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## ***PSP-One* Trip Report**

# **Commercial Viability Assessment for CycleBeads in Jordan**

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## Executive Summary

PSP-*One* has received support from USAID to conduct a feasibility assessment for the Standard Days Method (SDM) using CycleBeads in Jordan. The assessment includes two distinct parts:

- A qualitative study using focus groups to determine the acceptability of the method among Jordanian women and health providers, and
- A market viability assessment to determine the attractiveness of the product to potential distributors and retailers.

Depending on the findings of these two studies, the SDM method may be introduced in Jordan through Abt Associates' Private Sector Project for Women's Health.

In May 2008, Ms. Makaria Reynolds from Abt Associates traveled to Jordan to conduct the market viability assessment of introducing CycleBeads through the commercial market. The activities of the assessment included: 1) meeting with commercial distributors to identify a potential partner for launching CycleBeads, 2) meeting with pharmacists to discuss their interest in carrying the product, and 3) creating cost projections and profit and loss analysis for potential distributors of the product. This trip report includes the trip activities as well as the findings of the assessment, market conditions, suggested cost structure, and pricing models.

Recommendations at this stage are limited, as the results of the focus group research will largely dictate the direction of this assessment. However, if there are positive results and there is support for launching CycleBeads, the following recommendations are provided:

- Commercial distributors are the best method for introducing CycleBeads on the private market in Jordan.
- CycleBeads can be likely be sold at an affordable retail price in Jordan.
- Distributors are not dissuaded by the potential limited market size.
- CycleBeads will sell only if the promotion is strong.
- Involve private non-profit FP clinics in distribution plans.

## Objectives

The objectives of this trip were to:

- Assess reactions to CycleBeads among commercial distributors
- Identify potential commercial partners for Cycle Technologies
- Identify the most appropriate distribution method (i.e., distributors, NGOs, internet sales) for the current market
- Determine industry pricing models (margins, profits, taxes, customs, mark ups)
- Assess appropriate pricing for CycleBeads in Jordan
- Identify possible challenges in introducing CycleBeads through the private sector

The findings from this report will be combined with the results of the focus group research to create a final assessment report for USAID, giving the complete picture of the potential for CycleBeads to be launched in Jordan.

## Background

### *Why Jordan?*

Fertility rates in Jordan remain relatively high, despite strong efforts by the government and donors to promote effective family planning methods. The 2007 Jordan DHS data shows only a minor reduction in TRF over the past 5 years – from 3.7 to 3.6 births per women. Additionally, there has been little noticeable increase in the percent of married women using any family planning method (56% in 2002 and 57% in 2007). A full 15% of married women in Jordan rely on traditional methods of family planning (4% periodic abstinence, 11% withdrawal).

A 2002 study of unmet need in MoH facilities may help to clarify the obstacles faced in addressing Jordan's high fertility rate. Among current FP users, 34% reported facing health problems with their current method (including headaches, nausea, infections, irregular cycles, etc). All women surveyed reported major obstacles to obtaining FP services, including physician unavailability (32%), frequent appointment postponements (30%), unavailability of method (28%), long waiting periods (25%), and poor treatment by medical staff and aides (19%). More than one-third of all women said they object to receiving FP methods from a male physician. Among non-users with unmet need, the study showed that natural FP methods were the most preferred method, with women considering natural methods to be safe, easy to use, convenient, and efficient.

The high use of traditional methods in Jordan suggests that the SDM method may help address unmet need for effective FP. SDM using CycleBeads offers a new option to

couples who are not currently using any method, rely on a traditional method, or are dissatisfied with their current or past method (discontinuers).

### *The Standard Days Method / CycleBeads*

The Standard Days Method was developed by the Institute for Reproductive Health at Georgetown University Medical Center as a way for women to more effectively use a natural method of family planning. The product CycleBeads is a tool that can be used in conjunction with the Standard Days Method to easily track and understand the stages of her monthly fertility cycle. CycleBeads are a color-coded string of beads, with each day of the cycle represented by a bead. Each day the woman moves a rubber indicator ring to the next bead. On days 1 through 7 of her cycle the beads are brown, and mean that she is very unlikely to get pregnant that day. On days 8 through 19, the beads are white, indicating it is possible for her to become pregnant from unprotected sex those days. Days 20 through 26 or 32 (depending on her cycle length) are brown again, showing that she is unlikely to become pregnant those days.



