



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

**Jason S. Fairbourne, Stephen Wallace
Gibson, W. Gibb Dyer**



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 De Gruyter Handbook of Poverty, Disadvantage and Entrepreneurship Michael H. Morris, Susana C. Santos, 2024-12-16 Is entrepreneurship a pathway out of poverty Does creating a business represent a means for improving one's life circumstances Surprisingly little is known about ventures started by those in circumstances of poverty This pioneering handbook integrates diverse perspectives from around the world regarding the poverty and entrepreneurship interface While the tendency among many scholars economic developers and policymakers is to downplay these ventures arguing they are largely inefficient marginal enterprises that create little innovation and few jobs the chapters in this handbook demonstrate their significant contributions and encourage societies to invest in their development The authors explore a range of factors affecting the ability of the poor to create enterprises that contribute to their well being including the role played by personal capabilities education family support and faith availability of microfinance technology supportive community ecosystems and a munificent institutional environment By shedding light on issues that can help nations realize the potential of these ventures this volume demonstrates how entrepreneurship can serve as a source of empowerment while providing direction regarding ways to surmount the obstacles that stand in the way *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

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 Canequé 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

MicroFranchising Jason S. Fairbourne, Stephen Wallace Gibson, W. Gibb Dyer, 2007 MicroFranchising 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

Supermarket Retailing in Africa Felix Adamu Nandonde, John L. Stanton, 2022-03-24 This book surveys the landscape of supermarket retailing in Africa showing how this expanding part of the retail sector is changing consumerism on the continent Drawing on research covering retail formats consumer behaviour strategies operation research ICT relationship marketing and market linkage the book investigates the many factors impacting the growth of supermarkets in Africa The contributors employ theories concepts and methods in order to help us to understand changing consumer behaviour the strategies used by suppliers to access supermarkets the role of service suppliers in the growth of the sector and ultimately how supermarkets can assist in making the market linkage between producers and consumers in Africa The chapters provide a comprehensive exploration of modern retail discussing its growth and future identifying consumer preferences as well as suggesting solutions to the challenges that retailers and suppliers on the continent face in developing the sector This book will be of interest to scholars and students of the retail sector and retail management in Africa

Abstracts of Public Administration, Development, and Environment, 2007

Small Business

Sourcebook ,2010 *American Book Publishing Record* ,2007 **Franchising Globally** I. Alon,2010-03-31 Franchising Globally is first of its kind to examine franchising both from an entrepreneurial and from an international perspective The book includes theoretical discussions and practical examples of international franchising as well as both micro and macro studies of franchising environments in different parts of the world **The British National Bibliography** Arthur James Wells,2007 *The Economist* ,2007 **Micro Franchising for the Last Mile Delivery to the Base of the Pyramid in India - The Case of TARAlife** ,2015 It is argued that the micro franchise business model is probably the most effective way to combat poverty This thesis aims to test the potential of the micro franchise business model as a last mile distribution strategy for TARA an Indian social enterprise TARA develops solutions for the underprivileged that face environmental and development challenges The organization struggles to establish effective last mile distribution channels to make these solutions available to the people who need it most and have therefore caught interest into the new and promising development tool Since literature does not provide sound theoretical knowledge on how to develop a micro franchise the first part of the thesis is concerned with the design of a micro franchise development framework As a first step TARA micro franchise objectives are defined and prioritised Then information is collected in terms of lessons learnt from organizations with similar objectives as well as the business environment in which the future micro franchise will operate in Based on these findings business decisions are made in terms of the overall strategy the design of the TARA franchisee as well as the franchisee customer relationship The TARA franchisee relationship is defined in terms of seven key characteristics while the franchisee customer relationship is determined by the Canvas Business Model The micro franchise model has shown to be a suitable model to ensure the last mile distribution in terms of coverage and sustainability However TARA is not quite ready to implement a sustainable micro franchise model At this stage it is not possible to define the business in a box model since the products currently sold by TARA do not exhibit large enough margins to ensure an adequate and secure income source for the franchisee

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