

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage franchise operations
Code	105144L4
Range	This unit of competency (UoC) is applicable to the management staff in the retail industry. It requires independent evaluation, organization, work and judgement. It covers the abilities to manage the operation of franchised stores in accordance with factors such as the organization's established marketing objectives, business strategies, etc., in order to assist the overall retail business development.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of franchises <ul style="list-style-type: none"> • Understand the organization's franchise policies and principles • Understand the usual practice and operation mode of franchised stores in the retail industry • Understand ordinances that need to be observed in operating franchised stores, including: <ul style="list-style-type: none"> • Occupational Safety and Health Ordinance • Company law • Fair Trading Act • Anti-discrimination Ordinance • Other ordinances related to franchises, etc. • Understand the content and areas of responsibility of the franchise agreement signed by the organization, including: <ul style="list-style-type: none"> • Details of individual franchised stores • Additions or amendments to content of the agreement • Master skills to operate a franchised store, including: <ul style="list-style-type: none"> • Skills to communicate and cooperate with people of different background, skills and races • Ability to promote franchise operation mode • Problem solving ability, particularly at the start-up phase of franchised stores • Communication and mediation skills, etc. 2. Manage franchise operations <ul style="list-style-type: none"> • Establish operating procedures for franchised stores, including: <ul style="list-style-type: none"> • Defining the responsibilities and rights of both parties who sign the franchise • Formulating measures to ensure that both parties will fulfil their responsibilities • Formulating mode of communication and reporting in the franchise agreement • Implement the operating procedures of franchised stores, including: <ul style="list-style-type: none"> • Scrutinizing documents submitted by the other party to ensure their completeness and accuracy • Finding out the disputes of both parties in the franchise implementation, actively searching for solutions, and putting them on record as necessary codes to be observed by both parties • Implementing franchise measures and ensuring their compliance with the requirements of the agreement and ordinances • Regularly review franchise operations, including: <ul style="list-style-type: none"> • Closely monitoring the operation of franchised stores, e.g.: <ul style="list-style-type: none"> • Go through related business documents • Results of meetings and discussions of both parties of the agreement • On-site observation • Customers' opinions, etc. • Regularly review and report to the higher level various aspects of the operation and business of franchised stores and give improvement suggestions 3. Exhibit professionalism <ul style="list-style-type: none"> • Manage franchise operations in a professional manner and ensure compliance with related ordinances

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Properly manage the operation of franchised stores according to factors such as the organization's marketing objectives, business strategies, etc.; and• Regularly review the condition of franchise operations and give optimization suggestions to protect mutual benefit.
Remark	