

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.



An intensive workshop for Field Service Representatives

→ Your training leaders



Michelle Bentham



Graham Elliott

Presenters

→ Michelle Bentham

Michelle Bentham has an MBA (with distinction) and many years of operational experience in franchising, working mainly with major fast food franchises, McDonald's and Subway in a wide variety of management roles. Michelle also has considerable and practical Subway multi-unit franchisee experience.

→ Graham Elliott

Graham has substantial senior management and consulting experience with network business models in New Zealand, and internationally. Graham's experience with companies like Placemakers, Life Pharmacy, Unilever, Reckitt & Colman and Smith & Nephew is complemented with a Bachelor of Social Science and a Bachelor of Science (Honours).

Next step

To register your interest or request further information please contact Franchise Consultants on (09) 523 3858.

→ Awards



Franchise Training Centre forthcoming sessions

- Franchise field support visits
- Managing a franchise system
- Improving franchisee performance
- Franchisee business planning
- Franchising a business
- Buying a franchise



For more information → Call Franchise Consultants
(09) 523 3858 → or visit www.franchise.co.nz