



“Franchising the Delivery of Eyecare Products”

Center for Economic Self-Reliance
Marriott School
BYU

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Mission

To reduce poverty and generate opportunity through the sale of affordable eyeglasses and complementary products.



The Need

- **Presbyopia**
- **700 million functional presbyopes**
- **Economic Impact**
 - Weavers, tailors, farmers, mechanics, etc.
- **Quality of Life Impact**
 - Separating stones from rice, reading a religious text, etc.

The Solution

- **Reading Glasses**
 - 1300's

Critical Points

Scalable

- Systematized process, strong supply chain, economies of scale

Replicable

- Proven system to leverage existing platforms (MFI's, health delivery systems, consumer products distributors, etc.), training of trainers

Sustainable

- Profits throughout value-chain, low-cost product, incremental add-on cost

Social Benefits

- Business skills, economic productivity, health improvement, empowerment

- Vision
Entrepreneurs
(microfranchisees)
- Franchise
Partners
- Wholesale
Distribution



Value Chain-India



Creates job opportunities for low-income people

- Housing
- Education
- Clothing
- Food

Teaches valuable business skills

- Marketing
- Cash management
- Selling

Self-empowerment

Platform for other products/services

Microfranchise Kit=\$75



- Marketing plan
- Uniform
- 20-30 pairs of reading glasses
- Cords
- Sunglasses
- “Dustbusters”
- Eye drops
- Eyeglass repair kit
- Carrying bag
- Eye charts
- Glasses Display Case
- Publicity Materials
- Banner
- Training Certificate and ID
- Data Collection Forms

Scojo

- Existing networks of distributors
- Brand recognition and market penetration and knowledge

Partner

- Product/service offering diversification
- Added social and economic value
- Incremental costs

- **Population Services International**
 - Ethiopia
 - Kenya
 - Zambia
- **Apollo Pharmacies**
 - India

ያስተውሉ!
ለዓይንዎ ጥንቃቄ ያድርጉ!

እድሜ ሲጨምር የዓይን አቅም ይደክማል። የዐይን በቅርብ አጥርቶ የማየት አቅም መቀነስ ወይም የዓይን መጫጫን ስሜት (ፕራስባርያ)፣ ዕድሜያቸው ከ35 ዓመት በላይ በሆኑ ብዙ ለች ዘንድ የሚከሰት ተፈጥሮአዊ ችግር ነው። ለዚህ የተለመደ ችግር ዓይነተኛ መፍትሔ፣ ፎጫ (ጎን) የንባብ መነፅር ነው።

ፎጫ መነፅር፡-

- ⇒ ዋጋው ተመጣጣኝ ነው- ራስ ለራስ ስለሚመርጡ ገንዘብን ይቆጥባሉ!
- ⇒ በቀላሉ ይገኛል - በፋርማሲችና በተለያዩ መደብሮች ያገኙታል።
- ⇒ ለረዥም ጊዜ የሚያገለግል- ጥራቱን የጠበቀና በነፃ የሚሰጥ ማስቀመጫ ያለው።
- ⇒ ዘመናዊ የሆኑ - በተለያዩ ቅርፅና ቀለም የሚያገኙት መነፅር ነው።

አሁኑኑ ራስ ለራስ ይምረጡ!

የዓይን ችግር ካልተቀለለ የዓይን - ህኪም ያማክሩ

See For Yourself

- Operating in 9 countries
- 20 franchise partners
 - Freedom from Hunger, Fundacion Paraguaya, CES, BRAC, Hindustan Lever
- 350,336 vision screenings
- 87,334 pairs of reading glasses sold
- 1,105 active Vision Entrepreneurs
- 92,578 referrals for advanced eye care

Thank you!