

Occupational Certificate: Franchise Manager

NQF Level 06

134 Credits

SAQA ID: 121690



ACCREDITED ASSESSMENT CENTRE

4264 Magaqane Sreet,
Pimville Zone 4,
Soweto

Integrated Assessment Focus Area 1

Establish and maintain franchise relationships, applying legislative requirements and processes.
(Related Task statement: Plan, set up and maintain the franchisee relationship)

Associated Assessment Criteria 1

1. Requirements of the franchise's legal and contract environment are discussed, analysed and interpreted to enhance franchise relationships.
2. Operational and evaluation requirements are identified, discussed and evaluated.
3. Operational and evaluation guidelines are developed and reviewed.

Integrated Assessment Focus Area 2

Evaluate and analyse the performance of the franchise system and related processes.
(Related Task statement: Oversee and evaluate franchising business performance)

Associated Assessment Criteria 2

1. Franchise systems and related processes are discussed, evaluated and analysed.
2. Franchise operations performance is compared, evaluated and analysed against operations manual standards.
3. Financial analysis concepts and principles are discussed and applied in the context of franchise performance.
4. Costs and costing concepts and principles are discussed, applied and analysed in the context of financial performance.

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9435 Ikinixa Sreet,
Pimville Zone 6,
Soweto

Integrated Assessment Focus Area 3

Develop business growth and improvement plans using appropriate methods procedures and techniques (Related Task statement: Develop and maintain business growth and improvement plans)

Associated Assessment Criteria 3

1. Business growth and improvement methods and techniques are discussed, compared, analysed and applied.
2. Business growth and improvement proposals are developed based on market research and feasibility examinations.
3. Business growth and improvement plans evaluated and analysed against service performance and sales.

Integrated Assessment Focus Area 4

Establish processes to communicate and maintain franchise requirements, products and relationships. (Related Task statement: Manage training and communication on franchise requirements and products)

Associated Assessment Criteria 4

1. Communication and training strategy is developed and implemented within available budget.
2. Communication systems and processes are developed, implemented and maintained in the context of Franchising.
3. Training plan and processes are developed, implemented and maintained in the context of franchising.
4. Customer relationship management principles are discussed and applied in the context of franchising.