The toolkit provides essential instructions for establishing a microfranchise. Learn about:

- Operating
- Selecting Sites
- Branding
- Contracting
- Funding
- Bookkeeping
- Managing Cultures
- Servicing Customers

The MicroFranchise ToolKit provided us with the nuts and bolts of starting a microfranchise. It is a must-read for anyone seriously considering starting a social enterprise.

—TROY HOLMBERG
Executive Director
Yehu Microfinance
Kenya

Order this toolkit at selfreliance.byu.edu/shop
"Very good things happen when small amounts of capital are placed in the hands of hard-working poor people."

— María Otero, p. 5