



# MICROFRANCHISING

Creating Wealth at the  
Bottom of the Pyramid



Edited by Jason Fairbourne,  
Stephen W. Gibson and W. Gibb Dyer

# Microfranchising Creating Wealth At The Bottom Of The Pyramid

**Patrick Vollmar**



## **Microfranchising Creating Wealth At The Bottom Of The Pyramid:**

**MicroFranchising** Jason S. Fairbourne, Stephen W. Gibson, W. Gibb Dyer, 2007 Microfranchising offers a thorough going and impartial analysis of microfranchising covering both practice and theory The tome s well documented chapters provide an objective overview of the various aspects of microfranchising and outline its main characteristics This book should be read by all those involved in or concerned by the fight against poverty who are looking for a complete overview of microfranchising The various actors of the entrepreneurial world will also find much in the volume of interest to them Academics will find well documented sources complete with operational examples which will help them to present action projects to their students Microfranchising and more generally micro entrepreneurship represent a vast field of research that will be of great interest to scholars working in the field of entrepreneurship Fairbourne Gibson and Dyer s book not only offers a valuable introduction to micro entrepreneurship but demonstrates the human side of entrepreneurship as a whole Fr d ric Demerens Entrepreneurship and Innovation Microfranchising has clues and cautions to help create wealth and lift humanity from poverty by energizing communities families and individuals to profit making productivity in cooperation with guidance education and other resources from established businesses financial institutions and philanthropists Anyone interested in shrinking the bottom of the world s income and wealth pyramid to create real widespread sustainability and all the consequent social and health benefits should read this book Joseph H Astrachan Kennesaw State University US What do buying honey renting mobile phones and fitting prescription glasses have in common Answer they are all activities that have expanded in low income countries through microfranchising This book brings together the ideas of researchers and social entrepreneurs at the heart of a movement to turn microfranchising into a mechanism for sustainable poverty reduction on a scale to match microfinance A seductive mix of advocacy and realism analysis and case study provides readers with the ingredients to make up their own mind about the potential of microfranchising as a development tool James G Copestake University of Bath UK Poverty remains one of the most intractable problems in the developing world Microfranchising offers great promise in alleviating poverty by aiding in the foundation of locally owned businesses Microfranchising is defined as small businesses whose start up costs are minimal and whose concepts and operations are easily replicated It involves the systematizing of microenterprises to create and replicate turnkey businesses for the poor With the awarding of the 2006 Nobel Peace Prize attention has increased on this remarkable concept This unique book provides an overview of the need to alleviate poverty and what methods have been used in the past to do so e g microcredit It then introduces the concept of the microfranchise and discusses how this business model can be used in poverty alleviation Different models of microfranchising are reviewed and specific case studies highlighted to show how it has worked in different parts of the world The book concludes with a discussion of the advantages as well as the potential problems and pitfalls that accompany microfranchising This book is a must read for business scholars and economists practitioners and lenders members of NGOs

dedicated to poverty alleviation and anyone else who is interested in learning about an innovative business focused tool to alleviate poverty

**Microfranchising** Nicolas Sireau, 2017-09-08 It is increasingly clear that fifty years of international development have done little to reduce poverty in Africa Indeed more and more academics and practitioners are highlighting the detrimental effect of traditional development as carried out by international agencies and NGOs which often leads to dependency inefficiency waste and poor governance Yet there is a new movement that is surging ahead in its attempt to reduce poverty and generate wealth in Africa microfranchising Set up by pioneering organizations such as VisionSpring and HealthStore microfranchising is based on one of the most successful market based models in Western economies franchising From McDonald s to Coca Cola franchising has proven itself to be an effective and replicable way of scaling up a business rapidly in the Western context It is only recently that members of the growing body of social entrepreneurs have turned to the franchise model as one of the responses to Africa s endemic economic stagnation And the results have been inspiring instead of the dependency generated by traditional charity development projects these new social capitalists have generated enterprise and self sustainability in the most challenging environments of rural Africa This long needed book looks at the growth in microfranchising as a tool to generate wealth among poor communities in Africa The book traces the evolution of the concept of microfranchising from its foundation in Western models to its implementation in African countries today It provides practical steps from the world s leading experts on how to set up a microfranchise from recruiting franchisees to building a brand and a supply chain It gives case studies of successful microfranchises told by the enterprises themselves It continues with a theoretical analysis of the place of microfranchising within global social entrepreneurship It ends with a look at the future for microfranchising with recommendations for development Edited by the former CEO of SolarAid which created the Sunny Money microfranchise the book provides a ground breaking set of case studies and analysis of microfranchising for development It brings together academics and practitioners to provide context analysis and practical advice Indeed it provides the theory the practical advice and the case studies to guide any entrepreneur NGO business or government interested in setting up their own microfranchise scheme

