



# **Franchise Management Manual**

## **Section 3:**

### **Network Responsibilities**

**This is a confidential document.**

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## 3.1 Introduction

Our franchise system involves people and processes.

This section outlines the responsibilities of the people involved and also provides a high level overview of the processes and policies that are documented more fully in other sections of this manual.

There are two key elements in our franchise network:


1. The franchisor and franchise support office
2. Franchisees

As a franchisee you are central to the successful operations of the franchise.

You provide the complete customer experience from the time the customer decides to make contact with us until time that our service to the customer is finished. It is vital you take care to ensure that from the customer's perspective they are receiving the same high level of service at each stage of the process.

**Note:**

If there is any variance between information in this section and the Franchise Agreement, the Franchise Agreement shall prevail.

	<b>STANDARD</b>
<b>3.1.1</b>	All parties are expected to fulfil their obligations as outlined in this section, the franchise agreement and all chapters of the franchise management manual.

## 3.2 ShowerFix Responsibilities

### Introduction

This topic provides a high level overview of the activities carried out by ShowerFix franchise support office within the franchise network.

### Start up assistance

Work in conjunction with franchisees providing guidance and support through all stages of the pre-commencement activities outlined in section 2 of the franchise management manual including (but not limited to);

- ▶ Vehicle purchase (or lease) and fit out.
- ▶ Tools and equipment purchase.
- ▶ Computer and office systems and equipment purchase and installation.
- ▶ Guidance on marketing.
- ▶ Provision of templates, forms, reports, etc
- ▶ Provision of artwork/graphics, marketing material, etc
- ▶ Guidance on signage, branding, etc
- ▶ Initial business plan and local area marketing plan development and approval
- ▶ Launch marketing and promotional activities
- ▶ Provide initial training (franchise system, products / services, operational procedures, etc).
- ▶ Provide on-site assistance for an agreed period at commencement.

### Network development and management

- ▶ Develop and maintain the processes, policies and procedures of the franchise system.
- ▶ Manage product line and breadth.
- ▶ Manage key relationships – franchisees, media, suppliers, etc.
- ▶ Provide ongoing strategic planning for the franchise system.
- ▶ Provide business planning guidance, advice and approval.
- ▶ Provide local area marketing planning guidance, advice and approval.
- ▶ Observe and comply with Franchise Association of New Zealand Code of Ethics and Code of Practise (as long as ShowerFix is a member).

### **Ongoing advice, support and training**

- ▶ Assist the franchisee in managing and growing their business.
- ▶ Carry out field visits (times to be specified by the ShowerFix franchise support office).
- ▶ Organise an annual conference and / or meetings where appropriate.
- ▶ Maintain regular communication with franchisees.
- ▶ Provide ongoing marketing, operational, general business and other advice relevant to the franchisee's business (as may be reasonably required and as determined by ShowerFix).
- ▶ Loan a copy of the franchise manual for the duration of the franchise term and update the manual as required.
- ▶ Provide additional training to franchisees as required.

### **Marketing and brand identity**

- ▶ Manage the development and protection of ShowerFix brand and trademarks.
- ▶ Manage franchise areas and encourage full area coverage.
- ▶ Organise ShowerFix national marketing initiatives and manage the group marketing fund.
- ▶ Provide assistance, advice and/or tools for local area marketing.
- ▶ Co-ordinate joint local and regional marketing initiatives where required.
- ▶ Develop and maintain the ShowerFix website.

### **Feedback and performance appraisal systems**

- ▶ Monitor KPI targets, standards and performance across the network.
- ▶ Provide meaningful feedback and benchmarking information to franchisees where appropriate.
- ▶ Conduct an annual performance review – franchise area performance, future plans and mutual expectations.
- ▶ Work to resolve any franchise disputes.

## 3.3 Franchisee Responsibilities

### Introduction

You are ultimately responsible for the successful management and operation of your ShowerFix franchise and ensuring that all obligations are met under the terms of your franchise agreement.

