



Clean Water, Healthy Communities: How Arvia Waters is Changing Lives



2024 IMPACT STORIES



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As a healthcare worker, Shiphrah Muturi witnessed the devastating impact of waterborne diseases on families in her community. Many adults and children suffered from preventable illnesses due to a lack of access to safe drinking water. Driven by a desire to make a difference while also building a sustainable business, she founded Arvia Waters, a company dedicated to providing purified, safe, and affordable drinking water.

However, running the business came with challenges. "Before joining the GYB programme, I struggled with poor record-keeping and tracking business performance. Retaining customers was also difficult," Shiphrah recalls.

Recognising the need for structured growth, she joined AMI's Grow Your Business (GYB) programme. The experience transformed her approach to running Arvia Waters. "I was provided with tools that helped me improve operations, including a growth goal tracker, a planner template, and a cost-reduction tool." These resources allowed her to monitor progress, identify opportunities for improvement, and implement strategies to attract and retain customers.

The results were remarkable. With clearer financial management and better marketing strategies, Arvia Waters experienced an 87.5% revenue increase, leading to expansion. "Through the programme, I was able to achieve great profits and open more branches, which performed well because I could now retain customers and offer a high-quality product."



The AMI programme transformed our business. We improved our operations, expanded our reach, and grew our team, bringing on 16 new employees, including 8 women. Seeing how our work is creating opportunities and changing lives keeps us motivated to do even more.



Shiphrah Muturi

Arvia Waters

Grow Your Business Programme

IMPACT STORY



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Growth also meant job creation. The business hired 16 new employees, including young sales professionals and delivery personnel under 35, with 50% of them being women. Beyond direct employment, the impact extended further - local suppliers benefited as demand for bottles and packaging materials increased, while the community gained access to clean water, significantly reducing cases of waterborne diseases.

Beyond business success, Arvia Waters has had a profound social and environmental impact. "We created a healthier, more productive community by making clean, safe water readily available and affordable," Shiphrah explains.

Reflecting on her journey, she credits the GYB programme for equipping her with the skills and confidence to grow sustainably. "Before, my business struggled with low profits and limited expansion due to financial challenges.

"The programme helped me manage finances better, handle employees effectively, and drive profitability. As a result, I was able to expand, offer more employment opportunities, and create a lasting impact in my community."

Shiphrah Muturi's journey is a testament to the power of entrepreneurship when paired with the right knowledge and support. With a commitment to both business success and social good, Arvia Waters continues to build a future where clean water is no longer a luxury but a right for all.





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