










 **FRANCHISOR NEWS****OPERATIONS MANUAL**

An Operations Manual is a tool prepared by the Franchisor which provides Franchisees with guidance on a range of day-to-day issues related to a franchised business. It is sometimes said to be the “bible” of the franchise system.

It covers various aspects, such as:

-  How to operate and maintain plant & equipment;
-  Layout/fitout of the shop;
-  Advertisement and promotion;
-  Health and safety;
-  Reporting;
-  Dealing with products;
-  Back office - such as, how to manage cash flow, banking, accounts;
-  Generally how to comply with the franchise system;
-  Etc.

An effective and informative Operations Manual can also reduce conflict in the franchise relationship as there will be less likelihood of misunderstanding.

It is important of course to ensure the Operations Manual is updated regularly as the franchise system evolves.

The Operations Manual should link to related and necessary checklists, templates, education and training resources, etc.

From an accessibility, effectiveness and costs perspective, an on-line Operations Manual is preferable to hard copies.

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