

Action Research Proposal for Jibu

Name of social enterprise: Jibu

Mission: Jibu equips African entrepreneurs to launch drinking water franchises.

Webpages: <http://jibuco.com> and <https://www.facebook.com/JibuCo>

Video: <https://www.youtube.com/watch?v=UekJy1V7XJ4>

Headquarters: Kampala, Uganda

Location(s) of research: Uganda and Rwanda

The challenge: support this enterprise as it implements its franchise growth strategy by developing creative training and operations manuals.

Action research products needed:

1. A step-by-step training manual to set up, operate, and evaluate franchises. The enterprise is poised to significantly expand the number of its franchises, and it needs students to transform an informal training process into a formal, standardized training process incorporating photo and video.
2. A maintenance and optimization manual to support Jibu's solar powered water filtration units, and the creation of a strategy for developing and market-testing new water distribution technologies.

Student skills needed: operations; training; teaching; economic analysis; photography and video; mechanical engineering; manual creation; product development.

Keywords: training manuals; franchise strategies; operations manuals; Uganda; water filtration; product development strategy in Africa.