This topic provides a high level overview of the responsibilities of a franchisee. For detailed information, see the relevant parts of this manual or consult your franchise agreement.

### Business launch and commencement

- ▶ Complete all pre-commencement activities specified in the manual in a timely manner.
- ▶ Complete the initial training to a standard acceptable to ShowerFix.

### Business management

- ▶ Diligently operate and pro-actively develop your franchise business.
- ▶ Operate the business in accordance with the procedures, guidelines and standards set out in the manual and any other related guides and documents.
- ▶ Devote complete attention and effort to conducting the ShowerFix business.
- ▶ Conduct the business during the hours determined by ShowerFix.
- ▶ Effectively manage key relationships – customers, staff, suppliers, franchise support Office, local media, etc.
- ▶ Ensure that any person who is employed meets ShowerFix criteria and is trained to our standards.
- ▶ Notify ShowerFix Franchise Support Office of any events or circumstances that may affect your ability to perform your obligations under the Franchise Agreement (refer to the Agreement in this regard).
- ▶ Ensure that the obligations relating to intellectual property and confidentiality as set out in the Franchise Agreement are adhered to at all times.

### Products and services

- ▶ Offer the range of approved products and services.
- ▶ Maintain high levels of customer service and service delivery standards in a manner consistent with ShowerFix philosophy – professional image, customer satisfaction, etc.
- ▶ Deal efficiently and effectively with customer complaints and any remedial work. Notify the ShowerFix Franchise Support Office as required.

## **Planning, communication and performance**

- ▶ Submit an annual business and local marketing plan for approval by the ShowerFix Franchise Support Office.
- ▶ Achieve KPI targets and the minimum performance standards established with us during the business planning process.
- ▶ Maintain open flow of information and communication with the ShowerFix Franchise Support Office.
- ▶ Attend promptly to enquiries and any procedural requirements.
- ▶ Ensure that you are available for activities specified in the communications and support plan in the manual.
- ▶ Allow inspections or assessments by ShowerFix
- ▶ Be receptive to performance reviews and feedback.

## **Marketing and corporate identity**

- ▶ Develop your business diligently and profitably through systematic prospecting and marketing within your allocated area.
- ▶ Manage your local marketing to effectively utilise the minimum expected amount specified by the Franchise Agreement.
- ▶ Adhere to protocols for marketing within your given franchise area.
- ▶ Follow brand guidelines, e.g. premises, vehicles, uniforms/dress standards, advertising and promotions, etc.
- ▶ Actively support and participate in any group promotions and marketing initiatives.
- ▶ Obtain pre-approval for non-standard marketing, advertising and promotions.

## **Accounting and administration**

- ▶ Maintain true and proper accounting records.
- ▶ Ensure that creditors and staff are paid in a timely manner and in accordance with any terms of trade.
- ▶ Undertake prudent business management and financial planning. Advise the Franchise Support Office immediately of any managerial or financial difficulties.
- ▶ Ensure that guidelines for internal reporting systems are being followed. Report any figures accurately.
- ▶ Arrange insurance as directed.
- ▶ Allow ShowerFix to appoint an auditor to make an independent audit on the business, if required.
- ▶ Use and maintain computer systems and software as specified.

### **Training, meetings and conferences**

- ▶ Attend and satisfactorily complete the initial training programme.
- ▶ Attend and satisfactorily complete any on-going training required by ShowerFix.
- ▶ Ensure that all staff are properly trained to ShowerFix standards.
- ▶ Attend any annual conferences or meetings as required.
- ▶ Pay for costs involved with training, conferences and meetings as set out in your Franchise Agreement.

### **Agreements and regulations**

- ▶ Ensure all obligations are met under the terms of the Franchise Agreement.
- ▶ Refrain from competing activities or business interests which interfere with your ability to operate the franchise effectively.
- ▶ Comply with all applicable laws (as set out in your Franchise Agreement).
- ▶ Observe and comply with the Franchise Association of New Zealand Code of Ethics and Code of Practise (if and as long as the Franchisee is a member).
- ▶ Act ethically and strictly within the law.