



# The Operations Manual

## Use of the manual

- This Operations Manual defines in detail the methods, trade secrets and know-how (the system) to be used by Chicken Cottage Franchisees in the operation of Chicken Cottage franchise.
- The information contained in the Manual is secret and confidential and is the exclusive property of Chicken Cottage.
- It is being made available to Franchisees to enable them to properly operate the system in the conduct of Chicken Cottage business and for no other purpose.
- Franchisees undertake to keep this Manual and the system secret and confidential, secure, and inaccessible by any unauthorised party and not to distribute it in any form in whole or in part without prior written agreement from Chicken Cottage upon application to the registered address.
- Authorised users - the only persons authorised to make use of this manual are:
  - All Head Office Personnel
  - The Franchisee
  - The Store Manager
  - The Store Trainer
  - Employees of Chicken Cottage (Franchise Stores)
- **No other party is to be an authorised user without prior written consent from Chicken Cottage on application to the registered address.**
- This Manual is designed to provide the Chicken Cottage Franchisee with an accessible source of information that outlines the recommended standards and procedures for use in conducting business with and on behalf of Chicken Cottage and servicing its clients.
- Franchisees are therefore asked to become conversant with the contents of this Manual.
- Implementation of these standards & procedures will assist in ensuring:
  - A uniform high quality of consistent minimum standards in all areas of your Chicken Cottage business
  - Better recognisable standard Chicken Cottage services, pricing and dealing with customers.
    - Uniform and less confusing internal communication
    - Standard administration practices
    - The smooth and successful operations of your franchise
- This manual intends to set the minimum standard operating procedures of a Chicken Cottage Franchise.



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## Review of the manual

- While this Manual is the result of the years of experience of Chicken Cottage and its existing management, consultants, and existing employees, we expect changes to be made from time to time.
- This is simply recognition of the dynamics of and feedback from the marketplace in which we operate, and therefore all of us should be aware of, and be receptive to, any systems that can be implemented to improve the products, services or customer experience and enhance the overall network.
- In the event of any dispute, the definitive up-to-date version of the Operations Manual is ALWAYS held by the FRANCHISOR.
- If at any time you find that the contents of this Manual do not provide adequate guidance or explanation, assistance can be obtained from Chicken Cottage Head Office Team.

## Updates

- The Operations Manual may be updated from time to time, following changes in corporate policies, statutory and legal changes, stationery, syllabuses, services, advertising or beneficial feedback from franchisees or coaches on successful local marketing and procedural methods.
- It is your responsibility to familiarize yourself with the Operations Manual and to notify your employees, where applicable, of any changes.

## Suggestions

- Franchisees are encouraged to provide suggestions to improve operational procedures and efficiency in all areas of our organisation.
- Research will be made into these suggestions to determine their merit before any changes are implemented.
- Approved changes as and when will be advised accordingly.

## Purpose of the manual

- This Manual, in conjunction with the training available to you, sets out all the processes and procedures which you, the franchisee, need to know in order to be able to operate your franchise.
- The system has been developed over time and as a franchisee you will have the benefit of the experience gained over that period.
- It is important that everyone who works within the Chicken Cottage franchise understands the value of operating according to the system.



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- Sharing our methods and experience will enable you to establish a successful operation quickly and efficiently.
- This Manual serves a number of purposes. As a detailed statement of the processes to be followed in the Chicken Cottage system it has a key role in:
  - Training the franchisee and its staff
  - Defining the operating methods
  - Setting Standards for the operation of the system
  - Monitoring performance
- This Manual should be your first source of information (How to guide) about how to operate the system and should be used by the franchisee's management team to monitor their and their staff's performance in implementing the system.

## **Responsibilities and Rights**

- Having established a successful method of operation, it is our responsibility to pass on to you, in a structured manner, this method of operation and the benefits of our experience in a form that you can take and use in your own business.
- We have chosen to do this in three main ways:
- The Franchise Operations Manual which contains detailed instructions on how to develop and run the business based on our current business activities
- Initial and on-going training, which may take place in your territory, the head office or other suitable location. This may include practical on the job training and experience as well as elements of more structured classroom style training.
- On-going support and development through the Franchise Support Coach and Head Office Support Team
- In return for this we have a right to expect you to:
- Develop the business using the system outlined in this Operations Manual and the Franchise Agreement.
- Maximise the potential of your business and territory.
- Enhance the goodwill attributing to the brand by ensuring that premises, services, and food are provided to the standard laid down in the manual and elsewhere and by doing nothing which might have a detrimental effect on the brand's standing in your local area or elsewhere.

## **How to use the manual**

- This Manual sets out what you need to know in order to operate your franchise. If you are unsure of any procedure, your first point of reference should be the Manual.
- If the specific question you have is not covered in the manual, it is likely to have been covered in training, in which case refer to your training work books, or failing that, please contact the relevant member of support staff.



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- The Manual should be in day-to-day use as a training or coaching aid, a reference document, or an internal quality control system.
- You should establish a program for monitoring all areas of business performance by referring to the standards set out in the Manual.
- Chicken Cottage franchise support personnel will use the Manual as a reference standard against which to monitor and discuss your performance.
- Remember that you are not allowed to disclose the contents of this manual without authorised written permission from Chicken Cottage Head Office