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Support clients that are considering replicating their business



Overview

This is about supporting clients that are considering replicating their business using a structured business format. Structured business formats include franchising, direct selling, licensing and distribution. It will be most useful for business advisers and consultants who, as part of their general business support service, provide signposting and support to organisations that are considering replicating their business.

CFABSSB1

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Performance criteria

You must be able to:

- P1 help the client assess the feasibility of replicating their business
- P2 help the client assess the market and the potential for their structured business format and its products and services
- P3 help the client decide whether a structured business format is the most appropriate way to replicate the business
- P4 help the business to plan its future infrastructure, internal staffing needs, and change in responsibilities necessary to underpin a structured business format
- P5 advise the client on the importance of piloting their chosen structured business format, and help them develop and evaluate options of how this might be done
- P6 help the client to identify the initial and ongoing training and advice requirements for businesses that will use their structured business format
- P7 help the client to think about how the business would operate in practice
- P8 help the client to source and engage appropriate businesses that may take on their structured business format
- P9 ensure the client works with appropriate specialists to develop a legal agreement for businesses taking on their structured business format
- P10 encourage the client to ensure that they are aware of all relevant legal responsibilities, industry regulations, and best practice for replicating their business
- P11 identify when additional support is necessary and broker relationships with specialists

CFABSSB1

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Knowledge and understanding

You need to know and understand:

Structured business formats

- K1 the features, benefits and disadvantages of different structured business formats (for example franchising, direct selling, licensing or distribution)
- K2 where to find information about different methods and tools to assess the suitability of a business for replication
- K3 the indicators for successful growth of different structured business formats
- K4 how to assess the potential impact of different structured business formats on the infrastructure of your clients business and the impact on their role
- K5 why a pilot is necessary, how to develop a pilot plan, how a pilot can be implemented and how to evaluate the results of a pilot
- K6 the best practice for replicating a business (for example accreditation of a structured business format with the appropriate professional body)
- K7 the purpose, importance and likely contents of an operations manual

You need to know and understand:

Business practices

- K8 the difference between marketing to businesses that may take on their structured business format and potential end users of the product or service
- K9 the types of things they need to find out about businesses that may take on their business format
- K10 the importance of initial and ongoing training plans and support packages for businesses that take on a structured business format including:
 - K10.1 why training and support are necessary;
 - K10.2 the types of support and their benefits and disadvantages;
 - K10.3 evaluating training and support needs;
 - K10.4 what training and support can cover; and
 - K10.5 how to develop and deliver a training and support plan

You need to know and understand:

Legal requirements

- K11 relevant legal responsibilities and industry regulations and how to comply with them (for example due diligence, Intellectual Property Rights)

You need to know and understand:

Support relationships

- K12 the breadth of relevant specialist support that is available and when and how to access it e.g. legal, marketing, financial and specialist structured business format advisers
- K13 where to get specialist help when you reach the limit of your expertise
- K14 the relevance of accreditation of a structured business format, including:
 - K14.1 the code of practice an organisation offering a structured

CFABSSB1

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business format opportunity has to adhere to;

K14.2 the extent to which an organisation offering a structured business format has to be established;

K14.3 the support the client may be able to receive from the accreditation body if things go wrong (for example, if the client wants to terminate an agreement);

K14.4 the success and failure rates associated with accreditation; and

K14.5 the impact of the accreditation on the resale of the business

CFABSSB1

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