SDM is appropriate for women with menstrual cycles between 26 and 32 days long (approximately 75-85% of women) and has a 95% efficacy rate if used correctly. CycleBeads are currently available in over 30 countries, none of which are in the Arab Middle East. Field experience and results from CycleBeads programs show that this method is effective, low cost, and particularly useful for expanding contraceptive prevalence and addressing unmet need.

This current research is the result of prior studies into the potential of Fertility Awareness Methods (FAM) in Jordan. In 2007, PSP-One conducted a contraceptive security assessment in Jordan that revealed a potential demand for fertility awareness methods. With USAID/Jordan indicating interest in exploring the feasibility of CycleBeads, a two-part assessment strategy was developed.

- Part 1: Market Viability Assessment (identify potential commercial distributors)
- Part 2: Consumer Research (focus groups discussions on acceptability of method)

This trip report documents the activities undertaken for Part 1 of the research – the market viability assessment.

## Methodology

The Methodology for the commercial viability assessment consisted of the following components:

- **Background research.** Research was conducted to gather necessary statistics and demographic information to develop interview questions, demand calculations, and potential pricing structure.
- **Interviews of key industry players.** The major portion of the assessment was conducting in-person interviews with distributors, pharmacists, private doctors, and other potential stakeholders in Jordan. Interviews were conducted in English and Arabic, with the assistance of Mays Halassa from the PSP Jordan project.
- **Financial analysis.** Calculations were run to answer key questions on costs and pricing, including:
  - What would be the end price of the product?
  - What would be the cost of importing the product?
  - What mark up would be needed for distributor and retailer?

## Meeting/Activities & Findings

Meetings and interviews were conducted with the following types of organizations:

- Pharmaceutical distributors
- Retailers (pharmacists)
- NGO FP provider clinics
  - JAFPP
  - Noor Al-Hussein Foundation
- Government organizations
  - JFDA
  - Customs
  - MoH
- E-commerce companies

### *Findings from Commercial Distributors*

Comments from distributors tended to be similar, despite variation in size of the companies and the products that they carried. In general, distributors tended to express the opinion that CycleBeads are likely to sell in Jordan if there is a strong enough demand generation effort (media and outreach campaigns). Although they expect the market to be small, most were not worried about the limited number of

potential buyers. Most speculated that CycleBeads would sell best in rural areas among women of lower education levels who might already rely on traditional methods.

Although there were differences in the mark-up distributors said they would apply to CycleBeads, the average rate was close 35%. Because CycleBeads would not be registered by the FDA, there would be no set mark-up, as there is for drugs. Most distributors suggested a final retail price for CycleBeads between 3-4 JD (\$4.20 - \$5.60) for consumers.

All of the distributors interviewed are interested in learning the results of the focus groups to see if Jordanian women would accept the method. If so, most would be willing to explore a partnership with Cycle Technologies. Of all the distributors interviewed, the two most promising companies are Al Noor Drugstore and Al Farabi Drugstore. Both are smaller-size companies that seem to be interested in growing their current portfolio by exploring new products. And because both import condoms, CycleBeads offer a complementary product that could increase condoms sales.

**Table 1. Distributor Profiles**

Distributor	Type	Capacity	Interested?	Partnership Potential?
Abu Sheikha Drugstore	Medium sized distributor. Carries condoms, ovulation prediction kits.	Able to do basic assembly. Import from 16 countries at present.	Yes. Thinks CycleBeads would sell well in Jordan because the young population is open to new ideas.	Weak. They suggested an outrageous markup of 100%.
Nenos Drugstore	Medium sized company. Will begin distributing condoms in near future.	Able to do basic assembly. Supply pharmacies all over Jordan (rural and urban).	Yes, depending on findings from focus group. They think it will only sell well in West Amman where women can afford products like this. In poorer areas, women would just make their own set of beads.	Good. If they begin selling condoms, CycleBeads would make a good complementary product for them to carry.
Rawhi Drugstore	A small-sized distributor, relatively new. Doesn't carry condoms or medications.	They have strong relationships with many rural clinics and pharmacies in the North & South.	Yes. They suggested a trial of a limited quantity to see if they would sell. See potential mainly in rural pharmacies. Price would need to be low for consumers.	Good. As they are a new company, they are looking for new markets and products that aren't currently covered in Jordan.
Al Noor Drugstore	Medium sized pharmaceutical distributor. Also carries condoms.	Supplies pharmacies throughout the country.	Yes. They are very interested in how CycleBeads could promote condom sells. Think that the product would do well in Jordan and be useful for many women.	Strong. They expressed the greatest level of interest in CycleBeads and in learning the focus group results.
Sabbagh Drugstore	Large, well-established pharmaceutical distributor. Carries durex condoms and many popular OCs.	Good capacity and large distribution network.	No. Doesn't see potential for CycleBeads in Jordan, where women are mostly moving toward OCs. Benefit from increased condom sells would be too small to be worth carrying CycleBeads.	Weak. This distributor has strong business at present and isn't interested in adding a product like CycleBeads that has a limited target audience.
Al Farabi Drugstore	Smaller-sized distributor. Carries condoms and vitamin supplements imported from Canada.	Can supply any pharmacy in Jordan.	Yes. Said CycleBeads were an interesting product and might sell well in Jordan. Suggested working with the FDA to register product so that taxes would be even lower.	Strong. As a smaller distributor, they are looking for new opportunities to grow. CycleBeads also complement their condom sales.

