

 **FRANCHISOR NEWS****HOW TO SUCCEED AS A FRANCHISOR**

There are a number of factors that contribute to the success of a particular franchise system and it's Franchisor. These may include, among others:

- Carrying out effective due diligence and feasibility studies regarding the intended franchise system you are seeking to establish
- Do you have sufficient capital/funding ?
- Do you have a proven concept ? Can the concept be easily replicated ? Is the concept sufficiently differentiated from competitors ?
- Are your Procedures and Operations Manuals well designed, detailed and abler to be followed ?
- Effective ongoing support and mentoring to Franchisees
- A sound training program
- Continual promotion of your brand. Ensuring adequate resources are devoted to marketing and advertising. Properly managing the Marketing Fund and utilising funds to their optimum
- Quality internal management and IT systems
- Maintaining good relationships with your Franchisees
- Establishing standards and ensuring Franchisee compliance
- Encouraging Franchisee success - successful Franchisees help to sell franchises, cost less to support and pay more in royalties
- Implementing rigorous Franchisee recruitment processes. Chose your Franchisees carefully including in terms of aptitude and temperament for the franchise system
- Undertaking thorough analysis of Franchisee sites and Territory selection
- Ensuring your intellectual property is properly protected
- Ensuring your Franchise Agreement, Disclosure Document and ancillary franchise documents look professional and are correctly prepared
- Understanding your obligations under the Franchising Code of Conduct

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