

Microfranchising

Increasing child well-being through improved access to socially-beneficial products

Problem: In many of the areas where World Vision works there is a lack of community access to socially-beneficial products. This prevents parents from having the resources needed to provide their children the shelter, food, education and healthcare they need. Or the alternatives are commonly more expensive from a finance, environment, effort and health perspective. Furthermore, the product providers do not have the resources to access these communities in a cost-effective way as a future emerging market.

Summary: The best way to provide cost-effective community access to socially beneficial products is for World Vision to broker a relationship with a provider of suitable products as the franchisor and community representatives as trained Microfranchisees.



Concept: A three-pronged approach

- Community Sales Agents (Microfranchisees) will be provided an income through the commission they receive on the sale of their products, which can be used to improve child well-being.
- The community is provided access to a socially beneficial product which they didn't have access to previously due to remoteness, cost or packaging size e.g. solar energy, agricultural inputs
- The franchisor is provided access to an emerging market in the community through a cost-effective way which they wouldn't have had access to previously

Current Working Example

Indicative outcomes after a 4 year project:

1. >200 community sales agents have a new income stream (sustained)
2. 800 children have more food to eat
3. >10,000 people have first time access to a socially beneficial product reducing household costs, environment damage and improving health

Additional Income Created



Outcomes are self-sustaining beyond the life of the project

Cost: \$350,000 over 4 years