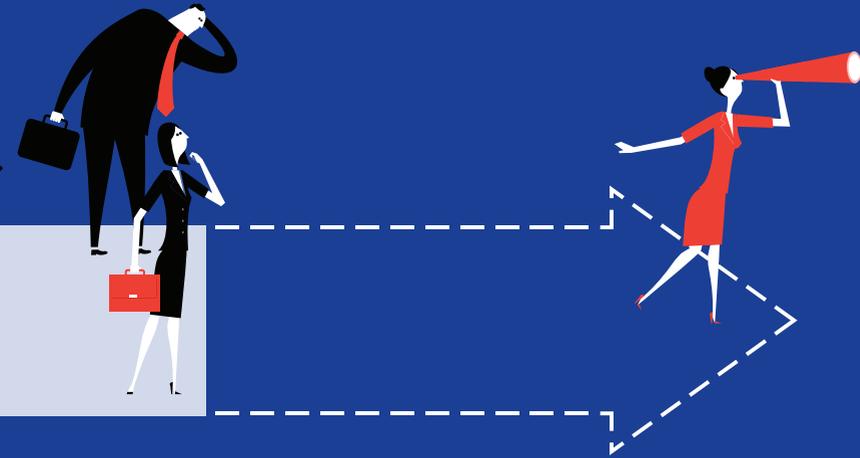


Review Improve Succeed



How franchisors can
increase franchise
system & franchisee
performance

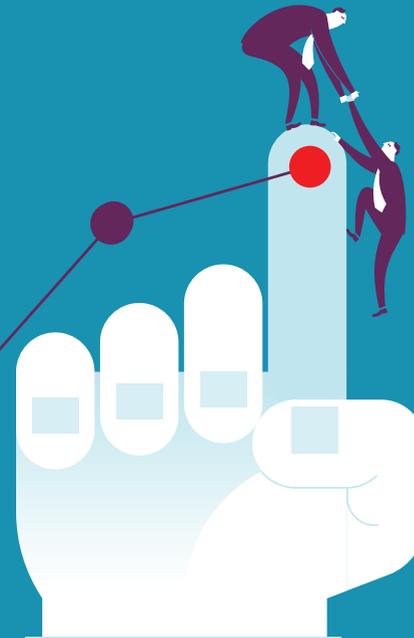
FRANCHIZETM
CONSULTANTS

long-term company value

Franchise systems must actively evolve to grow, maintain their competitiveness and build long-term company value. McDonald's and many other blockbusting franchise companies would not be around today had they not regularly reviewed and revised their business and franchising formats, applying best practice to achieve and maintain their market leadership.

Your shareholders, franchisees, staff and suppliers all depend on your leadership to adapt your franchise system to a changing environment. How else can you build better, more robust businesses?

The passage of time typically presents franchisors with a number of common challenges in key performance areas. Left unaddressed, these challenges can cause loss of market position, long-term problems or worst case and, ultimately, system failure.



Common challenges

- Strategic direction and franchisee engagement
- Maintaining leading market position
- Franchisee market penetration
- Franchise disputes
- Franchisee satisfaction and cooperativeness
- Franchise recruitment
- Franchisor returns
- Franchisee financial success
- Planning and innovation
- System wide change implementation

How we can help

- Determine the causes of your challenges
- Evaluate how your franchising and aligned business structure compare with best practice
- Identify what opportunities there are for you (and your franchisees) to improve
- Establish your key priorities going forward
- Help you implement valuable improvements

The franchise review



Franchise Consultants deliver improvement advice and guidance covering all aspects of the franchise organisation. We also customise projects based on specific situations.

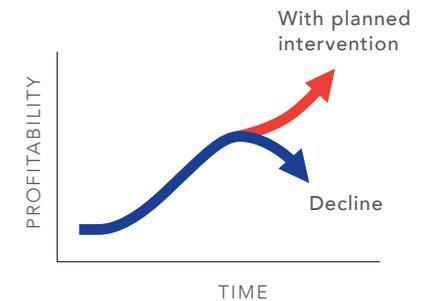
It is important to ensure your franchise system is in top shape. Good franchise structure, systems and processes are vital to long-term performance. Conversely, franchise system weaknesses can variously limit available opportunities, margins, efficiencies, profits (and equitability) and therefore stakeholder value.

The impact of recent market and operating environment changes on every business underscores the need for a regular franchise system review.

What are the indicators suggesting you need a franchise review?