*Pharmacy on a Bicycle* Eric G. Bing, Marc J. Epstein, 2013-05-06 Traditional pathways to delivering health care to the global poor are failing Five million children die each year before their fifth birthday due to lack of basic health education services or low cost treatments Bing and Epstein show how focusing micro innovations at the level of care is the way to end these grim health statistics

**Base of the Pyramid**

**3.0** Fernando Casado Canequé, Stuart L. Hart, 2017-09-08 For well over 4 billion people approximately 60% of all humanity annual income is less than 1 500 The term Base of the Pyramid was first coined by Stuart L Hart and C K Prahalad in 2002 and has become synonymous with both the method by which we can more effectively address poverty and the opportunity that exists in a multi trillion dollar market A whole new lexicon has emerged to describe this phenomenon including new buzzwords and catch phrases like inclusive business opportunities for the majority sustainable livelihoods pro poor business

and social business and thousands of new businesses institutions and investment funds have been set up In this ground breaking new book Stuart L Hart and Fernando Casado Ca eque have worked with members of the BoP Global Network to shake the tree look objectively at what has happened since 2002 highlight why earlier applications of BoP haven t worked and propose new objectives and ways of working to formulate more sustainable solutions The book challenges the reader and organizations to think about the mindset and purpose across whole organizations open innovation rather than simply co creation and a complete review of the innovation ecosystem Through this book practitioners will gain a clearer insight into which business models can work within different communities to ensure a sustainable transition to improved local economies Equally the book is a must read for researchers and students in the fields of entrepreneurship innovation sustainable development and environmental management

**Management, Society, and the Informal Economy** Paul Godfrey, 2015-07-03 Informal economic activity defined as exchanges made by individuals and organizations in extra legal or non bureaucratic contexts represents a significant and growing share of global economic activity The informal economy brings to mind images of street vendors in markets and bazaars throughout the developing world indeed informal economic activity ranges from 25 75% of economic activity depending on the country under study Informal activity also includes under the table or off the books business in the developed world such as informal labor arrangements in child care construction or home cleaning in the United States or Western Europe What many fail to realize however is the increasing presence of informal economic activity in the developed world s largest corporations and most innovative entrepreneurial ventures such as technology development work in Silicon Valley open source software agreements or employment arrangements between technology stars and firms *Management Society and the Informal Economy* brings to light the role of the informal economy in the 21st century The book does more than illuminate however it also calls for increased focus on the informal economy by management scholars Each chapter contains a call to action as well as practical and methodological advice for scholarship on the topic *Management Society and the Informal Economy* contains a multi faceted set of arguments descriptions and illustrations designed to convince management scholars that they should attend to the informal economy and view it as a serious and rigorous context for theorizing empirical research and even practical advocacy