## *Findings from Pharmacies*

Meetings were held with five pharmacies to gather their opinions on the appropriateness of CycleBeads for Jordan and if they believed they could be sold through private pharmacies. In general, pharmacists said that they don't play a role in counseling on FP methods. Rather, women who come to the pharmacy already know what method they want to use, frequently OCs. The pharmacists met with had only rarely been asked for information or advice on FP methods and products. Because most of their customers come in with prescriptions for OCs, pharmacists don't know if there would be any demand for CycleBeads among their customers. Many of the interviewees suggested that the product would need to have a very low retail price in order to attract women to purchase it. However, if promotion was strong enough they believed that it might sell. They suggested promotion be targeted at women using traditional methods. The average pharmacists mark-up on a product like CycleBeads is 30%.

**Table 2. Pharmacist Findings**

Pharmacy	Type	Comments	Max Retail Price
Pharmacy One Sweifieh Branch	An outlet of a large pharmacy chain. Located in an upper-class area of West Amman.	<ul style="list-style-type: none"> <li>Most women in Amman want to use OCs, so they wouldn't be impressed by CycleBeads which use a traditional method of FP</li> <li>Many women have trouble remembering to take the pill everyday, so they might also have trouble moving the CycleBead ring each day.</li> <li>Suggested we talk to Pharmacy One's head Scientific Office (see comments below)</li> </ul>	3 JD (\$4.20)
Jebel Amman (1)	A medium-sized pharmacy in a middle class neighborhood. Male pharmacist.	<ul style="list-style-type: none"> <li>Younger generation of women all want to use OCs</li> <li>Nobody using CycleBeads would want to abstain from unprotected sex for the entire time of the brown beads.</li> <li>CycleBeads are similar to prayer beads so if there is demand for the product a pharmacist could go makes a set of beads to sell.</li> <li>Women in Jordan are well-educated and can figure out their fertility cycle and use this method without buying the beads.</li> </ul>	5 JD (\$7.00)
Jebel Amman (2)	A small pharmacy in middle-class neighborhood. Female pharmacist	<ul style="list-style-type: none"> <li>Unsure if this product would sell in Jordan</li> <li>It could be targeted at women who are afraid of using hormonal methods. But since these women don't go to the pharmacy, it would be difficult to reach them.</li> <li>If the promotion were strong enough, then of course CycleBeads would sell. But demand creation would really be needed.</li> </ul>	2 JD (\$2.80)
Shmeisani Pharmacy	Woman-owned, long-established, private pharmacy located in an upscale business district in Amman.	<ul style="list-style-type: none"> <li>A pharmacist's markup on CycleBeads would probably be around 30%.</li> <li>No sales tax is added to the retail price. It is calculated on the sale from the distributor to the pharmacist.</li> <li>The distributor of a product like CycleBeads has the option of setting the final retail price which then standardizes the price across all pharmacies in the country.</li> <li>The product would appeal to newlyweds who are not interested in using hormonal or long-lasting methods.</li> </ul>	
Pharmacy One Scientific Office	Pharmacy One is a large chain of drugstores in Jordan, with additional subsidiaries in Saudi Arabia and the US.	<ul style="list-style-type: none"> <li>CycleBeads would be good for newlyweds. If they knew a tool like this existed, they would buy it.</li> <li>Price should be under 6 JD, or a woman would just go make herself a set of beads to use.</li> <li>They would sell well in West Amman were wealthy women are eager to buy and try all new products.</li> </ul>	6 JD (\$8.40)



