Figure 2: Key relationships and trade-off summary (not exhaustive)

	Product System	Target Market	Delivery Model	Sales & Marketing
Price per unit	*More the components, higher the price* Sato pan, Slab+ pan, Easy latrine, Ceramic pan, tiled latrine	*Price premium or discount depending on primary customer segment* Low, Middle lower, Middle upper, High income	*Price realized to the extent of components sold from a product system and services offered* Network, OSS, TSP	*No impact* —
Quantity sold	*Fewer customers can afford higher priced products* Sato pan, Slab+ pan, Easy latrine, Ceramic pan, tiled latrine	*Fewer customers can afford as premium increases* Low, Middle lower, Middle upper, High income	*No impact* —	*Self-marketing: 2x sales* *Sales agents: 3x sales* Passive, Self-marketing, Sales agents
COGS per unit (materials & labor)	*More the components, higher the cost* Sato pan, Slab+ pan, Easy latrine, Ceramic pan, tiled latrine	*No impact* —	*Cost incurred to the extent of components sold from a product system and services offered* Network, OSS, TSP	*No impact* —
Other Costs - *Delivery* - *Sales commissions* - *Installation*	*Delivery costs and sales commissions, if applicable, increase with product price* Sato pan, Slab+ pan, Easy latrine, Ceramic pan, tiled latrine	*Sales commissions, if applicable, increase with price premium* Low, Middle lower, Middle upper, High income	*Services offered (delivery, installation) and related costs increase* Network, OSS, TSP	*Sales agents paid 5% of price as commissions* Passive / Self-Marketing, Sales agents
Profit per unit	Sato pan, Slab+ pan, Easy latrine, Ceramic pan, tiled latrine	Low, Middle lower, Middle upper, High income	Network, OSS, TSP	Passive / Self-Marketing, Sales agents
Trade off	**More expensive the product (profit per customer), Fewer the customers (Quantity)**	**Higher the income (profit per customer), Fewer the customers (Quantity)**	**More comprehensive the product and services offered (profit per customer), Higher the associated costs**	**Higher the number of customers (quantity), Higher the cost**