*Globalization, Economic Inclusion and African Workers* Kate Meagher, Laura Mann, Maxim Bolt, 2018-10-03 This book addresses the question of whether greater inclusion in the global economy offers a solution to rising unemployment and poverty in contemporary Africa The authors trace the connection between global demographic change and new mechanisms of economic inclusion via global value chains digital networks labour migration and corporate engagement with the bottom of the pyramid challenging the claim that African workers have become functionally irrelevant to the global economy They expose the shift of global demand for African workers from formal to increasingly informalised labour arrangements mediated by social enterprises labour brokers graduate entrepreneurs and grassroots associations Focusing on global employment connections initiated from

above and from below the authors examine whether global labour linkages increase or reduce problems of vulnerable and unstable working conditions within African countries and considers the economic and political conditions needed for African workers to capture the gains of inclusion in the global economy This book was previously published as a special issue of the Journal of Development Studies      **Social Entrepreneurship** Thomas S. Lyons, 2012-11-27 Tackling one of the hottest topics in business today experts share practical insights about how to finance market manage and assess a social entrepreneurship venture to create a new organization that can do well and do good Social entrepreneurship is the practice of using the mindset tools techniques and processes of entrepreneurship to confront pressing social issues an intriguing concept that American business is just beginning to understand Social Entrepreneurship How Businesses Can Transform Society brings together a group of expert contributors who offer the very latest thinking about the tremendous potential of this rapidly growing field Unlike other books on the subject that tend to be merely descriptive and or inspirational this set comprises three hands on how to volumes that dig deeply into the major factors that impact social entrepreneurship Each volume addresses one of three important aspects of setting up and running a successful enterprise legal organizational structure marketing and performance measurement and management The author examines root concepts in detail and spotlights opportunities challenges and the considerations involved in implementation Practitioners will especially appreciate the set s practical insights and the contributors efforts to link theory to practice in a way that facilitates effective action

**The Routledge Companion to Marketing and Society** Krzysztof Kubacki, Lukas Parker, Christine Domegan, Linda Brennan, 2022-08-25 The Routledge Companion to Marketing and Society focuses on marketing for social impact as the use of marketing strategies tools and techniques to improve the well being of society As such it does not exclude the use of marketing to increase profit and shareholder value but rather prioritises the social impact of marketing both positive and negative even if largely unintended This companion is a scholarly reference providing an overview of marketing for social impact in terms of its current and emergent themes debates and developments as well as reflections on the future of the field Using marketing tools and techniques for social impact is commonly accepted as an effective commercial strategy e g corporate social responsibility cause related marketing and increasingly accepted as an approach to planned social transformation that can be used to influence positive social change in behaviours such as recycling healthy eating domestic violence and human trafficking This reference volume serves as an authoritative and comprehensive statement on the state of contemporary scholarship focusing on the diverse subject of the social impact of marketing It features 25 chapters written by international subject specialists within six themed sections including consumer issues marketing tools commercial marketing and non profit marketing It will find a global audience of scholars and researchers within marketing and cognate fields interested in using marketing tools and techniques to create social impact in areas such as public health social and behaviour change communication sociology and cultural studies      **Alleviating Poverty through Business Strategy** C.

Wankel,2008-03-03 There is a growing realization that business development is the most effective weapon in fighting world poverty How the for profit model can be harnessed to provide the poor with a share in the world s prosperity is discussed through actual cases and nested in innovative theories of business social sciences and philosophy *Social Franchising I.*

