



**Australian Government**

# **BSBFRA404 Manage a multiple-site franchise**

**Release: 1**

## BSBFRA404 Manage a multiple-site franchise

### Modification History

| Release   | Comments                                                                             |
|-----------|--------------------------------------------------------------------------------------|
| Release 1 | This version first released with BSB Business Services Training Package Version 1.0. |

### Application

This unit describes the skills and knowledge required to manage a multiple-site franchise.

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.

It applies to franchisees operating under formal franchising agreements over multiple sites.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

### Unit Sector

Management and Leadership – Franchising

### Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 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> |

| ELEMENT                                               | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 Appoint staff for multiple-site franchise           | 2.1 Select and recruit staff for a multiple-site franchise<br>2.2 Determine and communicate to all relevant parties, responsibilities and roles of supervisor or manager of site<br>2.3 Determine, document as an action plan, and implement learning needs of supervisors or managers                                                                                                                                                                                                                                                                                                                                                        |
| 3 Implement plan for managing multiple-site franchise | 3.1 Communicate and clarify policies, procedures and practices to manage a multiple-site franchise with supervisors or managers<br>3.2 Develop a monitoring plan for management of a multiple-site franchise<br>3.3 Delegate tasks to supervisors or managers and follow-up to ensure completion<br>3.4 Develop networks with other franchisees and multiple-site operators to inform best practice for multiple-site operation<br>3.5 Develop a review process for evaluating effectiveness and efficiency of management of a multiple-site franchise<br>3.6 Design and implement schedule of activities to manage a multiple-site franchise |
| 4 Monitor multiple-site franchise                     | 4.1 Monitor and implement plan for managing a multiple-site franchise<br>4.2 Seek feedback from franchisor on effectiveness and efficiency of management of a multiple-site franchise<br>4.3 Identify and act on required interventions from monitoring process<br>4.4 Provide feedback to managers or supervisors to guide efficient and effective management of franchise sites<br>4.5 Identify ongoing training needs for managers or supervisors and facilitate required training                                                                                                                                                         |
| 5 Review management of multiple-site franchise        | 5.1 Implement review process for evaluating effectiveness and efficiency of management of a multiple-site franchise<br>5.2 Seek feedback and information from franchiser to inform review process<br>5.3 Identify improvements in management of sites from review process<br>5.4 Identify, communicate and implement improvements to managers or supervisors<br>5.5 Monitor effectiveness of improvements                                                                                                                                                                                                                                     |

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

| Skill                      | Performance Criteria                                          | Description                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning                   | 4.5                                                           | <ul style="list-style-type: none"> <li>Reviews competencies of managers and supervisors to determine skill gaps and future training needs</li> </ul>                                                                                                                                                                                                                                                                    |
| Reading                    | 1.1-1.4, 2.1-2.3, 3.1, 5.1                                    | <ul style="list-style-type: none"> <li>Critically organises, evaluates and analyses text within job specifications and work processes relating to managing multiple-site franchises and other related outcomes of the job</li> </ul>                                                                                                                                                                                    |
| Writing                    | 1.1, 1.2, 1.4, 1.5, 2.1, 2.2, 3.1-3.6, 4.1, 4.2, 4.4, 5.1-5.5 | <ul style="list-style-type: none"> <li>Communicates complex relationships between ideas and information, displaying good knowledge of structure and layout, employing a broad vocabulary and relevant grammatical structure</li> </ul>                                                                                                                                                                                  |
| Oral Communication         | 1.1, 1.3, 1.4, 2.1-2.3, 3.1, 3.3, 4.2-4.5, 5.2, 5.4           | <ul style="list-style-type: none"> <li>Participates in verbal exchanges using appropriate tone, language and syntax, and elicits the views and opinions of others by listening and questioning</li> </ul>                                                                                                                                                                                                               |
| Navigate the world of work | 3.1                                                           | <ul style="list-style-type: none"> <li>Recognises and follows explicit and implicit protocols and meets expectations associated with own role</li> </ul>                                                                                                                                                                                                                                                                |
| Interact with others       | 1.1, 2.1-2.3, 3.1, 3.3, 3.4, 4.2, 4.4, 5.2, 5.4               | <ul style="list-style-type: none"> <li>Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role</li> <li>Shares information, offers assistance voluntarily and provides feedback on others' work</li> </ul>                                                                                                                                                          |
| Get the work done          | 1.1-1.5, 2.1-2.3, 3.1, 3.2, 3.4-3.6, 5.3, 5.4                 | <ul style="list-style-type: none"> <li>Takes responsibility for planning, sequencing and prioritising tasks and own workload for efficiency and effective outcomes</li> <li>Uses analytical and lateral thinking to review current practices and develop new or improved processes and services</li> <li>Uses the main features and functions of digital tools to complete work tasks and access information</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version                   | Code and title<br>previous version                | Comments                                              | Equivalence status |
|-----------------------------------------------------|---------------------------------------------------|-------------------------------------------------------|--------------------|
| BSBFRA404<br>Manage a<br>multiple-site<br>franchise | BSBFRA404B Manage<br>a multiple-site<br>franchise | Updated to meet<br>Standards for<br>Training Packages | Equivalent unit    |

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

## Assessment Requirements for BSBFRA404 Manage a multiple-site franchise

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### Performance Evidence

Evidence of the ability to:

- determine, implement and review a management strategy for all sites
- document and monitor plans for all sites
- document interventions for all sites.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

### Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- identify work health and safety (WHS) requirements:
  - specific to nature and type of franchise
  - generic to all workplaces
- outline legislation, codes of practice and national standards relevant to franchising
- explain franchise specific obligations as per franchise agreement
- outline important points in managing a multiple site franchise.

### Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the management and leadership – franchising field of work. This includes access to:

- business documentation
- feedback from franchisor and managers or supervisors
- office equipment and resources.

Assessors must satisfy NVR/AQTF assessor requirements.

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