

Ziweto Enterprise provides rural livestock smallholders with access to veterinary advice and other animal health products and services. Through a franchising model, Ziweto enables entrepreneurs to establish agro-veterinary shops, improving the livelihood of underserved communities in rural Malawi.



Ziweto Enterprise, Malawi

BUSINESS MODEL

Ziweto Enterprise has set up a network of franchise agro-veterinary shops in remote rural areas that provide veterinarian services, including diagnosis and medicine products, to smallholder farmers. Ziweto franchisees also offer trainings on sustainable animal husbandry and facilitate the smallholders' market access as intermediaries.

The business model is filling a gap by reaching livestock farmers in underserved communities through selecting local entrepreneurs and equipping them with a line of suitable veterinarian products and services, training and branding materials.

ENTERPRISE FAST FACTS:

Location	Lilongwe, Malawi
Year founded	2014
Sector	Sustainable Agriculture
Product/Service	Veterinary products and services

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Social impacts:

- Improving access to livestock products for the rural population.
- Providing remote rural farmers with know-how on livestock management, animal health and business management.
- Decreasing negative health effects of the overuse of conventional antibiotics and other livestock treatments.

Environmental impacts:

- Promoting husbandry of indigenous animals adapted to local conditions.
- Reducing the use of chemical fertiliser by promoting organic manure production.
- Raising public awareness of the benefits of sustainable livestock techniques.

Economic impacts:

- Creating additional job opportunities for 50 local franchisees by 2018.
- Increasing income of remote livestock farmers by more than 40 %.
- Decreasing costs resulting from disease and livestock mortality.
- Improving farmers' access to formal financial schemes.

” Ziweto revolutionises the way that livestock and animal health services are offered to smallholder farmers with the potential to empower hundreds of professionals, and create thousands of jobs.

Scaling up activities:

- Create a network of more than 50 agro-veterinary shops by 2018, reaching 150,000 farmers across Malawi.
- Develop a financing scheme for potential franchise holders in order to ease establishment of additional shops in underserved regions.
- Purchase a vehicle for the distribution of veterinary products to the franchise agro-veterinary shops.
- Increase the variety of products and services offered, such as veterinary diagnostic tests and livestock insurance.



Partnership

• **Ziweto** manages the establishment of the franchise network, purchases and distributes products for the agro-veterinary shops and offers smallholder trainings.

• **Impact Agribusiness** is a private company that provides business development, planning and management training to franchise holders.

• The **Rural Livelihoods Economic Enhancement Programme** provides support to three pilot agro-veterinary shops operated by Ziweto.

• **Fledge LLC**, a US company, acts as an investor as well as a mentor.



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