

# FRANCHISE MANUAL

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# Franchising

## Objectives:

1. To set rules, standards, and specifications of the franchise business concept
2. To make sure that the franchise systems transition smoothly from franchisor to franchisee
3. To cover all legalities and operating system processes
4. To act as sales tool for prospective franchisees – for whom it acts as a demonstration of your expertise and the depth of your systems
5. A training guide for new franchisors
6. To act as a reference tool for established franchisees
7. To develop a quality control document to enforce system standards
8. A money saver by improving and systemizing operations (labor, purchasing, etc.)
9. It helps the franchisor clearly set up the franchisee as an independent contractor and explaining important areas of compliance

## Elements of a franchise manual

The franchise manual shall deal with all procedural requirements that are standard across all franchise outlets, including:

- a. Legal Formalities- like business registration, trademark, brands etc.

**TO READ / KNOW MORE**

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