC DEMAND</b>	<b>8028723</b>	<b>15586102</b>	<b>24941822</b>	<b>40895488</b>	<b>79232829</b>	<b>126236119</b>		
<b>NON-DOMESTIC DEMAND</b>	<b>16439877</b>	<b>20981912</b>	<b>26778828</b>	<b>34177324</b>	<b>43619889</b>	<b>55671260</b>		
<b>NON-DOMESTIC CONNECTIONS</b>	<b>8612</b>	<b>10991</b>	<b>14028</b>	<b>17904</b>	<b>22850</b>	<b>29163</b>		
Commercial/Industrial	6465	8251	10531	13440	17154	21893		
Consumption upto 30m3/month.conn	775800	2970418	3791089	4838497	6175285	7881402		
Revenue from 1st step consumption	465480	2079292	2653763	3386948	4322700	5516982		
Revenue from 2nd step consumption	12531262	11502571	14680520	18736477	23913020	30519746		
Government/Institutional	2147	2740	3497	4463	5697	7271		
Revenue from Govt/Institutions	80847	4707774	6008445	7668468	9787124	12491126		
<b>TOTAL NUMBER OF ACCOUNTS</b>	<b>37077</b>	<b>65226</b>	<b>96863</b>	<b>145159</b>	<b>255935</b>	<b>378748</b>		
<b>TOTAL REVENUE (million US\$)</b>	<b>13.08</b>	<b>26.56</b>	<b>36.23</b>	<b>51.53</b>	<b>81.98</b>	<b>119.32</b>		
<b>TOTAL EXPENDITURE (million US\$)</b>	<b>11.42</b>	<b>16.82</b>	<b>50.77</b>	<b>28.42</b>	<b>54.60</b>	<b>59.20</b>		
Surplus/Deficit	1.66	9.74	-14.54	23.11	27.38	60.12		
<b>Cumulated Surplus/Deficit</b>	<b>1.66</b>	<b>34.55</b>	<b>30.73</b>	<b>85.42</b>	<b>44.95</b>	<b>283.54</b>		
<b>TOTAL DEMAND (m3)</b>	<b>24468600</b>	<b>36568014</b>	<b>51720650</b>	<b>75072812</b>	<b>122852717</b>	<b>181907380</b>		
Average Tariff (US\$/m3)		0.73	0.70	0.69	0.67	0.66		
<b>TARGET COVERAGE</b>	<b>31%</b>	<b>51%</b>	<b>62%</b>	<b>69%</b>	<b>87%</b>	<b>100%</b>		
Year	0	5	10	15	20	25		