

Press Release

Social enterprise scales innovative franchise network into Kenya

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After 5 years of testing and refining their ‘Avon-like’ model in Uganda, Living Goods is opening its doors in the Kenyan capital.

Nairobi, Kenya – Living Goods, a social enterprise that operates networks of franchised micro-entrepreneurs selling pro-poor products across Uganda, is expanding into its second country.

Operating out of Kariobangi, East Nairobi, Living Goods’ Kenya team is recruiting and training local agents who go door-to-door in their communities selling a wide range of products designed to improve the lives of poor consumers including: improved cook stoves, solar lamps, water filters, fortified foods, safe birthing kits, reusable sanitary pads and more. These life-changing products are poorly distributed in resource-limited markets. By empowering micro-entrepreneurs, who buy into the system to become franchisees, Living Goods is building a sustainable and scalable distribution platform for life improving products.

Living Goods launched in Uganda in 2008 and spent the last 5 years testing, learning and optimizing its model there. The organization purposefully avoided the mile-wide and inch-deep approach of many organizations, choosing to improve the model before expanding its reach. As stated by a leading micro-franchising consultant in the New York Times, “They’ve grown slowly but very strategically.”

“This is a pivotal moment for the organization,” says Shaun Church, Living Goods East Africa Director. “We’re proving that we’re able to take the Living Goods micro-franchise distribution model and adapt it to different environments and cultures. There is a great sense of hope and opportunity here in Nairobi.”

A double bottom-line business, Living Goods’ goal is to build a fully self-funded distribution system for products and services that increase the health, wealth and productivity of poor families and communities. To date in Uganda, Living Good has empowered over 1,000 agents serving more than a half million poor consumers.

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About Living Goods

Living Goods operates networks of ‘Avon-like’ micro-entrepreneurs who go door-to-door selling a wide range of life-changing products, including fortified foods, clean cook stoves, solar lights, and more. These networks of franchised micro-entrepreneurs leverage Living Goods’ brand, buying power and marketing tools to deliver vital products at accessible prices to the people who need them most. By combining the best practices from the worlds of micro-enterprise, franchising and direct selling, living Goods is creating a fully sustainable system to improve the health, wealth, and productivity of the world’s poor