

**I- INTRODUCTION AND WELCOME TO COMPANY XYZ**

- ...
- Legal advisory and franchisor's management support
- Mission Principles & Promises

**II- SUPPORT RESOURCES**

- Franchisee support matrix
- Franchise Corporate Officers

**III- PRE-OPENING TIMETABLE & OBLIGATIONS**

**IV- FRANCHISEE TRAINING REQUIREMENTS**

- Orientation Training
- Annual Company XYZ national sales meeting ...

**V- STAFFING YOUR COMPANY XYZ FRANCHISE**

- Staffing your Company XYZ franchise
- Position descriptions with profiles...

**VI- OFFICE POLICIES**

- ...Employee appearance (trade dress) and hygiene
- Visitors in the workplace
- Computer usage....

**VII- OFFICE OPERATION AND MAINTENANCE**

**VIII- MARKETING**

**Sample writing from Section: MARKETING**

XYZ has a fundamental knowledge of its customer requirements, where its business is generated from a marketing plan, which will generate customer foot traffic for you're your new franchise territory. As a Franchise owner, we have developed a Local Marketing Manual to assist you in increasing sales in your territory. ...As a Franchise owner, you shall contribute around \$2,000 to the marketing launch.

**...Internet Costs:**

XYZ has established an Internet Site at [www.xyz.com](http://www.xyz.com) and has met 100% of the set-up cost. XYZ marketing fund will pay for the maintenance of the website. Franchisee shall pay 100% of the access costs of any links established in the future to direct enquiries directly to them.

**...Sample ads and ad campaign materials:**

All advertising shall be developed and controlled by XYZ, in conjunction with the franchisee. XYZ pays for advertising which benefits multiple franchise owners from the marketing fund, and individual franchise owners pay for their own local advertising.