

# Franchisee Business Planning

Franchise  
Training Centre  
Series



## For Field Managers

### Franchise Business Planning

Franchisors committed to supporting franchisees to sustain performance use business planning and action planning to achieve agreed objectives. Today more than ever, effective franchisee business planning needs to be at the centre of the franchisee-franchisor journey and relationship. Franchisee business planning is about a shared focus toward optimising local business opportunities, a critical franchise system success factor.

It follows that Field Managers, who have the responsibility of driving this local business optimisation, need the background understanding, tools and confidence, to encourage effective franchisee business planning and business plan implementation.

### Core content

Franchisee business planning background Field visits and business planning Case Studies Business planning structure and purpose Business planning and approval processes Business planning tools The role of benchmarking and sensitivity analysis Developing and managing the Franchisee Business Plan Overcoming common business planning challenges

### Benefits

Improved understanding of the purpose of business planning Improved understanding of the elements of a business plan Improved understanding of the business planning process Improved understanding of the associated data requirements, including where to get key information from Improved ability to assist franchisees to complete a business plan Improved ability to work with franchisees on achieving business plan objectives Improved understanding of possible franchisee objections, including how to overcome them

Help your Field Managers gain the knowledge necessary to more confidently engage in business planning with franchisees – for the benefit of both franchisee and franchisor businesses.

Using case studies, attendees will work through and consider key business planning elements to improve an established franchisee business.



