



AQUA CLARA FOUNDATION MICROFRANCHISE TIMELINE

Site Selected: Preconditions Met

**MICROFRANCHISE BUSINESS MODULE
BUSINESS ANALYSIS & PLANNING**

The figure below displays the different components that must be considered while evaluating the potential for an ACP business franchise starting in a given location. The following pages cover these issues in more detail - the why and the how. Additionally, a more wide ranging view of business planning can be found in Franchise Launch: Business Analysis and Planning (John Wiley & Sons, 2008).

PLACE

1. Water Source
2. Location

THINGS

1. Tools Needed
2. Materials Needed
3. Startup Support

PEOPLE

1. Established Communication Relationship
2. Local Trust Relationship / Potential Franchise Owner
3. Production Capacity
4. Production Space

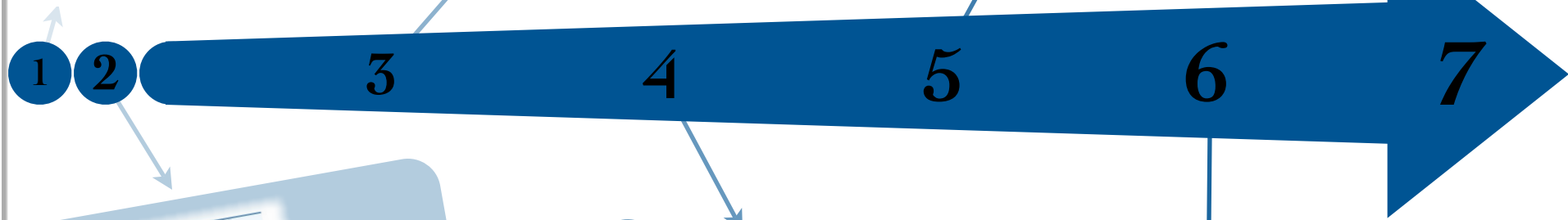
© 2008 Aqua Clara Foundation. All rights reserved.

**On-Site Purifier Manufacture
Training & Certification:
Initial Set Completed**

**Reexamine Feasibility
Report; Business Plan
Adjusted as Needed**

Business Growth:

- Kids-to-Kids Program
- Health & Hygiene Training
- Health & Hygiene Products
- Other Products



**Market Studied:
Feasibility
Report
Completed**

**Initial
Purifiers
Tested
and Proven
Functional**

Official Business Launch:

- Legal Entity
- Business Plan
- Franchisee License
- Startup Support
- Tracking Procedures