

Download Franchise Operation Manual

The Franchise Operations Manual Defined. Within a franchise system, the operations manual is a confidential manual provided by a franchisor to its franchisees. The purpose of the operations manual is to provide franchisees with step-by-step information and guidance as to all aspects of developing, establishing, and running the franchised business. The content of a custom Franchise Operations Manual is usually more complicated than most people realize. The outline below is only a SAMPLE outline that we use as a starting point to create your custom outline. A franchise operations manual is the DNA of a franchise system - the foundation that governs franchise unit performance, procedures and conduct. A franchise operations manual is the DNA of a franchise system - the foundation that governs franchise unit performance, procedures and conduct. X. Drafting a franchise operations manual seems daunting, especially for a company that has never written one before. A franchise operations manual is actually easy to draft, but requires a special focus to avoid franchise liability issues unique to the world of franchising.