



# Franchise Operations Manual

[Company Name] — [Year]

*This manual is confidential and proprietary. It is provided to authorized franchisees of [Company Name] for the sole purpose of operating their franchise location in accordance with the system standards described herein. Unauthorized reproduction or distribution is prohibited.*

## SECTION 1 Company Overview & Brand Identity

This franchise operates under the trade name [Company Name], founded in [Year] with a mission to [mission statement]. Every franchisee is expected to uphold the values, standards, and brand promise described in this manual.

The [Company Name] brand is built on [core values: e.g., quality, consistency, community, speed of service]. These values should guide every operational decision at the location level, from hiring to customer interactions to facility maintenance.

### 1.1 Brand Guidelines

The [Company Name] logo must be displayed according to the specifications in Appendix A. Approved color codes, fonts, and minimum clear-space requirements must be followed on all signage, printed materials, and digital assets.

Franchisees may not alter, redesign, or create derivative versions of any brand assets without written approval from the franchisor's marketing department.

### 1.2 Brand Voice & Messaging

All customer-facing communications (in-store signage, social media, email, advertising) must follow the approved tone and messaging guidelines. The brand voice is [e.g., friendly, professional, approachable] and should avoid [e.g., slang, aggressive promotions, competitor mentions].

## SECTION 2 Organizational Structure & Roles

The franchise system operates with a clear division of responsibilities between the franchisor (corporate/HQ) and the franchisee (local operator). This section defines what each party is accountable for.

### 2.1 Franchisor Responsibilities

The franchisor provides: initial and ongoing training programs, brand and marketing support, supply chain and approved vendor management, operational guidance through field support visits, technology systems, and updates to this operations manual.

### 2.2 Franchisee Responsibilities

The franchisee is responsible for: day-to-day management of the location, hiring and managing staff, compliance with all procedures in this manual, local financial management and royalty payments, maintaining the facility to brand standards, and cooperating with all scheduled audits and inspections.

### 2.3 Key Contacts

Operations Support: [Name, Phone, Email]

Marketing Department: [Name, Phone, Email]

IT / Technical Support: [Name, Phone, Email]

Legal / Compliance: [Name, Phone, Email]

Emergency / After-Hours: [Phone Number]

## SECTION 3 Site Selection & Pre-Opening Procedures

All new franchise locations must be approved by the franchisor before a lease is signed. The following criteria and procedures apply to every new site.

### 3.1 Site Approval Criteria

Locations must meet minimum requirements for: square footage ([X] sq ft minimum), frontage visibility, parking availability ([X] spaces minimum), demographic profile (population density, household income, traffic count), and proximity to complementary or competing businesses.

The franchisee must submit a Site Evaluation Form (Appendix B) for review and written approval before committing to any lease or purchase agreement.

### 3.2 Build-Out & Design Standards

All locations must conform to the [Company Name] design standards package, including: interior layout, fixtures, furniture, signage placement, lighting specifications, and color scheme. Approved contractors and suppliers are listed in Appendix C.

### 3.3 Pre-Opening Checklist

A pre-opening checklist must be completed and signed off by the franchisor's field representative before the location opens to customers. This checklist covers: permits and licenses, equipment installation, initial inventory, staff training completion, signage, POS configuration, and a final walk-through inspection.

## SECTION 4 Daily Operations & Shift Procedures

Consistent daily operations are the foundation of the customer experience. Every location must follow the opening, operating, and closing procedures described below.

### 4.1 Opening Procedures

The opening manager must arrive [X] minutes before business hours to complete the following: disarm the security system, perform a facility walk-through (check for overnight damage, cleanliness, safety hazards), power on all equipment, verify cash register float matches the recorded amount, review the prior shift's handover notes, and confirm staffing for the day.

### 4.2 Closing Procedures

The closing manager is responsible for: reconciling the cash register and preparing the deposit, completing end-of-day cleaning tasks per the cleaning schedule, shutting down equipment per the equipment checklist, securing all entry points, arming the security system, and completing the shift handover log for the next opening manager.

### 4.3 Shift Handover

At every shift change, the outgoing manager must brief the incoming manager on: outstanding customer issues, inventory shortages or orders due, equipment problems, staffing changes, and any messages from HQ or the area manager.

### 4.4 Cash Handling & Loss Prevention

Cash must be counted at the start and end of every shift with two staff members present. Discrepancies exceeding \$[X] must be reported to the area manager within 24 hours. Safe access is restricted to [designated roles]. Deposits must be made [daily/as per schedule] at the approved bank.

