

ABC Business  
Confidential Operations Manuals  
ABC Business

Washington, USA London, UK Sydney, Australia Wellington, NZ Toronto, Canada  
Malaysia, KL



National Corporate 23a Top Street

Phone 98 7898 87 Fax 98 8787 87 [www.abc.com](http://www.abc.com)

ABC Introduction to Franchising – Manual

1 of 10

Operations Manuals

# Table of Contents

Receipt, Terms & Copyright - 1
Welcome To ABC - 2
Location Of ABC - 3
Outlets - 3
The Franchise System and it's History - 4
ABC Head Office Personnel - 6
Director
Business Background - 6
Responsibilities - 6
Manager
Business Background - 7
Responsibilities - 7
Organisation Chart - 8
ABC Philosophy For Conducting Business - 9
ABC Role And Responsibilities - 10
Our Responsibilities - 10
Your Role and Responsibilities - 11
Specific Responsibilities - 11
Group loyalty - 12
Your Field Consultan - 13
Franchise Meetings - 14
The Franchise Agreement - 15
Termination of Franchise - 15
Your Operations Manual - 16
How To Use your - 16
Operations Manual - 16
Purpose - 16
Secrecy And Confidentiality - 16
Secrecy - 17
Confidentiality - 17
Return - 17
Revisions - 17
Suggestions - 18
Loss Of Manual - 18

# ABC Franchise Location and Design Manual

## Table of Contents

Business Name Registration	1
Name & Trademark	5
Your Use Of Trademark (Logo)	6
Signs / Shops	7
Originals Available For Printer	8
Corporate Stationery, Business Cards, Graphic Standards	9
Improper Use And Infringements	10

# ABC Occupational Health and Safety - Manual

## Table of Contents

Introduction	- 1
What is Occupational Health & Safety	- 1
Occupational Health & Safety Policy	- 2
Obligations	- 3
Emergency Procedures	- 3
Policy	- 4
Fire Exits	- 4
Protective Clothing and Equipment	- 4
Permits	- 4
Your Work Area	- 4
Waste Disposal	- 4
Dangerous Goods and Hazardous Substances	- 4
Alcohol & Drugs	- 5
Security	- 5
Harassment	- 6
Manual Handling	- 6
Armed Hold-Up Procedures	- 6
Accident Prevention	- 7

# ABC Customer Relation - Manual

## Table of Contents

Customer Sales & Service - 1
Telephone Enquiries - 1
Serving The Customer - 2
Good Business Manners - 3
The Ten Commandments Of Good Business - 6
Handling The Busy Period - 7
Customer Complaints - 8
Different Types Of Customers - 9
Selling The benefits - 10

# ABC Operational Procedures - Manual

## Table of Contents

Daily Procedures - 1
Weekly Procedures - 1
Monthly Procedures - 1
Hours of Business - 2
Quality Control - 3
Jobsheets - 4
ABC Environmental Policy - 5
Cash & Security - 6
Cash Receipts - 6
Petty Cash - 6
Cash Variances - 6
Credit Cards - 7
Protection - 7
Cash Theft - 7
Vehicle And Equipment Maintenance - 8
Sale Of Your ABC Franchise - 9
Franchisee Dispute Resolution - 10
General Communication - 12
Police & Security - 13
Police Check - 13
Security - 13
Business Presentation - 14
Vehicle Presentation - 14
Equipment Presentation - 14
Signage - 14
Accuracy - 20

# ABC Personnel, Staff and Management - Manual

## Table of Contents

Management Style - 1
Your Employees & Recruitment - 2
Employee Profile - 3
Steps in Selecting Personnel - 4
Organising Time - 5
Motivating Employees - 6
Staff And Training - 7
Minimum Training Requirements - 8
Ongoing Training - 8
Employee Records - 9
Application For Employment Form - 9
Conditions Of Hire - 10
Staff Awards - 11
Application For Leave - 12
Annual Leave - 12
Sick Leave - 12
ABC Application For Leave Form - 13
Weekly Time Book - 14
Time Books - 14
Calculating Wage Payments - 15
Wages - 16
Staff Record Card - 16
Termination - 17
Employee Appearance & Personal Presentation - 18
Smoking - 19
Alcohol &/Or Drugs - 19
Employee Operating Procedure - 20
Introduction - 20
Hours Of Employment - 20
Serving The Customer - 20
Greeting - 21
Smile - 21
Look And Listen - 21
Acknowledgment - Customer Leaving - 21
Suggestive Selling - 22
Cleaning Vehicle - 23
Casual, Part Time, Employees - 23
Suggestions - 23
Media - 23
Cash Receipts - 24
Giving Change - 24

