

Standards and Expectations Table of Contents

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CHAPTER 1: STORE STRUCTURE, STAFFING, & HOURS**Staffing the Stores & Choosing a Back Office Location****Introduction**

An efficient store is one that consistently:

- Provides an exceptional shopping experience for Customers.
- Allows the employees to focus on the Customer and their needs.
- Maximizes profitability.

To run an efficient store, you need to staff the store functions with the appropriate roles. You also need to set up your back office in a location that supports rather than hinders the operation of store operations.

Types of Staff

You will need to staff your stores with Employees that can fill the roles listed in the following table. <<Edit the following to reflect your franchise's staff functions and titles.>>

Function	Position Title (Roles)
Franchise Operations	<ul style="list-style-type: none"> • Franchisee • General Manager
Store Operations	<ul style="list-style-type: none"> • Store / Operations Manager • Back Office Administrator
Sales Floor	<ul style="list-style-type: none"> • Sales Manager • Assistant Sales Manager • Sales Associate

Controls to Maximize Profitability

In principal, one person may be able to fill more than one role. However, you should staff your store based on your annual sales plan and not the number of roles that a particular person can fill.

Location of Back Office Operations

For most Franchises, the majority of the back-office work will likely occur at the Store or at an alternate business office as determined by the Franchisee.



Schedule for Submitting Standardized Reports*<<Edit the following content to reflect your franchise requirements.>>***Reporting Schedule**

This table summarizes **XXX Company**'s standardized reporting resources based on the reporting schedule.

Category	Resource	Frequency	Due Date	Submission Method
Annual Financial Performance	<ul style="list-style-type: none"> Balance Sheet as of 12-31 / prior year Income Statement for Year Ending 12-31 / prior year 	Annually	No later than 3-31	E-mail:
Monthly Sales Performance	Monthly Sales & Advertising Detail Report	Monthly	By the 15th day of the following month	Fax:
	Monthly Sales Adjustment Report	As needed		



SECTION G: REPORTING MONTHLY SALES PERFORMANCE

Sales Reporting Forms & Policies

<<Edit the following to reflect your franchise procedures.>>

Introduction

Every month, each Franchisee reports to **XXX Company** Corporate their store's monthly sales, advertising expenditures, and any adjustments to reports from prior months. **XXX Company** Corporate then uses the numbers in the reports to calculate the royalty fees paid versus those owed for a given month.

The timely billing of royalty fees depends on the timely and accurate submission of monthly sales reporting forms using the **XXX Company** Corporate standardized forms.

Examples: Sales Reports

The standardized forms for reporting Monthly Sales and Monthly Sales Adjustments look similar to the ones below.

<<Provide sample screenshots of your forms here.>>

Due Date & Where to Send

Your sales performance reports are due no later than the 15th day of each month. Send your:

- Monthly Sales Report every month.
- Monthly Adjustment to Sales Report as needed.

Fax your reports to the **XXX Company** Corporate Accounting Team at (<<provide fax number here>>).

SECTION H: REPORTING ANNUAL FINANCIAL PERFORMANCE

Overview and Standardization Policy

<<Edit the following to reflect your franchise policy.>>

Introduction

Financial Statements (Income Statements and Balance Sheets) are used to measure and monitor progress against different benchmarks such as:

- Budgets
- Prior periods' results
- Industry guidelines, and
- Other Franchisees' results

XXX Company Corporate uses the information in the financial reports that it receives from the stores to analyze and compare information across the system. The results are then used to provide **XXX Company** Corporate and Franchise Owners with information and tools to effectively monitor and evaluate the progress of each store and determine actions for continued success and profitability.

Policy: Reporting of Financial Performance

Franchisees must report information about their financial performance (Balance Sheet and Income Statement) on an annual basis to **XXX Company** Corporate.

The reports must be written and delivered in the **XXX Company** Corporate standardized report formats, which are in turn based on the standardized Chart of Accounts.

Justification

Report standardization helps us to more consistently compare your stores' results with those of other stores, and thereby to provide you with meaningful analyses and information learned from those comparisons.

Confidentiality

The individual Franchisee reports are strictly confidential and will not be shared with any other Franchisee.