- Desire for market leadership and best practice franchising position
- Several years franchising
- Strong, organised competition
- Business model disruption evident
- Nearing renewal time
- Low franchisee satisfaction and engagement
- Stagnant / declining franchisee returns
- FSO staff tenure and satisfaction
- Power imbalances
- Franchisee resistance to innovation and change
- Desire for improved franchisor returns

Normal business life-cycle



Escape the decline

Franchise Review content

Leadership & direction

- Network situation and current issues
- Network objectives, strategies and priorities
- Governance, leadership and plans
- Opportunity identification

System structure & management

- Franchising form and ownership model
- Franchisee business configuration
- Franchising economic and fee structure
- Field management programme
- Ongoing support and development
- Information and performance management system
- Network communication structure
- Franchising tools and infrastructure
- Franchise recruitment and resale system
- Franchise manuals and training systems
- Franchisor and field management documentation
- Franchise Support Office structure
- Key obligations, policies and restrictions

Franchisee performance

- Franchisee financial performance metrics
- Franchisee non-financial metrics
- Franchisee benchmarking

Franchisor performance

- Franchisor financial performance metrics
- Franchisor non-financial performance
- Franchisee satisfaction and benchmarks

Review key outcomes

The franchise system review provides a detailed written report covering:

- An assessment of the performance of the franchise business in the short and long-term
- Identification of core issues and challenges
- Key recommendations for improvement
- How to achieve change
- Assistance implementing valuable changes

Review key benefits

- Gain an independent, unbiased review of your system by management consultants specialised in franchise system performance improvement
- Highlight operation and best practice gaps
- Identify and prioritise key issues and solutions
- Establish a solid foundation for your franchise system, including both your franchisor business and the businesses of your franchisees
- Provide board and shareholders with comfort that the system conforms to best practice, and that the structure is optimised for future growth and development
- Turn around poor performance
- Gain guidance and assistance for improving performance

Who can benefit?

- Franchise systems with a genuine commitment to seeking franchising Best Practice
- Great franchise systems looking for a further edge
- Franchise systems seeking performance improvements
- Franchise systems seeking to demonstrate value and confidence to franchisees
- Franchise systems that have challenging problems to correct
- Due diligence support for franchise mergers/acquisitions

Why choose us?

When selecting a specialist to evaluate your franchise system it is important to know you are accessing the very best advice with the knowledge, training and experience to truly benefit your organisation.

Franchise Consultants are trusted advisors to many leading local and international companies. We provide personal service and expert guidance at all stages of franchising or licensing development – from the creation of the business format, to the building of a national or international brand.

For more than 30 years we have been New Zealand's leading management consulting company specialising in franchising and licensing.

You gain from us being at the forefront of franchising knowledge, research and practical operations experience.

Your business will have the use of unparalleled operational and academic experience and qualifications. Our team possesses post-graduate qualifications, franchising research and practical senior management experience with leading local and international brands, such as Coca-Cola, Bakers Delight, Star Mart, McDonald's and Subway.

You will receive considered analysis, independent impartial opinion and constructive advice.

We are a multi-year winner of the Franchise Association of New Zealand Westpac Service Provider of the Year award and were finalists in the Vero Excellence in Business Support Awards 2007, 2008 and 2009.

We have strong knowledge-sharing alliances with leading international franchising and licensing specialists.

Long-term Franchise Association of New Zealand (FANZ) support and involvement.

Authors of the New Zealand Franchisor's Guide, New Zealand Franchisee's Guide, and the Franchise Association of New Zealand's Franchisee Pre-entry On-Line Education Programme.

Home of the Franchising Best Practice 500, the authoritative list of franchise management best practices.

We are leaders in New Zealand franchising research into franchise sector sentiment, governance and recruitment.

Authors of the Franchise Consultants Franchising Confidence Index.



Our services include:

FRANCHISOR STRATEGY & PLANNING

FRANCHISEE MANUALS

FIELD MANAGER AND FRANCHISOR MANUALS

FRANCHISE SUPPORT OFFICE ALIGNMENT

FRANCHISE ADVISORY COUNCILS

FRANCHISEE BENCHMARKING

FRANCHISOR BENCHMARKING

FRANCHISOR PLANNING

FRANCHISE BEST PRACTICE INSIGHTS

CONFERENCE SPEAKING

FRANCHISE MANAGEMENT TRAINING

FRANCHISEE WORKSHOPS

FRANCHISEE PERFORMANCE GROUPS

FRANCHISEE SATISFACTION SURVEYS

FRANCHISOR EMPLOYEE SURVEYS

FRANCHISE RECRUITMENT MARKETING

FRANCHISE SYSTEM REVITALISATION

FRANCHISEE EXIT INTERVIEWS

FRANCHISE FEE OPTIMISATION

FRANCHISE POLICY REVIEWS

FRANCHISE MANAGEMENT TOOLS

MERGERS AND ACQUISITION

The company we keep



Awards



Franchise Consultants (NZ) Ltd is a member of the Franchise Association of New Zealand Inc



**Contact us today for
more information on our
services and secure a
stronger future for you
and your stakeholders**

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