Pharmacy	Type	Comments	Max Retail Price
		<ul style="list-style-type: none"> <li>Pharmacy One does not procure their own products, but they work with every pharmaceutical distributor in Jordan to supply their 27+ outlets.</li> <li>They have future plans to launch a website that would allow customers in Saudi Arabia to purchase supplies online from Pharmacy One in Jordan.</li> <li>If CycleBeads are launched in Jordan, Pharmacy One would certainly carry them. They could also provide information and outreach to their customers. They produce and distribute a free monthly newsletter on health issues and products. They also hold free workshops for all pharmacists on new products.</li> <li>They are very interested in the findings from the focus group research and if CycleBeads will be launched in Jordan.</li> </ul>	

### *Findings from NGO FP providers*

To understand how CycleBeads might be used by private FP clinics, we met with a couple of NGO providers.

An interview was held at the **Jordan Association for Family Planning & Protection (JAFPP)** with Dr. Bassam Anis. The JAFPP is a not-for-profit organization that provides reduced cost RH/FP services for Jordanian women in their clinics throughout the country. Because they receive all their FP methods and products free-of-cost from the MOH, JAFPP does not currently procure any goods on their own. If they want to procure goods in the future, it would first need to be approved by their board and the Ministry of Health.

Dr. Anis's impression of CycleBeads was that it might be good product to use in reaching women who want to use non-hormonal methods, but the target audience would be limited. The women they see in their clinics usually want OCs. The potential audience should be low-income women in rural areas, and possibly refugee communities. CycleBeads could be a good tool in counseling women about their fertility and cycle. They see challenges to providing CycleBeads for purchase in drugstores. Because women can receive free and reduced cost FP methods in clinics, why would they pay to buy a method at a pharmacy? Women who go to JAFPP pay only 1-1.5 JD for a counseling session and 3-5 JD for a gynecological exam.

Because they are trying to increase their sustainability, JAFPP is looking at opportunities to generate revenue. If the JAFPP sold CycleBeads to clients the price would need to be less than 1.5 JD (\$2.10). And they would need to be able to make some profit from the sales. If the demand creation campaign is strong enough, they would be happy to make the beads available for sale in their clinics.

An interview was conducted with Dr. Dima Fathi Al-Hilu, an OB/GYN at the Sweileh **Noor Al-Hussein Foundation Clinic**. The clinic is a not-for-profit clinic for women and children. The Foundation currently receives all of their FP methods from the MoH.

They don't directly procure any products or methods. If women need medications, they take their prescriptions to outside pharmacies.

Dr. Al-Hilu's impression of CycleBeads was generally positive. She said that she sees many patients who want only natural methods of FP. The doctors at the clinic try to discourage women from using natural methods like the Standard Days Method because the women tend to miscount the days of their cycle. Most women learn about counting, or SDM, through their friends, but they don't always know how to correctly use it. Women would buy CycleBeads because it would help them use traditional methods effectively. She felt that CycleBeads should be presented to women at the Noor Al-Hussein Clinic, JFPP clinics, or other health centers, in addition to being sold in pharmacies. Five JD (\$7) would be a reasonable price.

### *Meetings with Government Organizations*

An interview was held with the **Jordanian Food and Drug Administration (JFDA)** with Anan Abu Hassan, the Head of the Cosmetics and Medical Devices Section. The JFDA is responsible for registering and approving any medical devices or pharmaceutical products imported to Jordan. Ms. Abu Hassan said that CycleBeads would not require registration from the JFDA, as the product is not used on or in the body nor taken as a medication. She did mention that the packaging for CycleBeads will require some additional information for import, such as the name and address of the manufacturer. Since the JFDA wouldn't be involved in regulation of the product, it would be up to the Customs Department to set the import duty rate.

A meeting with the Division Director at the **Jordanian Department of Customs** Met with the Division Director, provided the rates at which CycleBeads would be taxed. The product would be classified as an "accessory made of plastic" and would be charged an import duty of 6.5%. Sales tax would be 16%.