## SECTION 5 Standard Operating Procedures

This section contains the standard operating procedures (SOPs) for every recurring task in the business. Each SOP defines what must be done, how it must be done, who is responsible, and how compliance will be measured.

All SOPs are written with audit-ready criteria. Every procedure includes measurable checkpoints that can be verified during scheduled inspections. If a procedure cannot be observed and scored by an auditor, it must be rewritten until it can.

### 5.1 SOP Format

Every SOP in this manual follows a standard format: Purpose (why this procedure exists), Scope (which roles and locations it applies to), Procedure (step-by-step instructions with measurable criteria), Frequency (how often the task must be performed), Responsibility (who performs it and who verifies it), and Evidence (what documentation or photo proof is required).

### 5.2 [SOP Category: e.g., Customer Service]

[Insert detailed SOP here. Example: Every customer must receive a verbal greeting within 10 seconds of entering the store. Staff must make eye contact and have their name badge visible. Customers waiting in line for more than 3 minutes must be acknowledged verbally by a staff member.]

### 5.3 [SOP Category: e.g., Product Preparation]

[Insert detailed SOP here. Customize for your franchise model: food preparation, service delivery, product assembly, cleaning routines, equipment operation, etc.]

### 5.4 SOP Version Control

Each SOP carries a version number and a last-updated date in the footer. When an SOP is revised, the previous version is retired immediately. Franchisees are notified of all SOP changes via [communication channel] and must acknowledge receipt within [X] business days.

## SECTION 6 Training & Onboarding

All franchisees and their staff must complete the training requirements described below before operating independently. Ongoing training is mandatory and tracked by the franchisor.

### 6.1 Initial Franchisee Training

New franchisees must complete a [X]-week training program at [location] before their location opens. The program covers: brand standards and values, all SOPs in this manual, financial management and reporting, technology systems, staff management, and audit/compliance procedures. Franchisees must pass an assessment with a minimum score of [X]% to receive operational clearance.

### 6.2 Staff Onboarding

All new staff must complete role-specific onboarding within their first [X] days. Week 1 covers: facility orientation, safety procedures, and core SOPs for their role. Month 1 covers: all SOPs relevant to their position and a supervised practical assessment. A training sign-off form must be completed and filed for each employee.

### 6.3 Ongoing Training

The franchisor provides quarterly training updates covering new procedures, seasonal requirements, and refresher content on high-risk SOPs. Completion is tracked. Locations with low training completion rates may be subject to increased audit frequency.

## SECTION 7 Marketing & Local Advertising

Franchisees must follow the marketing guidelines below to protect brand consistency while promoting their location locally.

### 7.1 Approved Materials

The franchisor provides a library of pre-approved marketing templates, digital assets, and promotional materials accessible at [platform/URL]. Franchisees must use these approved materials for all advertising and in-store promotions. Custom materials require written approval from the marketing department before use.

### 7.2 Local Advertising

Franchisees may engage in local marketing activities (community sponsorships, local events, geo-targeted digital ads) provided they follow brand guidelines and do not make claims that conflict with the franchisor's national messaging. Paid media campaigns and PR activities require HQ approval.

### 7.3 Social Media Policy

Franchisees operating local social media accounts must follow the social media guidelines in Appendix D. Posts must align with the brand voice. Negative customer reviews must be responded to within [X] hours using the approved response templates. Franchisees may not engage in public disputes with customers online.

## SECTION 8 Financial Management & Reporting

Accurate and timely financial management is a requirement of the franchise agreement. The following standards apply to all locations.

### 8.1 Bookkeeping Requirements

All locations must maintain financial records using [approved accounting software]. The chart of accounts provided in Appendix E must be followed. Financial records must be retained for a minimum of [X] years and made available to the franchisor upon request.

### 8.2 Royalty Payments

Royalties are calculated as [X]% of gross revenue, due on the [Xth] of each month. Payments are processed via [payment method]. Late payments are subject to a [X]% penalty. Disputes must be raised in writing within [X] days of the payment date.

### 8.3 Financial Reporting

Franchisees must submit monthly P&L, statements and sales reports by the [Xth] of the following month using the template in Appendix F. Quarterly reviews are conducted by the franchisor's finance team. Annual audited financials may be requested.

## SECTION 9 Health, Safety & Regulatory Compliance

Compliance with health, safety, and regulatory requirements is non-negotiable. Failure to meet the standards in this section can result in location closure, legal liability, and termination of the franchise agreement.

