



Australian Government

Department of Education, Employment and Workplace Relations

BSBFRA504B Manage relationships with franchisees

Revision Number: 1

BSBFRA504B Manage relationships with franchisees

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to manage relationships with franchisees.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
------------------------	--

Application of the Unit

Application of the unit	<p>This unit applies to franchisors with a well established, sound theoretical knowledge base in franchising who are proficient in using a range of specialised technical and managerial techniques to establish, manage and maintain relationships with franchisees.</p>
--------------------------------	---

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish relationship with franchisees	1.1. Establish franchisee advisory council and <i>other communication channels</i> to link franchisee and franchisor to inform best practice and support franchisees and franchise operations 1.2. Determine and implement own role on franchisee advisory council 1.3. Determine and clarify role and responsibilities as franchisor's representative 1.4. Establish schedule of contact with franchisees 1.5. Hold initial meetings with franchisees to initiate ongoing relationships 1.6. Discuss and clarify roles and responsibilities of franchisor and franchisee with franchisees at initial meetings
2. Facilitate customer service provision to franchisees	2.1. Schedule and facilitate <i>services to be provided to franchisees</i> as per agreement 2.2. Negotiate and facilitate needs for additional services 2.3. Manage marketing or other cooperative funds according to documented agreements with franchisees 2.4. Resolve problems arising in service provision with franchisees in line with documented complaint handling procedures as specified in the Franchising Code of Conduct 2.5. Maintain currency of information relating to services provided through franchisor
3. Provide advice to franchisees	3.1. Monitor business activity of franchisees 3.2. Provide specific advice to franchisees through <i>required training</i> 3.3. Clarify requests for advice from franchisees and provide appropriate responses 3.4. Undertake research to inform advice to be provided 3.5. Provide timely, accurate advice in a manner that promotes acceptance of that advice 3.6. Ensure follow up with franchisee to ensure advice is understood and appropriate responses are made by franchisee
4. Review management of relationship with franchisees	4.1. Monitor relationships with franchisees for customer satisfaction 4.2. Review strategies and practices to manage

ELEMENT	PERFORMANCE CRITERIA
	<p>relationship with franchisees to identify improvements</p> <p>4.3. Implement identified improvements in managing relationships with franchisees</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
- business planning and management skills to provide customer service support to franchisees
- communication and negotiation skills to establish and support relationships with franchisees
- problem-solving skills to address issues in relationship with franchisees.

Required knowledge

- legislation, codes of practice and national standards relating to occupational health and safety (OHS), company law, fair trading, anti-discrimination and other areas specific to the franchise operation
- Franchising Code of Conduct
- franchise specific obligations:
 - as per franchise agreement
 - as per updates and amendments to agreement over time.

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • creating strategies and processes to manage relationships with franchisees • providing advice to franchisees • analysing franchisee needs • knowledge of relevant legislation, codes of practice and national standards.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to business documentation • access to feedback from franchisees • access to an actual workplace or simulated environment • access to office equipment and resources.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • 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 • demonstration of techniques • observation of presentations • oral or written questioning to assess knowledge of franchising arrangements • evaluation of research undertaken to inform advice provided to franchisees • review of strategies and practices used to manage relationship with franchisees.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • BSBFRA502B Manage a franchise operation.

Range Statement

RANGE STATEMENT	
<p>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.</p>	
<p><i>Other communication channels</i> may include:</p>	<ul style="list-style-type: none"> • contact via email, mobile/office based telephone, pagers and other emergency contact channels • meeting schedules • workshops for franchisees
<p><i>Services to be provided to franchisees</i> may include:</p>	<ul style="list-style-type: none"> • advice on operational matters • assistance with quality assurance • assistance with use and maintenance of equipment • facilitating the identification of training needs and training delivery
<p><i>Required training</i> may be:</p>	<ul style="list-style-type: none"> • scheduled on cyclical basis (such as yearly refresher courses, product knowledge workshops) • specified in franchise agreement as franchise is established • required by legislation such as first aid, food handling

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Management and Leadership - Franchising
-------------------------	---

Co-requisite units

Co-requisite units		