An informational interview was held with Dr. Khawla Kawwa, Head of Family Planning Department, at the **Ministry of Health**. The consultant felt it was important to keep the MoH informed of the assessment and to receive their input on the method and its possible launch in Jordan. Every FP method offered by the MoH is free to clients (including IUDs and implants). The MoH procures all their FP products from Jordanian distributors.

Dr. Kawwa was familiar with CycleBeads after attending the FP Best Practices conference in Thailand last year. She said that although CycleBeads might be practical, that the MoH is encouraging only modern methods. They are making big efforts to address the still-high TFR, with particular attention on failure rates of traditional methods. They would worry that people would think that they were encouraging the use of non-modern methods if they were to promote CycleBeads in any way. Dr.

Kawwa voiced her concern that CycleBeads would cause users of other methods to shift.

Dr. Kawwa said that maybe when the MoH has made progress on increasing the CYP then they might work on targeting those users of traditional methods. CycleBeads might be useful at that point. Also, CycleBeads might be a good method targeting new users. But at this point, it is unlikely that the MoH would have any interest in CycleBeads. However, they would be unlikely to resist or oppose the introduction of the method in the private sector.

### *Internet Commerce Companies*

Another aspect of the research on distribution methods was to look at the potential for marketing CycleBeads to Jordanian women through the internet. The concept was that a company in Jordan (ie, a fulfillment house) would import the product from Hong Kong and hold it in a warehouse. Women in Jordan would purchase the beads online and the local company would process the payment and deliver the order. This distribution method has the potential of being extremely low-cost, requires little overhead, and has the potential of reaching women not only in Jordan, but the rest of the region. Because internet use in Jordan is relatively high, with most of the population have access to the internet through their home or cafes, Jordan was considered a possible launching point for this new concept. High levels of computer literacy and an expanding Arab internet pointed to a possible distribution method that would be innovative and wide-reaching.

In order to examine the possibilities of selling CycleBeads through e-commerce in Jordan, interviews were held with a few technology and distribution companies. The results showed a lack of capacity at present to implement this distribution method. The main obstacle was a void in terms of fulfillment houses. At present, there are no established companies who import and store goods which are purely ordered on-line. Although there are a few local companies that have internet retail sites, they also have physical stores and warehouses. Cycle Technologies would basically need to start from scratch, finding a firm that would be willing to fulfill orders and import goods. And since this product is expected to be relatively low-volume, there is little to entice a company to begin fulfillment services for this one product. It is anticipated that fulfillment houses will develop in the near future for other goods and services, and at that point it might be worth reconsidering this distribution option. But at present, the infrastructure does not exist to make selling CycleBeads online a reality.

## Recommendations/Key Findings

Recommendations at this stage are limited, as the results of the focus group research will largely dictate the direction of this assessment. However, if there are positive results and there is support for launching CycleBeads, the following recommendations are provided.

*Commercial distributors are the best method for introducing CycleBeads on the private market in Jordan.* The most appropriate partner would be a small or mid-sized distributor that is looking to grow its portfolio. A distributor that also carries condoms would make sense, as CycleBeads could increase condom sales.

*CycleBeads can be likely be sold at an affordable retail price in Jordan.* Based on the calculations on price (see Annex B), the mark-ups and tax rates would still allow CycleBeads to be sold for a retail price of less than \$5. Although willingness to pay data will be provided from the focus group research, it is generally believed that \$5 will be affordable for most Jordanian women. Also, based on end price suggestions from distributors and pharmacists, \$5 is in-line with their expectations for such a product. This price allows both distributors and pharmacists to make appropriate profit, which is necessary for ensuring commercial sustainability.

*Distributors are not dissuaded by the potential limited market size.* Initial calculations of market demand for CycleBeads (see Annex A) shows that for a country this size of Jordan there will be limited quantities of this product sold each year. Although this demand will be directly influenced by promotion efforts, it is projected that annual demand would be around 15,000 units the first year and rise to a high of 108,000 units by the fourth year of launch. Most distributors interviewed were not discouraged by these figures. Perhaps because Jordan's small population inherently limits the demand for all products this is an acceptable market-size for commercial distributors.

*CycleBeads will sell only if the promotion is strong.* Close to everyone interviewed said that the key factor in a successful launch of CycleBeads would hinge on the quality and scope of the promotion campaign. Because women are unfamiliar with this tool, there will need to be significant education and information efforts. But if demand generation is done well, then CycleBeads will sell in Jordan.