Alon,2014-10-03 Social franchising represents a third generation form of franchising development after trade name and business format franchising At the intersection of social enterprise and micro finance literatures this book reviews a variety of social franchising formats across a number of developing countries *Necessity Entrepreneurs* Jeremi Brewer,Stephen W. Gibson,2014-03-28 Necessity entrepreneurs are individuals in developing countries who start small enterprises out of necessity While they range from street sellers to educated hopefuls with little access to formal employment the one thing that unites them is the need Contemporary Microenterprise Joseph Mark S. Munoz,2010-01-01 While there have been numerous books and articles written on the popular topic of microfinance few books have been written on the business model behind it the microenterprise Due to its diversity of thought and high quality of chapter contributions this book is poised to be the book on microenterprises Contemporary Microenterprise is a collage of the latest research and viewpoints on the subject by recognized academics and experts from around the globe Through the confluence of diverse and profound voices from around the world very small micro businesses have proven to be the most prevalent and fastest growing business form and a suitable model for enterprise survival and success in a challenging global economy Joseph Mark Munoz has brought together an international cast of contributors and draws insights from concepts and cases from locations such as Vietnam the United States Latin America and Africa The chapters include conceptual frameworks and research that yield valuable lessons and practical business solutions The broad scope of this compendium coupled with its careful attention to detail will be of critical value to business students and their professors industry executives government officials policymakers consultants and entrepreneurs *Inside Barefoot Economics* Patrick Thomas Kletzka,2021-08-24 the practice of barefoot economics requires more than simply the lived experience of poverty related phenomena In contrast to the prevailing positivist paradigm within the scientific discipline of economics that tends to cultivate particular ways of economic thinking by taking their linguistic presuppositions for granted barefoot economics involves challenging one s own horizon of possibility for economic thought by putting commonly accepted academic jargon in abeyance **Management and Governance of Networks** George W. J. Hendrikse,Gérard Cliquet,Thomas Ehrmann,Josef Windsperger,2017-05-16 This book highlights cutting edge research in the economics and management of networks as an interdisciplinary field offering new theoretical empirical and practical perspectives on the management governance ownership and control of cooperatives franchising networks and strategic alliances Further it presents a strategic group perspective on franchisers and discusses both social entrepreneurship issues in franchising and franchising strategies for Indigenous entrepreneurship in Australia Lastly it offers a dynamic capabilities approach to alliance portfolio management and analyses the antecedents of the transitions taking

place in the lifecycles of alliances      **Socio-Economic Linkages Of Industries: A Case Study Of Uranium Industry In East Singhbhum District Of Jharkhand** Dr. Nitesh Raj, Uranium industry occupies a very important place in the socio economic sphere of East Singhbhum District of Jharkhand ever since its inception in 1967 it has played an important role in influencing health education crime employment income migration displacement and environment of the people of surrounding area The industry has situated at Jaduguda which falls under Mushabani and Potka Block of East Singhbhum District of Jharkhand The socio economic life of the people residing in and around this area has influenced by this in Jaduguda The findings are based on a comparison of data on variables like health education crime employment income migration displacement and environment prior to inception of the mines and the situation at present time It has observed that there has been positive impact on education employment and income However the study also observed there are certain negative linkages also The important one is being deterioration of the health of the people environmental degradation and increasing rate of crime migration displacement This study provides a means of identifying and tracking indicators associated with community vitality in Jaduguda communities that relate to the uranium mining industry including approaches that assess community health physical mental emotional spiritual cultural and social community quality of life community sustainable development and community wellness as such it has undertaken a broad array of studies since its inception guided by input from community members from Jaduguda As such the purpose of the study is to identify the socio economic linkages both beneficial and otherwise that the modern uranium mining industry has had on Jaduguda and its residents and communities      *Desarrollo y promoción de ecosistemas de emprendimiento regionales* Yonni Ángel, Cuero Acosta, Juliana Velandia, Sánchez, César Andrés, Bello Pinto, Adriana, D'Amato Gutiérrez, Ana María, Díaz Lenis, María José, Ortiz Gómez, María Isabel, Hernández Zapata, Karol, Daraviña Ruiz, Jesús David, Cardona Q, Carolina, García Herrera, Elizabeth, Ramírez Correa, Saulo, Bravo García, Germán, Castaño Cárdenas, Mercedes, Martínez Lizarralde, Lina María, Pérez, Camilo Andrés, Ramírez, Johana, Correa Giraldo, Catalina, Riascos, Lizet Johanna, Santacruz Pinza, Concha, Antón Rubio, Julio César, Gaitán Bohórquez, Merlin Patricia, Grueso Hinestroza, Mónica, López-Santamaría, Francisco David, Ortega Almonacid, Karen Lorena, Varela Valencia, Amaia, Yurrebaso Macho, Patricia, Rodríguez Parra, Diego, Rodríguez Pardo, Lina, Marrugo Salas, James, Pérez Morón, John Jairo, Franco Santofimio, Ulf, Thoene, Roberto, García Alonso, Beatriz, Alzate Gómez, Claudia Patricia, Jiménez Guzmán, Claudia Marcela, Guarnizo Vargas, Jairo Rodrigo, Velásquez Moreno, Mónica, Aponte, Sebastián, Ruiz, Margot, Cajigas, Elbar, Ramírez, David, Ramírez, Luis Rubén, Pérez Pinzón, 2024-05-31 Descubre un viaje cautivador a través de las páginas de nuestro libro sobre cómo desarrollar ecosistemas de emprendimiento Sumérgete en un mundo donde la innovación y la colaboración se entrelazan para impulsar el desarrollo empresarial en Colombia y más allá Desde las aulas universitarias hasta las vibrantes comunidades exploramos cómo los proyectos de emprendimiento impactan de manera directa y escalan hacia nuevos horizontes Este libro no solo ofrece una visión profunda de los ecosistemas de emprendimiento



