



Franchise Development and Management Course: Model, Fees and Standards Audits

24 – 28 May 2027

Amsterdam - Zuidas business district hotel



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Introduction:

This Franchise Development and Management Course runs for 5 days for brand owners, expansion leads and network managers in retail, food and beverage and service businesses, ending with a Franchise Launch Plan for a case brand. Many brands franchise before their unit economics are proven, with vague fee terms and no manual, then struggle to recruit franchisees or hold standards across sites. Nominees already run or grow branded outlets, and teaching is by case study on franchise models, fee schedules, manuals and audit checklists. CoreConcept Training Center delivers this franchise development and management course.

Course Objectives:

- Assess whether a retail, food and beverage or service concept is ready to franchise and choose a suitable network structure
- Build a franchisee unit economics model and set initial fee, royalty and marketing fund terms that keep both parties viable
- Define a franchisee profile, score candidates and run a sales funnel from enquiry to signed agreement
- Compile an operations manual and onboarding plan that let a new franchisee open to the brand's standard
- Design and run brand standards audits, performance dashboards and corrective action routines across the network
- Produce a Franchise Launch Plan with model, fees, recruitment steps, manual outline and audit calendar for a case brand

Target Audience:

- Brand owners and executives deciding whether and how to franchise their concept
 - Expansion and business growth leads responsible for adding outlets through partners
 - Franchise network managers accountable for franchisee performance and brand consistency
 - Franchise support and field operations leads who train, visit and audit franchised outlets
 - Finance and commercial managers who set fees, royalties and outlet investment cases
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Course Outline:

Day 1: Franchise Foundations, Readiness and Current-State Assessment

- Business Format Franchise Versus Licence Model Comparison Table
- Franchisability Readiness Scorecard for Concept, Brand and Systems
- Single-Unit, Multi-Unit and Master Franchise Structure Options Matrix
- Proof of Concept Review with Pilot Outlet Performance Data
- Franchisor Capability Gap Assessment and Expansion Roadmap Outline

Day 2: Model Design, Unit Economics and Fee Structures

- Franchisee Unit Economics Model with Sales, Margin and Payback Build
- Initial Investment Budget and Break-Even Analysis per Outlet Format
- Territory Design and Catchment Mapping for Outlet Allocation
- Franchise Fee Architecture Covering Initial Fee, Royalty and Marketing Fund
- Royalty Base Options Comparison for Gross, Net and Per-Unit Calculations

Day 3: Franchisee Recruitment, Operations Manual and Onboarding

- Ideal Franchisee Profile and Candidate Scoring Matrix
- Franchise Sales Funnel from Enquiry to Signed Agreement
- Franchise Disclosure Pack Contents and Pre-Signing Information Checklist
- Operations Manual Structure with Standard Operating Procedure Templates
- Franchisee Onboarding and Opening Training Plan with Launch Checklist

Day 4: Network Control, Brand Standards Audits and Problem Cases

- Brand Standards Audit Checklist with Weighted Scoring Sheet
- Mystery Visit Reports and Corrective Action Tracking Log
- Franchisee Performance Dashboard with Sales and Cost Variance Alerts
- Franchise Agreement Clause Review for Renewal, Transfer and Exit Terms
- Dispute Handling Ladder for Fee Arrears and Standards Breaches

Day 5: Case Study Practice on the Franchise Launch Plan

- Case Cafe Chain Unit Economics and Fee Schedule Rebuild
 - Case Salon Brand Franchisee Selection Scoring Exercise
 - Case Fashion Retailer Operations Manual Gap Review
 - Mock Standards Audit Scoring of a Case Franchised Outlet
 - Franchise Launch Plan Completion and Review Panel
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Skills You Will Gain:

- Franchise Readiness Assessment
- Franchisee Unit Economics Modelling
- Fee and Royalty Structuring
- Franchisee Candidate Selection
- Operations Manual Writing
- Brand Standards Auditing
- Franchise Network Performance Tracking
- Franchise Dispute Resolution

Why Attend This Course:

- Deliver a Franchise Launch Plan to the owner, board and expansion committee for a go or no-go decision
- Decide which fee and royalty structure the unit economics can carry before any franchisee is approached
- Avoid signing weak candidates, undocumented procedures and unmonitored outlets that damage the brand
- Coach colleagues on scoring franchisee candidates and completing standards audits in a consistent way

Conclusion:

Back at work, the participant presents the Franchise Launch Plan to the owner, board and expansion committee, who use it to approve the network structure, fee terms and recruitment targets. Field and support teams adopt its manual outline and audit checklist as the basis for opening and inspecting outlets. After the first franchisees have opened, the unit should review outlet payback, royalty collection and audit scores against the plan, then adjust the fee schedule, candidate scoring and training content.

Frequently Asked Questions FAQ:

What should participants know before a franchise development and management course?

Participants should already run or grow branded outlets and understand outlet sales, costs and margins. Bringing a pilot outlet profit and loss statement, a draft fee idea or an existing franchise agreement from their own business makes the case work more useful.

How does a franchise development and management course differ from a retail store management course?

It concentrates on building and governing a network of independently owned outlets: model design, fees, recruitment, manuals and audits. A retail store course focuses on running one store day to day, such as merchandising, staffing and stock control.

Why does franchise development start with unit economics?

A franchisee pays fees from outlet profit, so the outlet must earn enough to cover them and still repay the investment. Testing sales, margin and payback before recruiting shows which fee levels and structures the network can actually support.

What do participants take back from the franchise development and management course?

Participants take back a Franchise Launch Plan, plus a unit economics model, a fee schedule worksheet, a candidate scoring matrix, an operations manual outline and a brand standards audit checklist adaptable to their own brand.