*Involve private non-profit FP clinics in distribution plans.* Because JAFPP is looking for ways to increase profitability, they are interested in finding products they can sell at their clinics to generate income. And because the NGO clinics often reach women of low socio-economic status they are frequently providing services to those women using traditional methods. CycleBeads could be a powerful information tool for these clinics to counsel new users or users of traditional methods. This would increase the visibility of the product among Jordanian women.

## **Follow-Up/Next Steps**

- When the focus group research is complete, the commercial assessment findings will be combined to create a Final Feasibility Report with recommendations for USAID.

## Contacts

Name	Position	Company	Phone	Email
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## Annex A: Estimating Demand for CycleBeads in Jordan

The method used to calculate demand is based on the model presented in the CycleBeads Procurement and Production Guide, created by the partners of the Georgetown University Institute for Reproductive Health and Cycle Technologies. It uses generally available demographic statistics to estimate the potential demand for an area.

What the model calculates: The number of potential users of CycleBeads in Jordan for each year over a five-year period<sup>1</sup>.

Target population:

- Married women of reproductive age currently using traditional contraceptive methods, and
- Married women of reproductive age not using any method of contraception and who would prefer to avoid pregnancy.<sup>2</sup>

Eligibility requirements:

- Menstrual cycle between 26-32 days<sup>3</sup>
- Wish to avoid pregnancy

Additional factors in realistic demand:

(These factors help calculate the subset of total eligible women to create a more realistic picture of potential demand. Unlike the other variables listed above, these variables are more difficult to project as they will be the direct result of the promotional and educational activities implemented by the assisting project.)

- Have heard about CycleBeads / Aware of product
- Live in an area where CycleBeads are accessible
- Able to pay for CycleBeads

**Table 2. Calculations of Demand for CycleBeads in Jordan**

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Part 1. Calculating Total Eligible Women in Jordan Who Could Use CycleBeads					
Married Women Using Traditional Methods of Contraception					
Yearly population growth rate <sup>4</sup>	NA	2.4%	2.4%	2.4%	2.4%
Total number of married women of reproductive age <sup>5</sup>	1,320,000	1,351,680	1,384,120	1,417,339	1,451,355

<sup>1</sup> CycleBeads have a projected five-year useful life.

<sup>2</sup> Research estimates that 17% of women in the developing world who are not using contraception would prefer to avoid pregnancy. (Ross JA, Winfrey WL. Unmet need for contraception in the developing world and the former Soviet Union: an updated estimate. *International Family Planning Perspectives*. 2002;28(3):138-143.)

<sup>3</sup> Estimated at 80 percent of all women (M. Arevalo et al. "A fixed formula to define the fertile window of the menstrual cycle as the basis of a simple method of Natural Family Planning," *Contraception* 60 (1999); 357-60.)

<sup>4</sup> (UNFPA & PRB. 2005. Country Profiles for Population and Reproductive Health, Policy Developments and Indicators 2005)

<sup>5</sup> Estimate provided by PSP Jordan

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Contraceptive prevalence rate of traditional methods <sup>6</sup>	15.0%	15.0%	15.0%	15.0%	15.0%
Total number of married women of reproductive age using traditional methods	198,000	202,752	207,618	212,601	217,703
Percentage of women whose menstrual cycles are within the 26-32 day range	80.0%	80.0%	80.0%	80.0%	80.0%
Total number of married women of reproductive age using traditional methods whose cycles are within the 26 to 32 day range	158,400	162,202	166,094	170,081	174,163
<b>Married Women Not Using Any Contraception</b>					
Yearly population growth rate percentage	NA	2.4%	2.4%	2.4%	2.4%
Total number of married women of reproductive age	1,320,000	1,351,680	1,384,120	1,417,339	1,451,355
Rate of non contraceptive use <sup>7</sup>	43.0%	43.0%	43.0%	43.0%	43.0%
Total number of married women of reproductive age not using contraception	567,600	581,222	595,172	609,456	624,083
Proportion of women not using any contraception who would prefer to avoid pregnancy	11.0%	11.0%	11.0%	11.0%	11.0%
Total number of married women of reproductive age not using any contraception who would prefer to avoid pregnancy	62,436	63,934	65,469	67,040	68,649
Percentage of women whose menstrual cycles are within the 26-32 day range	80.0%	80.0%	80.0%	80.0%	80.0%
Total number of married women of reproductive age not using any contraception who would prefer to avoid pregnancy whose cycles are within the 26-32 day range	49,949	51,148	52,375	53,632	54,919
<b>Total number of eligible women in Jordan who could use CycleBeads</b>	<b>208,349</b>	<b>213,349</b>	<b>218,470</b>	<b>223,713</b>	<b>229,082</b>

