



Operations Manual Audit

The Operations Manual Audit is designed to clearly identify the content you need to cover and the minimum requirements for an **Operations Manual** that will impose uniformity and conformity across a franchised or licensed network

The process involves:

- identifying your assets
- Identifying what processes and procedures must be covered
- Identifying how information must be communicated
- Identifying what sets your business apart
- Identifying what production formats are available

Answer these questions to begin your own mini audit:

<p>What assets do you own:</p> <ul style="list-style-type: none"> • The company's know-how • The company's business system 	
<p>Have you documented procedures to cover:</p> <ul style="list-style-type: none"> • New business set up and support • Day to day operating requirements • Business development 	
<p>As a minimum, do your processes cover:</p> <ul style="list-style-type: none"> • Brand Management • Product Management • Supply Management • Customer Management (inc. Data Protection) • People Management (Recruitment & Training, Health & Safety) • Financial Management • IT Management 	
<p>Do you communicate:</p> <ul style="list-style-type: none"> • Your vision • Your ethos • Your management style • Your company culture (how we do things around here) • Minimum operating requirements to achieve a uniform standard of excellence • Roles and Responsibilities 	
<p>Are your processes and procedures:</p> <ul style="list-style-type: none"> • Operational • Up to date • Relevant • Easy to understand and follow 	
<p>Do you provide:</p> <ul style="list-style-type: none"> • Specifications • Sample letters 	



<ul style="list-style-type: none">• Standard documents• Branding examples	
<p>Do you set benchmarks towards continuous improvement and explain your means for monitoring, measuring and control – e.g.</p> <ul style="list-style-type: none">○ Key Performance Indicators (KPIs) / Targets○ Customer feedback○ Audits○ Review Meetings○ Action Plans	
<p>Is the format of your manual appropriate for your target audience:</p> <ul style="list-style-type: none">• Hard copy; and / or• Electronic• Held on a franchisee / company Intranet	