



What is a 'franchise system'?

What does a franchise system include?

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## What is a franchise 'system'?

**In simple terms, a 'franchise system' is a package of all the documents, manuals AND resources you need in place to operate a franchise successfully.**

You must also detail everything in your franchise system in the following franchise manuals:

- Unit Setup Manual (how to set up a new unit).
- Franchisee Operations Manuals (the 'how to' for your franchisees).
- Head Office Operations Manuals (the 'how to' for your franchise support team).
- Recruitment Manuals (the 'how to' for your franchise-sales team).
- Training Manuals.

## What does a good franchise system contain?

***The best franchise systems contain everything detailed in the table on the next page.***

Get in touch for our help with everything on that list.

**We offer a free initial consultation in which we'll examine your plans and give you good advice with no cost and no strings.** We'd rather start a rewarding relationship with you instead of boring you by just trying to sell our services! And, when you're ready, we can create franchise manuals, documents and training for you in simple and affordable ways.

**Get in touch anytime at [www.manualwriters.co.uk](http://www.manualwriters.co.uk)**



## Contents of a good franchise system.

<b>Set up &amp; franchisee recruitment (sales)</b>	<b>Ongoing franchise operations</b>
<b>INITIAL APPRAISAL</b>	<b>NEW UNIT LAUNCH</b>
Franchise market & competitor research.	Launch schedule.
Territory/geodemographic research.	Franchisor assistance with launch (process).
Franchise feasibility study.	Unit snagging process.
SWOT analysis.	Final equipment installation and testing.
Franchisee and franchisor financial models.	Initial stock/consumables etc.
Franchise development plan.	Staff recruitment process.
Report for board/ financiers/ banks etc.	Initial staff training course and materials.
Initial 'arms-length' piloting.	Soft launch days (where applicable).
	Approval process: ready to trade.
<b>PROMOTION ('Franchisee Recruitment')</b>	Pre-launch marketing.
<b>Recruitment process and manual (for head office).</b>	Launch marketing programme.
Sales ('franchisee recruitment') team.	<b>New Unit Setup Manual</b>
Enquiry management process/system.	
Franchise prospectus.	<b>ONGOING FRANCHISEE OPERATIONS</b>
Franchising website.	Franchisee operations & management software.
Franchise portal adverts.	3 <sup>rd</sup> parties (accounts, HR, health & safety, etc.)
Discovery day promotion and schedules.	Ongoing suppliers & terms.
Enquiry engagement materials/mailshots.	<b>Franchisee Operations Manual.</b>
	Operations resources.
<b>FRANCHISEE RECRUITMENT MEETINGS</b>	
Agenda for recruitment meetings.	<b>SUPPORT OPERATIONS.</b>
Non-disclosure agreement ('NDA').	Franchisor ops & franchisee management software.
Franchise presentation/materials.	Support infrastructure development plan.
Discovery day seminars & activities.	Support, visits and inspection schedules.
Schedule of recruitment.	Support, visits and inspection processes.
Additional information for applicants.	Teams (field, marketing, sales, finance, supply, etc.)
	<b>Franchisor Operations (Head Office) Manual.</b>
<b>DUE-DILIGENCE AND CONTRACTING</b>	Review, revision & development policies.
(Membership of BFA)	
Franchisee FAQ.	<b>ONGOING TRAINING.</b>
Franchisor Disclosure Document (FDD).	Franchisee training schedule.
Franchisee application process & forms.	Top-Up, Mandatory & Optional training courses.
Franchisee business plan template (or process).	<b>Training materials, presentations and manuals.</b>
Letter of intent.	Continuing Professional Development - franchisees.
Franchisee funding process/assistance with banks.	Programmes for conferences, awards etc.
Territory/premises search process.	Support-staff training schedule, courses, CPD.
Location/premises approval process.	
Assistance/Deeds/Process premises leasing.	<b>REVIEW PROCESSES &amp; RESOURCES</b>
Franchise agreement.	Informal review visits schedule and process.
New franchisee joining process.	Formal review visits schedule and process.
	Customer surveys, feedback and process.
<b>FRANCHISEE INDUCTION AND SETUP</b>	Mystery shopper surveys and process.
Premises design and fitout process.	Customer research.
Process for selecting contractors.	Franchisee satisfaction surveys and process.
Nominated contractors and suppliers.	Franchisee staff surveys and process.
Franchisor assistance with setup.	Head office staff review process.
Franchisee induction training course.	
<b>Franchisee induction training materials/manual.</b>	<b>OTHER</b>
Initial staff training course and materials.	Regional councils, franchisee panels, etc.
Franchisee certification.	Relationship, discipline, arbitration, termination etc.
New unit - business coaching process.	Franchise resales process.
	<b>(And more)</b>
<b>*Manuals are highlighted in green in this table.</b>	



## Get in Touch/ Ways We Can Help

See our other **Franchising Guides** at [www.manualwriters.co.uk/franchising-guides](http://www.manualwriters.co.uk/franchising-guides) or get in touch with us at [www.manualwriters.co.uk/contact-us](http://www.manualwriters.co.uk/contact-us) for help developing your franchise **and much more:**

### *Operations Manuals*

Because our manuals explain every task in your operation step by step and are written bespoke - we can use the 'language' of your brand to create manuals that are easy to follow and that your Team actually use. And we manage the whole process and write everything for you.

[Learn about our manual-writing services>>](#)

### *New Procedures for Brexit*

To remain successful, your business must adapt for Brexit (even if you don't trade in Europe). Let us develop the new procedures and manuals you need to stay ahead, leaving your team free to concentrate on your success post-Brexit.

[See how we can help you plan and adapt for Brexit>>](#)

### *Review of Existing Manuals*

Existing manuals become less useful (even dangerous) without regular review - as they won't detail changes to procedures and may contain/omit policies contrary to law. We review manuals, manage changes, write updates and help introduce new versions to your Team or franchisees.

[Learn about our manual reviews and updating>>](#)

### *Consultancy*

We have served clients in all sectors at all stages of development and have the experience to advise you on performance and improvement, Standard Operating Procedures (SOPs), best practices, growth, organisational structures, change management and more.

[Explore our consulting services>>](#)

### *Franchise Manuals*

With over 20 years' experience serving franchises in all sectors, our franchise manuals reinforce relationships with franchisees, protect your brand and provide clear step-by-step guides for franchisee (and head office) operations to a high standard.

[Find out more about our franchise manuals>>](#)

### *Training*

Good training is imperative to support your manuals. We create engaging programmes that your Team will enjoy and your business (or franchise) will profit from - and can deliver them too.

[Discover our training services>>](#)

### *User (Customer) Manuals*

Because we have many years' experience developing operations manuals and writing up clear step by step procedures - we can also create detailed user manuals and instruction books for you that your customers will find easy to follow.

[Find out about our user manuals>>](#)

### *Online Guides & Templates*

For a quality manual that's ready on time, it's usually better (and often more cost effective) to use professional manual-writers instead of trying to write manuals yourself. But if you are set on giving it a go - have a look at our expanding selection of online guides and templates.

[Online guides and templates \(NEW\)>>](#)