



# Managing a franchise system

•••• What you should know

**FRANCHIZE**  
CONSULTANTS

Franchise Training  
Centre Series

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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.



## Presenters

The training day will be led by Donna Ferrall and Callum Floyd

### Donna Ferrall



Donna has over 25 years of operational experience in franchising, working with major fast food franchises, McDonalds and Subway in a wide variety of roles (e.g., restaurant manager, field consultant, business consultant, operations manager). Donna played an important part in the development of the Subway Franchise Support Office in New Zealand, including building the field support team from scratch. She also planned, prepared and delivered training classes on franchise owner and staff management.

### Dr Callum Floyd



Callum 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 development projects across a range of business sectors involving leading local and international organisations.

An intensive two-day workshop for key FSO executives.

#### Next step

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

#### Time and date

Date: Tuesday, 29th and Wednesday, 30th November (two day training)

Time: 9am – 5pm

The course runs on consecutive days from 9am through 5pm, with breaks for morning and afternoon tea, and lunch.

#### Venue

Royal New Zealand Yacht Squadron  
101 Curran Street  
Westhaven  
Auckland

#### Package Details

The cost is \$750 + GST per person (registration includes morning tea, lunch and afternoon tea).



## Franchise Training Centre forthcoming sessions

- Franchise field support visits
- Managing a franchise system
- Franchising a business
- Buying a franchise



For more information Call Franchise Consultants (09) 523 3858 or visit [www.franchise.biz](http://www.franchise.biz)



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