Description	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Part 2. Calculating Realistic Demand for CycleBeads Among Eligible Women in Jordan</b>					
<b>Realistic Demand per Year for Women Using Traditional Methods</b>					
Eligible women, married women using traditional methods of contraception	158,400	162,202	166,094	170,081	174,163
Number of women who are already using CycleBeads	0	13,464	39,824	48,298	58,227
Total number of eligible women, married women using traditional methods of contraception	158,400	148,738	126,270	121,782	115,935
Percentage of women with knowledge of CycleBeads (depends on scope of outreach activities)	20.00%	45.00%	60.00%	75.00%	75.00%
Percentage of women who live in areas where CycleBeads are accessible (depends on number of pharmacies carrying product)	50.00%	70.00%	75.00%	75.00%	75.00%
Percentage of women who have ability to pay for CycleBeads (depends on price of product)	85.00%	85.00%	85.00%	85.00%	85.00%
Total percentage of women who will most likely seek out CycleBeads	9%	27%	38%	48%	48%
Total Realistic Demand for Women Using Traditional Methods	13,464	39,824	48,298	58,227	55,432
<b>Realistic Demand per Year for Women Not Using Contraception</b>					
Eligible women, married women not using any contraception	208,349	213,349	218,470	223,713	229,082
Number of women who are already using CycleBeads	0	1,771	17,845	34,533	50,879

<sup>6</sup> Draft report of Jordan's 2007 Demographic Health Survey

<sup>7</sup> DHS 2007



Description	Year 1	Year 2	Year 3	Year 4	Year 5
Total number of eligible women, married women not using any contraception	208,349	211,578	200,625	189,180	178,203
Percentage of women with knowledge of CycleBeads	20.00%	45.00%	60.00%	75.00%	75.00%
Percentage of women who live in areas where CycleBeads are accessible	50.00%	70.00%	75.00%	75.00%	75.00%
Percentage of women who have ability to pay for CycleBeads	9%	27%	38%	48%	48%
Total percentage of women who will most likely seek out CycleBeads	0.85%	8.43%	17.21%	26.89%	26.89%
Total Realistic Demand for Women Not Using Contraception	1,771	17,845	34,533	50,879	47,927
<b>Combined Total Realistic Demand Per Year</b>	<b>15,285</b>	<b>57,719</b>	<b>82,881</b>	<b>109,156</b>	<b>103,408</b>

## Annex B: Estimated Pricing for CycleBeads in Jordan

**Table 3. Estimated Costs for CycleBeads in Jordan (Classic model)**

Description	Cost per Unit
Cost of imported CycleBeads product per unit (5,000 – 9,500 sets)	\$1.77
Shipping cost per unit (from factory in Hong Kong)	\$0.25
Packaging materials per unit	\$0.30
Total cost for imported CycleBeads	\$2.32
Customs and duties @ 6.5% (applied on unit costs, shipping costs, & packaging)	\$0.15
Subtotal	\$2.47
Distributor mark up @ 35% (applied on subtotal above)	\$0.87
General sales tax @ 16% (applied on subtotal plus distributor's mark up)	\$0.53
Pharmacy purchase price	\$3.87
Pharmacy mark up @ 25% (applied on pharmacy's purchase price with sales tax)	\$0.97
Final Retail Price (no additional sales tax added)	\$4.84

**Table 4. Per Unit Costs of CycleBeads and Inserts from Factory\***

Order Size	Per Unit Price
500 Sets	\$1.88
1,000 - 4,500	\$1.77
5,000 - 9,500	\$1.61
10,000 - 19,500	\$1.44
20,000 - 49,500	\$1.29
50,000 - 99,500	\$1.10
100,000+ Sets	\$0.99

*\*Costs will be increasing by 10% in June 2008*

**Table 5. Door to Door Shipping Costs\*\***

Order Size	Cost per Unit
5,000 sets	\$0.25
10,000 sets	\$0.17
20,000 sets	\$0.12

*\*\*All international shipments of CycleBeads are in multiples of 500 units.*