# ABC Reporting and Payments - Manual

## Table of Contents

- Franchise Reporting & Payments - 1
  - Monthly Sales Report - 1
  - Annual Financial Report - 2
  - Franchise Service Fees - 3
  - Brand Recognition Co-operative Fund - 4
  - Local Marketing Co-operative Fund - 5
  - Stock & Supplies Payments - 6

# ABC Stock and Supplies - Manual

## Table of Contents

- Authorised Stock & Supplies - 1
- Updating of New Products - 2
- Stock & Supply Check - 3
- Stock & Supply Orders - 4
- Layout of Stock & Supplies - 5
- Freight - 6
- Credit Advice's - 7
  - How to Raise A Credit - 7
- Payment of Accounts (Creditors) - 8

# ABC Advertising and Marketing - Manual

## Table of Contents

- Advertising - 1
- Grand Opening - New Franchise - 2
- Press Releases - 3
- Advertising Operations - 4
- Standards - 6
- Newspapers - 7



Television Advertising -	8
Radio -	9
Yellow Pages -	10
Brochures/Letterbox Drops -	11
Sponsorships -	12
Assessment of Effectiveness -	13
Knowledge of the Competition -	14
Maintaining Public Awareness -	15
Local Advertising & Promotion -	16

## ABC Accounting and Administration - Manual

### Table of Contents

Recording & Reporting -	1
General Bookkeeping -	2
What is Bookkeeping? -	2
The Importance of Bookkeeping -	2
Financial Control -	3
Types Of Records You Must Keep -	5
The Receipts Journal -	9
What is a Receipts Journal? -	9
Using the Receipts Journal -	9
Example of Receipts Journal -	11
The Payments Journal -	12
What Is A Payments Journal? -	12
Using the Payments Journal -	12
The Petty Cash System -	15
The Bank Reconciliation -	17
Example Of A Bank Reconciliation -	19
The Cash Flow Budget -	20
Annual Reports -	28
Insurance Policies -	29
Minimum Requirements -	29
Telephone -	30
Audits -	31
ORGANISATION -	32
Incoming/Outgoing Mail -	32
Franchisor Correspondence -	33
Filing -	34
Collection Agency -	35
Banking Procedures -	36

# ABC – Sample of the Operation Manuals Content

## Advertising

Extensive high-class advertising, which is always expensive, is within our reach through group funding. Any advertising through this method will be conducted with the complete cooperation and input of the entire group.

This advertising will arouse the public's interest in our organization and will be of great material benefit to all ABC group members. It will familiarise the general public with our Corporate Identity. The group's logo, slogan and name will be exposed in the best way possible in accordance with the latest marketing knowledge.

We anticipate a National and State advertising program will contribute greatly to our trading opportunities.

Grand Opening - New Franchise



The opening for your ABC Franchise offers a golden opportunity to promote your business. The opening program will be mutually arranged, however it will not take place until:-

The principals and staff are adequately trained.

The Shop Designed

Vehicle and signage etc. are ready.

Staffing (if applicable) is organised.

The opening program can then be scheduled.

This consists of a direct marketing drive to prospective customers in your territory.

Manual Handling

It is most important to understand the correct methods of manual handling – lifting, pushing, pulling, and carrying items with the correct technique. The most important point to learn is to lift safely to protect your back. To do this;



1. Size up the load
  2. Position your feet
  3. Face the intended direction of travel
  4. Take a firm hold of the load, as close as possible to your body
  5. Put your head up
  6. Keep your back straight
  7. Bend your knees, and
  8. Use your legs to lift, taking care not to twist your body while lifting.
- Accident Prevention

All businesses may incur liability for the accidents by the public and their customers. This liability relates to persons having claims against you with respect to the Vehicle and the Business to which the public has access.

Nevertheless accidents do happen and it is common sense and sound business practice to observe the following:

Keep on the premises a reasonably stocked first-aid kit but don't play doctor. This is a requirement under the health and safety occupational policy of government.

Keep an emergency telephone list, - again a requirement of government

nearest doctor,  
ambulance,  
fire brigade,  
police.

External Design And Signage



The external design and signage of your business has been created to ensure that customers are made constantly aware of your presence in their area. You must ensure that it is maintained.

Every item supplied is part of your required fittings, equipment and stock and any replacements are to be purchased and maintained by you.

The magnetic car signs must be used at all times.

Please note that Head Office must firstly approve changes to these standards.

## Signs

We have provided for your external Corporate Identity. This is the largest, the most seen and the most important part of your business's Corporate Identity. It is graphic identity.

Graphic identity has historical origins; flags and heraldry are examples of these roots. If we think of our Corporate Identity signs in this light, how can we possibly allow them to fall into disrepair, or allow them to fade, become shoddy and look tired? Obviously, it is good for business to present a good, clean external sign on your vehicle.

Discard imperfect display materials and signs.

