



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	1.1 Determine strategies for managing multiple-site franchise operations in consultation with the franchisor and within the franchisor's multiple-site policy 1.2 Document policies and procedures to support strategies for managing a multiple-site franchise 1.3 Determine and obtain physical resources to manage a multiple-site franchise 1.4 Determine and document practices to manage a multiple-site franchise 1.5 Design duplicate management systems for each site of operation under a multiple-site operation

ELEMENT	PERFORMANCE CRITERIA
2 Appoint staff for multiple-site franchise	2.1 Select and recruit staff for a multiple-site franchise 2.2 Determine and communicate to all relevant parties, responsibilities and roles of supervisor or manager of site 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 3.2 Develop a monitoring plan for management of a multiple-site franchise 3.3 Delegate tasks to supervisors or managers and follow-up to ensure completion 3.4 Develop networks with other franchisees and multiple-site operators to inform best practice for multiple-site operation 3.5 Develop a review process for evaluating effectiveness and efficiency of management of a multiple-site franchise 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 4.2 Seek feedback from franchisor on effectiveness and efficiency of management of a multiple-site franchise 4.3 Identify and act on required interventions from monitoring process 4.4 Provide feedback to managers or supervisors to guide efficient and effective management of franchise sites 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 5.2 Seek feedback and information from franchiser to inform review process 5.3 Identify improvements in management of sites from review process 5.4 Identify, communicate and implement improvements to managers or supervisors 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"> Reviews competencies of managers and supervisors to determine skill gaps and future training needs
Reading	1.1-1.4, 2.1-2.3, 3.1, 5.1	<ul style="list-style-type: none"> 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
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"> Communicates complex relationships between ideas and information, displaying good knowledge of structure and layout, employing a broad vocabulary and relevant grammatical structure
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"> Participates in verbal exchanges using appropriate tone, language and syntax, and elicits the views and opinions of others by listening and questioning
Navigate the world of work	3.1	<ul style="list-style-type: none"> Recognises and follows explicit and implicit protocols and meets expectations associated with own role
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"> Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role Shares information, offers assistance voluntarily and provides feedback on others' work
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"> Takes responsibility for planning, sequencing and prioritising tasks and own workload for efficiency and effective outcomes Uses analytical and lateral thinking to review current practices and develop new or improved processes and services Uses the main features and functions of digital tools to complete work tasks and access information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBFRA404 Manage a multiple-site franchise	BSBFRA404B Manage a multiple-site franchise	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>