

# Managing a Franchise System

Franchise  
Training Centre  
Series



## What you should know

Managing a franchise system

Managing a successful franchise system is a unique and complex business. This training programme from Franchise Consultants teaches the fundamentals of managing a franchise system and provides franchisor executives with core knowledge and skills necessary to effectively manage a franchise network and earn the on-going respect and co-operation of franchisees.

Course attendees will learn the many, varied and changing core roles associated with managing and building a franchise system over time, covering key issues from strategy through to implementation, and throughout the franchisee life-cycle from recruitment to retirement [or exit].

Core content

The many roles of the Franchise Support Office, including strategy, operations, sales, marketing, finance and administration, franchise support and training  
Recruiting franchisees  
How to induct franchisees into your franchise system  
Launching franchisee businesses effectively, including initial training, launch marketing and promotions, and onsite-support  
Ongoing franchisee support and training  
Brief guide to conducting successful field visits  
Communicating with franchisees, including methods of communications, meetings, seminars, conferences, Franchise Advisory Councils  
Monitoring the performance of franchisees  
Managing franchisee compliance  
Managing the franchise relationship  
Franchisee exit management

**What does it take to become a successful franchisor?**  
**What are the many functions and activities a franchisor must undertake to manage a great franchise system?**

Learn the roles and practices associated with managing a successful franchise system over time. Covering key issues throughout the franchising lifecycle.

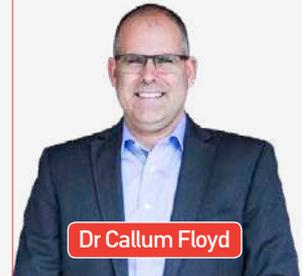


# An intensive two day workshop for key FSO executives

→ Your training leaders



Michelle Bentham



Dr Callum Floyd

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.

## → Dr Callum Floyd

Dr Callum Floyd has substantial franchising and related knowledge gained from completing both Master of Commerce (with 1st class honors) and Doctor of Philosophy (PhD) qualifications researching franchising. Callum has led franchise system development and improvement projects across a range of business sectors involving leading local and international organisations, including franchisees.

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](http://www.franchise.co.nz)