



Australian Government

Department of Education, Employment and Workplace Relations

BSBFRA404B Manage a multiple site franchise

Revision Number: 1

BSBFRA404B Manage a multiple site franchise

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to manage a multiple site franchise.</p> <p>A multiple site franchise refers to an agreement between a franchisor and a franchisee for the operation of the franchise across more than one site or region.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to franchisees operating under formal franchising agreements over multiple sites.</p> <p>The unit BSBFRA502B Manage a franchise operation applies to franchisors managing multiple franchisees.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan for managing multiple site franchise	<p>1.1. Determine strategies for managing multiple site franchise operations in consultation with the franchisor and within the franchisor's multiple site policy</p> <p>1.2. Document policies and procedures to support strategies for managing a multiple site franchise</p> <p>1.3. Determine and obtain physical resources to manage a multiple site franchise</p> <p>1.4. Determine and document practices to manage a multiple site franchise</p> <p>1.5. Design duplicate management systems for each site of operation under a multiple site operation</p>
2. Appoint staff for multiple site franchise	<p>2.1. Select and recruit staff for a multiple site franchise</p> <p>2.2. Determine and communicate to all relevant parties, responsibilities and roles of supervisor or manager of site</p> <p>2.3. Determine, document as an action plan and implement learning needs of supervisors or managers</p>
3. Implement plan for managing multiple site franchise	<p>3.1. Communicate and clarify policies, procedures and practices to manage a multiple site franchise with supervisors or managers</p> <p>3.2. Develop a monitoring plan for management of a multiple site franchise</p> <p>3.3. Delegate tasks to supervisors or managers and follow-up to ensure completion</p> <p>3.4. Develop networks with other franchisees and multiple site operators to inform best practice for multiple site operation</p> <p>3.5. Develop a review process for evaluating effectiveness and efficiency of management of a multiple site franchise</p> <p>3.6. Design and implement schedule of activities to manage a multiple site franchise</p>
4. Monitor multiple site franchise	<p>4.1. Monitor and implement plan for managing a multiple site franchise</p> <p>4.2. Seek feedback from franchisor on effectiveness and efficiency of management of a multiple site franchise</p> <p>4.3. Identify and act upon required interventions from monitoring process</p> <p>4.4. Provide feedback to managers or supervisors to</p>

ELEMENT	PERFORMANCE CRITERIA
	<p>guide efficient and effective management of franchise sites</p> <p>4.5. Identify ongoing training needs for managers or supervisors and facilitate required training</p>
5. Review management of multiple site franchise	<p>5.1. Implement review process for evaluating effectiveness and efficiency of management of a multiple site franchise</p> <p>5.2. Seek feedback and information from franchiser to inform review process</p> <p>5.3. Identify improvements in management of sites from review process</p> <p>5.4. Identify, communicate and implement improvements to managers or supervisors</p> <p>5.5. Monitor effectiveness of improvements</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- communication and negotiation skills to resolve disputes
- problem-solving skills to address disputes arising in the course of business operations
- planning skills to manage multiple sites.

Required knowledge

- occupational health and safety (OHS) requirements:
 - specific to nature and type of franchise
 - generic to all workplaces
 - specific to own safety such as manual handling
- legislation, codes of practice and national standards, for example:
 - Franchising Code of Conduct
 - legislation covering fire safety, OHS, employment of staff, company law, anti-discrimination and fair trading
 - required permits (under commonwealth, state/territory and local government regulations and legislation)
- franchise specific obligations as per franchise agreement.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- implementing and reviewing strategy for all sites
- documenting and monitoring plans for all sites
- documenting interventions for all sites
- knowledge of relevant legislation, codes of practice and national standards.

Context of and specific resources for assessment

Assessment must ensure:

- access to business documentation
- access to feedback from franchisor and managers or supervisors
- access to an actual workplace or simulated environment
- access to office equipment and resources.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- analysis of responses to case studies and scenarios
- oral or written questioning to assess knowledge of franchising arrangements
- review of documentation outlining practices used to manage a multiple site franchise
- evaluation of documented training needs for managers or supervisors.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Physical resources</i> may include:	<ul style="list-style-type: none"> • access to email • courier systems • other physical resources that facilitate communication between sites and central operations unit • phone, fax and other electronic communication equipment
<i>Practices</i> may include:	<ul style="list-style-type: none"> • meeting schedules • programmed visits • regular reporting via paper • using electronic bulletin boards and other means of communication for reporting purposes • workshops, product knowledge seminars, conferences and professional development programs
<i>Relevant parties</i> may include:	<ul style="list-style-type: none"> • employed staff • franchisor representatives • managers or supervisors
<i>Schedule of activities</i> may include:	<ul style="list-style-type: none"> • business activity • human resource information • problems arising during course of business operations • quality assurance issues, and test sampling and results • regular and cyclical reporting • stock levels and inventory control • training activity • turnover, income or expenses and other financial information
<i>Interventions</i> may include:	<ul style="list-style-type: none"> • discipline of managers or supervisors • increased physical and human resources • information provided

RANGE STATEMENT

	<ul style="list-style-type: none">• seeking support from franchisor and accessing services available through franchisor• temporary assistance• training
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Management and Leadership - Franchising
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Co-requisite units

Co-requisite units		