

CORPORATE

New Franchisor Checklist

Overview: what services are required after acquiring a new site and how to get connected?

Action	Status	Date Completed
Proven Concept		
Replicable / Scalable / Unique Selling Point / Longevity in the marketplace		
Successful trading history for own business with proven track record		
At least 1 pilot operation that has been operating for at least 1 year		
Branding		
Brand Name/Logo registered as a UK trademark		
You have the right to use and sub-license the Brand Name/Logo		
You have registered the domain name		
You have registered an email address		
You have registered all social media handles/channels		
You have an IT infrastructure for own business and the future network		
Branding		
You have a customer facing website		
You have a franchising section on your website – a page dedicated/aimed at franchisee recruitment		
You have microsites for each franchisee – i.e. an area of your website which will be specific to each individual franchisee for them to advertise their services to customers		
You have an intranet for use with your franchisees – a platform for you to communicate with your network only, i.e. a platform to host/store your manual, policies, documents, share content with franchisees etc		
Website listings – have you set up your business profile on Google both as your business and separately as a franchisor?		

Action	Status	Date Completed
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Social Media

Social media accounts

Social media strategy

Social media policy and guidance (should form part of the Operations Manual – see below)

Recruitment & Advertising

Your advertising and recruitment collateral is clear and truthful and does not contain statements and promises which cannot be evidenced and substantiated

Franchisee prospectus/brochure

You have a clear recruitment selection process and criteria for prospective franchisees which is mapped against your Franchisee Personas

Mapping

You have considered and adopted an appropriate strategy for mapping out franchise territories

Training & Support

You have an initial training programme for new franchisees

You have a clear ongoing training and support structure

You have a monitoring and quality control system for periodic monitoring and checks on your franchisees

Systems

Supply chain – preferred suppliers including selection criteria

Vehicles – selection criteria / maintenance requirements

Premises – location / size / get up

Equipment

Action	Status	Date Completed
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Documentation

Financials – verifiable projections or forecast to break-even point with appropriate disclaimers

You have an Operations Manual

Non-disclosure or deposit agreement

Franchise Agreement drafted by a solicitor experienced in franchising

You have a privacy policy which has been adapted to your operations as a franchisor

Industry specific requirements – any additional documentation required to comply with your industry specific requirements

Professional Advice

Advice on appropriate legal structure – sole trader v limited company / partnership

Legal Advice from a bfa affiliated advisor or a solicitor experienced in franchising (focusing on other relevant areas such as consumer or advertising law too)

Financial Advice from a bfa affiliated advisor or a recognised financial institution experienced in franchising (also to cover issues such as tax)

HR/Employment advice or a third party to whom to signpost your franchisees to ensure that they are receiving consistent advice and who understands your business

Health & Safety advice or a third party to whom to signpost your franchisees to ensure that they are receiving consistent advice and who understands your business

Insurance advice or a third party to whom to signpost your franchisees to ensure that they are receiving consistent advice and who understands your business

British Franchise Association Membership

Have you considered or are you working towards bfa membership? www.thebfa.org


The Future

Long term strategy

Expansion overseas

Exit plan

For further information or to arrange a free, no obligation consultation, then please contact our team on:

 0161 507 7110

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