MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Franchise Management and Operations

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2719	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

The Franchise Management and Operations course offered by Magna Skills provides comprehensive training for individuals seeking to excel in the management and operation of franchise businesses. This course covers essential principles, strategies, and best practices for successfully establishing, managing, and expanding franchise operations. Participants will learn about franchise development, legal considerations, marketing strategies, operational processes, and franchisee support mechanisms.

Course Outcomes

1. **Understanding Franchise Business Models:** Gain insights into the different types of franchise business models, including single-unit, multi-unit, and master franchising, and understand their advantages, challenges, and suitability for different industries.
2. **Franchise Development and Expansion:** Learn how to develop and expand a franchise network through effective franchise recruitment, selection, and onboarding processes, and understand the role of franchise agreements and disclosure documents in the franchising process.
3.

Franchise Operations Management: Acquire skills in franchise operations management, including site selection, store layout and design, inventory management, quality control, and customer service standards, to ensure consistency and excellence across franchise locations.

4. **Marketing and Brand Management:** Develop strategies for marketing and promoting franchise businesses, including local marketing initiatives, digital marketing campaigns, brand positioning, and reputation management, to attract customers and drive sales.

5. **Franchisee Training and Support:** Understand the importance of providing comprehensive training and ongoing support to franchisees, including operations manuals, training programs, field support visits, and mentoring opportunities, to ensure their success and satisfaction.

Course Outline / Curriculum

Module 1: Introduction to Franchise Management

- Overview of franchise business models and industry trends
- Legal and regulatory considerations in franchising

Module 2: Franchise Development and Expansion

- Franchise feasibility analysis and market research
- Franchise recruitment, selection, and onboarding processes

Module 3: Franchise Operations Management

- Site selection criteria and lease negotiation
- Operational processes, standards, and quality control measures

Module 4: Marketing and Brand Management

- Brand positioning, messaging, and identity development
- Marketing strategies for franchise businesses, including local marketing and digital marketing tactics

Module 5: Financial Management and Performance Analysis

- Franchise financial modeling and budgeting
- Key performance indicators (KPIs) for franchise businesses and performance analysis techniques

Module 6: Franchisee Training and Support

- Developing comprehensive training programs for franchisees
- Providing ongoing support and resources to franchisees, including field support visits and mentoring programs

Module 7: Legal and Compliance Considerations

- Understanding franchise agreements, disclosure documents, and regulatory requirements
- Franchisee rights and obligations under franchise agreements

Module 8: Customer Experience and Satisfaction

- Implementing customer service standards and quality assurance measures
- Handling customer complaints and resolving disputes effectively

Module 9: Growth Strategies and Expansion Planning

- Developing growth strategies for franchise networks, including multi-unit and international expansion
- Franchise re-sales, acquisitions, and exit strategies

Module 10: Case Studies and Best Practices

- Analysis of successful franchise businesses and case studies
- Best practices and lessons learned from leading franchise brands

The Franchise Management and Operations course equips participants with the knowledge and skills necessary to succeed in the dynamic and competitive field of franchise management. Through a combination of theoretical learning, case studies, and practical exercises, participants will gain practical insights into franchise development, operations management, marketing strategies, and franchisee support mechanisms, enabling them to drive the growth and success of franchise businesses effectively.

Target Audience

Business men , or anyone interested to study franchise process & management

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Franchise Management and Operations
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____