



Australian Government

BSBFRA503 Manage establishment of new sites or regions

Release: 1

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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 the establishment of new sites or regions within an existing franchise operation and select new operators for existing franchises.

It applies to individuals with a well-established, sound theoretical knowledge base in franchising who identify opportunities for new sites or regions and assist potential franchisees in commencing operations.

The unit may also apply to the selection of new franchisees for existing sites or regions where a new operator is required to take over the franchise.

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 Identify opportunities for new franchise sites or regions	1.1 Access franchise organisation's strategic plan for expansion of franchise operation to determine opportunities for new sites or regions 1.2 Make analysis from closures of existing sites or regions and other industry data to identify opportunities for new sites or regions 1.3 Undertake market research to identify opportunities for new sites or regions

ELEMENT	PERFORMANCE CRITERIA
	1.4 Obtain agreement on new sites and regions from senior management 1.5 Confirm and document opportunities for new sites or regions within franchisor's policies
2 Select new franchisees	2.1 Supply applicants for new sites or regions with requirements for establishing a franchise 2.2 Check each applicant's suitability and ability to meet franchisor's requirements in consultation with applicants and franchise operation's management 2.3 Evaluate each applicant's business planning documents for suitability
3 Assist potential franchisees with establishing new franchise	3.1 Assist potential franchisees with completion of business and marketing plans 3.2 Clarify issues raised in relation to operation of the franchise with potential franchisees 3.3 Assist potential franchisees with obtaining required permits, site selection and financing options 3.4 Communicate and clarify with potential franchisees, marketing or other cooperative funds, intellectual property rights and rights to client database 3.5 Determine physical and human resources required for commencement of franchise in conjunction with potential franchisee
4 Formalise agreement with new franchisee/s	4.1 Make checks to ensure franchisee/s meet all requirements for entering into franchise agreement 4.2 Complete agreement with new franchisee/s and obtain necessary signatures 4.3 Determine date for commencement of franchise/s
5 Assist franchisee/s in opening new franchise	5.1 Assist franchisee/s obtain required physical and human resources to commence operations 5.2 Assist franchisee/s obtain required products to commence operations 5.3 Determine and implement responsibilities of franchisor as per franchise agreement 5.4 Provide assistance to franchisee/s to determine and implement strategies and processes to meet franchisee obligations and legislative requirements as per franchise agreement and to manage

ELEMENT	PERFORMANCE CRITERIA
	the franchise 5.5 Monitor ability to commence franchise operations on due date in conjunction with franchisee/s 5.6 Determine training needs of franchisee/s and facilitate required training 5.7 Resolve problems arising in setting up franchise to commence business operations in conjunction with franchisee/s 5.8 Commence operations of new site or region within specified timeframes and within parameters set down by franchisor

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	5.6	Reviews skills requirements of franchisees and expedites training as needed
Reading	1.1-1.3, 1.5, 2.2, 2.3, 3.1, 4.1, 4.2, 5.3, 5.4, 5.6	Identifies and analyses complex material from a range of sources and determines how content may be applied to individuals and businesses
Writing	1.2, 1.3, 1.5, 3.1, 3.2, 3.4, 3.5, 4.2	Develops material for specific audiences using clear and detailed language to convey explicit information, requirements and recommendations
Oral Communication	1.3-1.5, 2.1, 2.2, 3.1-3.5, 4.3, 5.1-5.4, 5.6, 5.7	Participates in verbal exchanges using appropriate tone, language and syntax and elicits the views and opinions of others by listening and questioning
Numeracy	1.1-1.3, 2.3, 3.1, 3.3, 3.5, 4.3, 5.1, 5.8	- Evaluates mathematical information embedded in a range of texts to determine strategic planning - Uses mathematical formulas for scheduling work according to predetermined timeframes
Navigate the world of work	1.1, 1.5, 3.4, 5.4	- Considers own role in terms of its contribution to broader goals of the work environment - Monitors adherence to legislative parameters, organisational policies and procedures

Interact with others	1.4, 2.1, 2.2, 3.1-3.4, 4.2, 5.1, 5.2, 5.4-5.7	- Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role - Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction, influencing direction and taking a leadership role on occasion
Get the work done	1.1-1.5, 3.1, 3.2, 3.5, 5.1, 5.7	- Accepts responsibility for planning, prioritising and sequencing complex tasks and workload - Develops new and innovative ideas through exploration, analysis and critical thinking - Accepts responsibility for risk management, applying problem solving processes to determine solutions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBFRA503 Manage establishment of new sites or regions	BSBFRA503B Manage establishment of new sites or regions	Updated to meet Standards for 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 BSBFRA503 Manage establishment of new sites or regions

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Performance Evidence

Evidence of the ability to:

- establish and implement a plan for franchise expansion
- complete an agreement with franchisees
- provide advice and support to franchisees.

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 legislation, codes of practice and national standards relating to work health and safety (WHS), and other areas specific to the franchise operation
- explain the fundamentals of the Franchising Code of Conduct and other franchise specific obligations:
 - as per franchise agreement
 - as per updates and amendments to the agreement over time.

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
- relevant legislation, regulations and codes of conduct
- feedback from franchisees
- office equipment and resources.

Assessors must satisfy NVR/AQTF assessor requirements.

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