



Franchise Management Manual

Section 5:

Training

This is a confidential document.

Contents

5.1 About training	3
5.2 Initial training and induction	4
Introduction.....	4
Training costs	4
Location and duration.....	4
Training structure and content	4
5.3 Training schedule	6
Indicative training areas to be covered.	6

5.1 About training

Skilled, knowledgeable people are vital in order to maintain our high standards, provide quality service for our customers, and present a strong, professional image for the ShowerFix brand.

ShowerFix franchisees are required to undergo initial training and induction and maintain high levels of skill and competency throughout the term of the franchise agreement.

During the initial training you will also need to demonstrate your ability to successfully develop and manage a ShowerFix franchise.

Staff employed by a franchisee must also undergo training to the standards set by the franchise support office (FSO). Franchisees are responsible for training is delivered to all their staff. The training provided needs to be relevant to their role.

Ongoing training will be provided by ShowerFix as required. Franchisees responsible for costs as set out in the franchise agreement.

5.2 Initial training and induction

Introduction

We acknowledge the importance that training plays in the profitable and successful operation of your business and are committed to providing you with the appropriate training.

Initial training is an essential element in the induction of our franchisees and is crucial to ensure franchisees (and their staff and contractors) conduct the business according to the ShowerFix business system, standards and procedures.

The initial training period also enables the franchisee and ShowerFix to commence building a relationship that is beneficial and productive for both parties.

Training costs

All incoming franchisees are expected to successfully complete the initial training and induction programme before commencing operations.

The cost of the initial training [\$1,000] is paid to the franchisor prior to the commencement of initial training. Franchisees are responsible for any additional costs such as travel and accommodation, and incidental expenses.

Location and duration

Training will commence at an agreed date soon after signing the franchise agreement. It will be carried out at ShowerFix in Auckland, and subsequently in the franchise territory.


Follow up assistance will be provided (if required) during the launch and commencement of your franchise business.

Training structure and content

The initial training covers the operations of a ShowerFix franchise, including our philosophy and culture, mutual expectations, our business system, and our standards and procedures.

- ▶ A comprehensive overview of the vision, of the ShowerFix brand and business.
- ▶ Training will involve a classroom-style teaching, demonstration, observation and, time in the field working with another person and “hands-on” practice.
- ▶ As well as franchise administration and management, it will cover all roles and responsibilities within a franchisee business, including the various roles filled by the franchisee including marketing, sales and installation.
- ▶ The role of the franchise support office (FSO) including; franchise and operational support staff and leadership.
- ▶ A comprehensive review of ShowerFix services and how they are delivered, including the standards of service we adhere to.

- ▶ The structure and content of the training may be varied from time to time by ShowerFix depending on circumstances and individual needs.
- ▶ During the training period you will also develop a Business and Local Area Marketing Plan and Franchise Launch Marketing Plan (with guidance and approval from the franchisor).

	STANDARD
5.2.1	Franchisee initial training and induction must be completed to the satisfaction of the franchisor.
5.2.2	Any additional training outside the initial training programme is at the franchisee's cost.

5.3 Training schedule

An outline of topics that will typically be covered during this part of the training is provided below. The order and content may differ from that shown here. The FSO will adjust this as required to meet your specific needs.

Indicative training areas to be covered.

	AREA	DESCRIPTION	SECTION REFERENCE
1	ShowerFix Introduction	<ul style="list-style-type: none"> ▪ The Shower Fix vision, culture and philosophies ▪ The Shower Fix brand and offering, and position in the market ▪ Company structure ▪ Franchisor roles ▪ The Franchisor's objectives, standards, and expectations ▪ Franchise management manual content, structure, ownership, confidentiality and updating. 	<u>S1 - Introduction</u>
2	Precommencement	<ul style="list-style-type: none"> ▪ Franchise establishment (pre-commencement activities) 	<u>S2 - Precommencement Activities"</u>
3	Franchise network responsibilities	<ul style="list-style-type: none"> ▪ Franchisor responsibilities - overview ▪ Franchisee responsibilities - overview 	<u>S3 - Franchise Network Responsibilities</u>
4	Communications and support	<ul style="list-style-type: none"> ▪ Reporting requirements (what, when, how and why) ▪ Field visits, reviews ▪ Meetings, conferences, ongoing training ▪ Liaising with the FSO 	<u>S4 - Communication and Support</u>
5	Brand identity	<ul style="list-style-type: none"> ▪ About the ShowerFix brand ▪ Signage, vehicles 	<u>S6 - Brand Identity</u>

continued on next page

	AREA	DESCRIPTION	SECTION REFERENCE
6	Marketing	<ul style="list-style-type: none"> ▪ Marketing responsibilities (group and local) ▪ Marketing initiatives ▪ Business sources ▪ Referral opportunities ▪ Develop launch marketing plan ▪ Develop annual local area marketing plan (with business plan) 	<u>S7 - Marketing</u>
7	Sales and service	<ul style="list-style-type: none"> ▪ Services ▪ Products ▪ Making the sale ▪ Pricing ▪ Service standards 	<u>S8 – Sales, Quoting and Customer Service</u>
8	Delivering the service.	<ul style="list-style-type: none"> ▪ Service standards ▪ Customer communication ▪ Doing the job 	<u>S9 – On-site Operations</u>
9	Staff management	<ul style="list-style-type: none"> ▪ Recruiting, training and managing staff 	<u>S10 - Staff and contractors</u>
10	Health and safety	<ul style="list-style-type: none"> ▪ Health and safety policies and procedures 	<u>S11 - Health and Safety</u>
11	Franchise administration and finance	<ul style="list-style-type: none"> ▪ Managing your business ▪ Accounting requirements ▪ Tax and other levies ▪ Payroll requirements ▪ IT and business systems 	<u>S12 - Administration and Financial Management</u>
12	Business planning	<ul style="list-style-type: none"> ▪ Business plan requirements ▪ Develop annual business plan (with marketing plan) ▪ Meeting performance criteria / KPIs 	<u>S13 - Business Planning</u>
13	Selling, renewal or termination	<ul style="list-style-type: none"> ▪ Responsibilities and processes 	<u>“S14 - Resale, Renewal and Termination”</u>