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a franchise operations manual is the dna of a franchise system the documented foundation that governs franchise unit performance procedures and conduct the manual sets out in detail the specifications standards and procedures with which franchisees must comply in order to operate their franchised businesses and consistently deliver on

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a comprehensive franchise training manual should cover all aspects of the business including the history of the brand the company s mission and vision and the structure of the organization additionally the manual should cover all operational processes from inventory management to customer service

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franchise training is training provided to franchisees after they sign a franchise agreement with a franchisor and before they begin operating a franchise the emphasis of such programs is on the capacity building of franchise employees so that they can successfully represent a brand in their chosen territories

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for franchisors the role of the operations manual is to organize document and communicate the operational requirements systems and procedures for franchisee training and the establishing and running the franchised business

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phase one documentation in manuals most franchise systems have a library of manuals embodied in the term operations manual think through who the end user is for each manual you plan to develop users could be the franchise or the franchisee s general manager unit manager or employees

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franchise operations manuals as a franchise consultant i put great emphasis on the importance of detailed franchise planning let s take a look at franchise operations manuals in particular i feel it is particularly important to decide each aspect of how the franchisor and franchisee will work together these aspects include

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operations manuals are invaluable and effective training tools promoting consistency and quality throughout the franchise network they help your franchisees run their businesses more successfully when properly drafted these manuals can serve as one of the strongest selling tools for the franchise program

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