### 9.1 Safety Standards

[Customize for your industry. Food franchise example: All food handling, storage, and preparation must comply with local health codes and the HACCP plan in Appendix G. Hot food must be held at 140°F or above. Cold food must be stored at 40°F or below. Temperature logs must be completed every 2 hours during operating hours.]

[Retail franchise example: All aisles must remain clear of obstructions. Emergency exits must be unblocked and clearly marked. Fire extinguishers must be inspected monthly. First aid kits must be stocked and accessible.]

### 9.2 Inspection Readiness

Franchisees must be prepared for regulatory inspections at all times. A pre-inspection self-audit checklist is provided in Appendix H. This checklist should be completed weekly by the location manager. Results must be logged and corrective actions completed before the next scheduled self-audit.

### 9.3 Incident Reporting

All workplace injuries, customer incidents, near-misses, and safety hazards must be reported within [X] hours using the Incident Report Form in Appendix I. Serious incidents must be reported immediately to the area manager by phone.

## SECTION 10 Technology & Approved Vendors

All franchise locations must use the approved technology systems and purchase from authorized vendors to maintain quality control and operational consistency.

### 10.1 Required Systems

The following systems are mandatory at all locations: [POS system name and version], [inventory management software], [scheduling/workforce management tool], [communication platform, e.g., Slack, email], and [audit/inspection platform, e.g., GoAudits]. Setup instructions and login credentials are provided during onboarding.

### 10.2 Approved Vendors

Franchisees must purchase supplies, ingredients, equipment, and services exclusively from the approved vendor list in Appendix J. Using unapproved vendors is a violation of the franchise agreement and may affect product quality, warranty coverage, and insurance validity.

### 10.3 IT Support

Technical issues should be reported to [IT support contact] via [channel]. Response times: critical issues (POS down, security breach) within [X] hours; standard issues within [X] business days.

## SECTION 11 Quality Control & Audit Procedures

The franchisor operates a structured quality control program to verify that the standards in this manual are followed at every location. Franchisees are expected to cooperate fully with all audit and inspection activities.

### 11.1 Types of Audits

Three types of audits are conducted across the franchise network:

Franchisee Self-Audits: Daily or weekly checks completed by the location manager using digital checklists. Results are submitted to HQ automatically.

Corporate Audits: Monthly or quarterly inspections conducted by area managers or field representatives. These verify that self-audit results are accurate and that standards are being maintained.

Mystery Shopping: Unannounced visits by third-party evaluators who assess the customer experience against brand standards. Results are shared with the franchisee within [X] business days.

### 11.2 Scoring & Thresholds

All audits are scored on a [percentage / weighted points] basis. The minimum passing score is [X]%. Locations scoring below [X]% for two consecutive audit cycles will enter a remediation plan. Locations scoring below [X]% may be subject to franchise agreement enforcement actions.

### 11.3 Corrective Actions

When an audit identifies a non-compliance item, a corrective action is assigned to the franchisee with: a description of the issue, the required fix, a deadline for completion, and the evidence required to close the action (e.g., photo proof).

Corrective actions are tracked centrally. Recurring issues at the same location trigger an escalation review.

### 11.4 Cross-Location Reporting

The franchisor reviews compliance data across all locations to identify network-wide trends, recognize top-performing sites, and detect systemic issues that may require updates to this manual or additional training.

---

## SECTION 12 Legal, IP & Confidentiality

This section covers the intellectual property protections and legal obligations that apply to all franchisees. It supplements (but does not replace) the terms in the Franchise Agreement.

### 12.1 Trademark Usage

The [Company Name] name, logo, slogans, and proprietary marks are the exclusive property of the franchisor.

Franchisees are granted a limited license to use these marks solely in connection with operating their franchise location, in accordance with the brand guidelines in Section 1. Any unauthorized use, modification, or sublicensing of trademarks is prohibited.

### 12.2 Confidentiality

This operations manual and all proprietary information contained within it are strictly confidential. Franchisees must not disclose, copy, or distribute any portion of this manual to any third party without the franchisor's written consent. Upon termination or expiration of the franchise agreement, all copies of this manual must be returned to the franchisor.

### 12.3 Transfer & Termination

Franchise transfers must follow the process outlined in the Franchise Agreement. The franchisor retains the right of first refusal on all proposed transfers. Upon termination, the franchisee must: immediately cease using all trademarks and brand materials, return this manual and all proprietary documents, complete de-branding of the location within [X] days, and comply with any applicable non-compete provisions.

---

**Convert your operations manuals into scored digital checklists with our [14-day free trial](#).** Want to learn more about GoAudits? [Book a demo](#).