

Sample Franchise Ltd

Operations Manual

Volume One: Introduction and Manual Use

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Introduction

This Operations Manual is provided as a central reference for all Franchisees.

The specific policies that are specified in this manual promote the philosophy of [Sample Franchise Ltd](#) with regard to standards of performance; terms of employment; employee development; and employee services.

The volumes of this Operations Manual have been developed exclusively for [Sample Franchise Ltd](#) Franchisees. They provide you with the background and practical information you need for the smooth, efficient and profitable day-to-day operation of your [Sample Franchise Ltd](#) franchise.

[Sample Franchise Ltd](#) has devised many successful operational systems. [Sample Franchise Ltd](#) encourages you to study the individual volumes. All Franchisees are obliged to adhere to all standards and systems outlined in the Operations Manual under the terms and conditions of the Franchise Agreement. The Operations Manuals are your first point of reference as you develop your business.

[Sample Franchise Ltd](#) is constantly reviewing systems and procedures in an effort to ensure that all Franchisees are able to run their businesses in the most efficient and profitable way. [Sample Franchise Ltd](#) welcomes thoughts and suggestions on better systems and procedures that would benefit all Franchisees. In this way all Franchisees act as a team in making the [Sample Franchise Ltd](#) Brand more effective and the individual Franchise businesses more profitable for their owners.

The Operations Manual is made up of nine volumes, each covering a separate topic. Each volume has been written by the Franchisor to ensure that there are clear guidelines and expectations for you, the Franchisee, to follow to:

1. ensure that all operations within the franchise business are undertaken in a professional manner;
and
2. ensure a constant standard of delivery across the entire franchise.

This in turn ensures that your franchise will operate efficiently and in a profitable manner.

Volumes

Volume 1 Introduction and Manual Use

- Introduction
- Notes on this Manual
- Using the Operations Manual
- Volumes
- Manual Updates
- Ownership and Return of Manuals
- Confidentiality and Disclaimer

Volume 2 Preceding Opening

- Introduction
- Preparation Recommendations
- Training

Volume 3 Business Plan

- Introduction
- Developing a Business Plan
- Writing a Business Plan
- SWOT Analysis
- Action Plan
- Internal Reporting
- Franchise Reporting

Volume 4 Franchisee Support

- Introduction
- The Support Team
- Support Services
- Communicating with the Support Staff
- Written Communication
- Co-operation between Franchisees
- Assessment of Franchise Business
- Visits to your Business Premises

Volume 5 Administration

- Introduction
- Administration of Business Records
- Accounting System