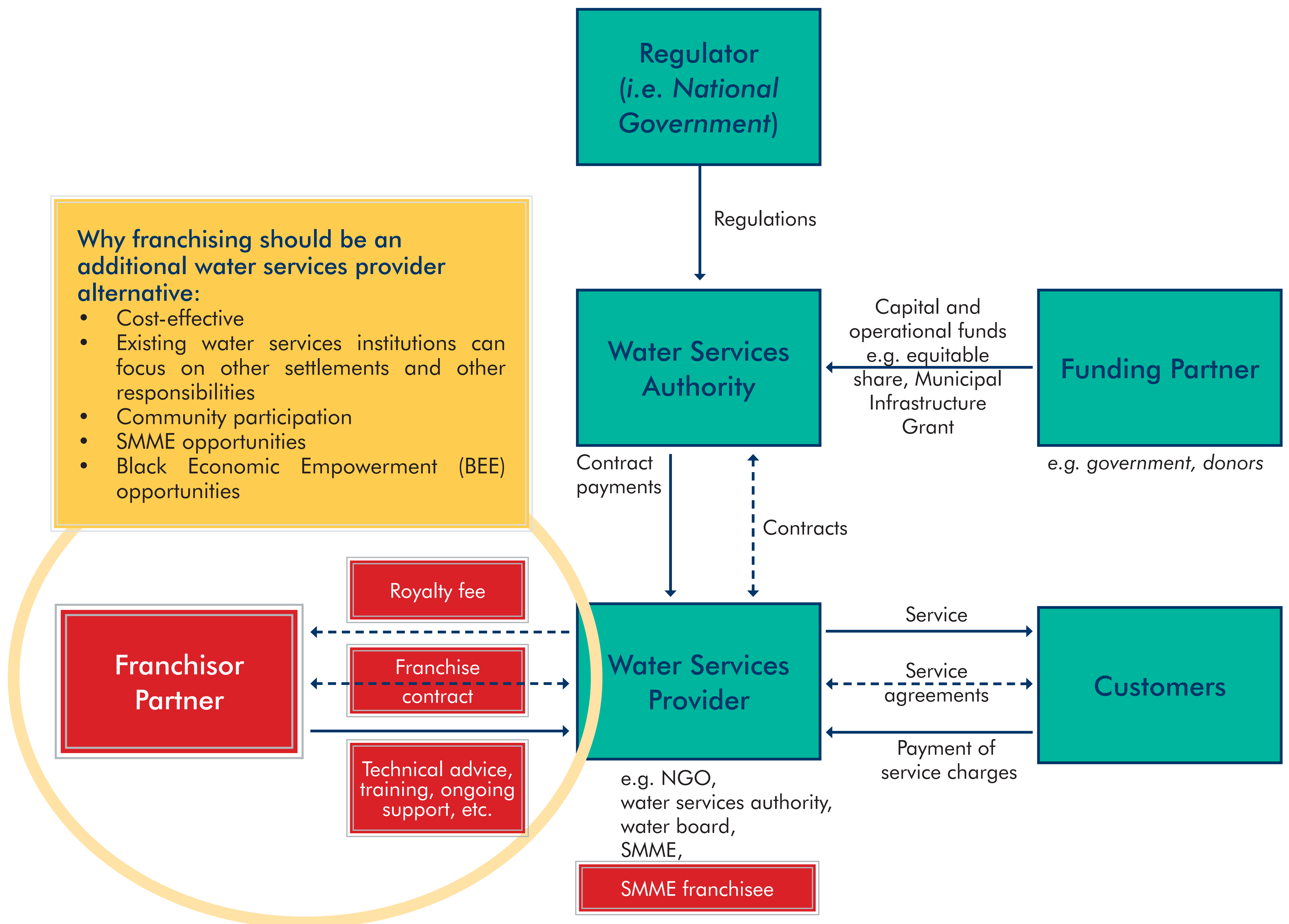


Delivery through Innovation: CSIR Research on Water Services Infrastructure Operation through Franchising

DR K WALL
CSIR Knowledge Services, PO Box 395, Pretoria 0001
Email: kwall@csir.co.za



Why franchising should be an additional water services provider alternative:

- Cost-effective
- Existing water services institutions can focus on other settlements and other responsibilities
- Community participation
- SMME opportunities
- Black Economic Empowerment (BEE) opportunities

- Franchisee receives business 'know-how' from the franchisor and provides services / products to customers;
- Franchisor monitors quality of services / products to customers;
- Customers pay the franchisee for services / products, and a percentage is passed back to the franchisor as a royalty payment.

Franchising is "being in business for yourself but not by yourself"