

Franchise Management and Operations Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

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CORPORATE TRAINING
Agency

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Course Summary

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 Objectives

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

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.



Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[____] Face to Face [____]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.