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

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

“If you are looking to kick-start a network of productive microenterprise owners, this is the instruction book you need. It is clear, complete, and compelling.”

—Ellen Vor der Bruegge

Vice President, Program Initiatives, Freedom from Hunger

Order this toolkit at selfreliance.byu.edu/shop
Some of the greatest support in building self-reliance stems from the generosity of people motivated by Christian doctrine. Read more on p. 22.