

ABC Business  
Confidential Operations Manuals  
ABC Business

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ABC Introduction to Franchising – Manual

1 of 10

Operations Manuals

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# 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.



Sample Only Not Complete