sino que tambi n invita a la reflexi n Cada cap tulo es un tesoro de conocimiento una herramienta invaluable para aquellos que buscan construir y fortalecer el tejido empresarial en nuestro pa s Con enfoque en resultados econ micos ambientales y sociales esta obra es una gu a esencial para transformar ideas en acciones tangibles nete a nosotros en este viaje de descubrimiento y aprendizaje donde el potencial de los ecosistemas de emprendimiento se convierte en una realidad palpable

**Small Money Big Impact** Peter A. Fanconi, Patrick Scheurle, 2017-02-27 Make your money make a difference and enjoy attractive returns Small Money Big Impact explores and explains the globally growing importance of impact investing Today the investor s perspective has become as important as the actual social impact Based on their experience with over 25 million micro borrowers the authors delve into the mechanics considerations data and strategies that make microloans and impact investing an attractive asset class From the World Bank to the individual investor impact investing is attracting more and more attention Impact investing is a global megatrend and is reshaping the way people invest as pension funds insurance companies foundations family offices and private investors jump on board This book explains for the first time how it works why it works and what you should know if you re ready to help change the world Impact investing has proven over the last 20 years as the first line offense against crushing poverty Over two billion people still lack access to basic financial services which are essential for improving their livelihood Investors have experienced not only social and environmental impact but have received attractive stable and uncorrelated returns for over 15 years This guide provides the latest insights and methodologies that help you reap the rewards of investing in humanity Explore the global impact investing phenomenon Learn how microloans work and how they make a difference Discover why investors are increasingly leaning into impact investing Consider the factors that inform impact investing decisions Part social movement and part financial strategy impact investing offers the unique opportunity for investors to power tremendous change with a small amount of money expanding their portfolios as they expand their own global impact Microfinance allows investors at any level to step in where banks refuse to tread offering opportunity to those who need it most Small Money Big Impact provides the expert guidance you need to optimize the impact on your portfolio and the world Social Development James Midgley, 2013-11-13 Walking through social development s key theoretical principles and practice strategies this book shows how it promotes peoples wellbeing not only in the Global South where it first emerged but in the Western countries as well It covers Definitions and an historical evolution of social development Key theoretical debates around social well being human rights and social justice Social development practice such as human capital interventions community development and cooperatives asset building employment creation policies and programmes microenterprises and social planning among others Future challenges global poverty international aid and trade and global inequality conflict and injustice Complete with international examples drawn from around the world Social Development Theory and Practice demonstrates how social development theory translates into practical application This book is essential reading for students in development studies social policy public administration

and social work and for policymakers and development practitioners everywhere James Midgley is the Harry and Riva Specht Professor of Public Social Services at the School of Social Welfare University of California Berkeley **Working Hard, Working Poor** Gary S. Fields, 2012-01-05 Excellent books can be found on ending world poverty **The Oxford Handbook of the Economics of Poverty** Philip N. Jefferson, 2012-11-29 This Handbook examines poverty measurement anti poverty policy and programs and poverty theory from the perspective of economics It is written in a highly accessible style that encourages critical thinking about poverty What s known about the sources of poverty and its alleviation are summarized and conventional thinking about poverty is challenged

## Reviewing **Microfranchising Creating Wealth At The Bottom Of The Pyramid**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Microfranchising Creating Wealth At The Bottom Of The Pyramid**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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### **Microfranchising Creating Wealth At The Bottom Of The Pyramid Introduction**

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