



USING ACCOUNTS AS A VALUABLE WORKING TOOL

How to understand franchisees' financial performance

Working with franchisees is all about the personal relationship and so naturally, a lot of the information you gather about a franchisee's performance is gleaned during conversations with them.

But a franchisee's accounts provide a huge amount of valuable data which can reveal how well they are doing, how they compare with their peers and whether they are achieving their business goals.

This workshop is intended to improve your understanding of accounts, the important information they contain and how you can use that information as the basis of constructive and valuable support for your franchisees.

To book your place now or for more information **email us at info@thefranchisetrainingcentre.com or call us on 0870 4586682.**

Objectives:

By the end of the session the delegates will:-

- Have understood and practised basic accounting principles
- Be better able to read and understand Profit and Loss accounts and Balance Sheet statements
- Have considered the factors which affect profitability
- Have prepared a Profit and Loss and Cash Flow forecast for a new case study franchised outlet
- Have analysed the case study business's first trading results

Course Outline:

- The need for businesses to keep accurate accounts
- What makes the Balance Sheet balance and how the Profit and Loss Account calculates profits
- The principles of Accounting
- Analysing Annual accounts
- The Role of the Cashflow Statement
- How Profit is made....and retained
- Case Study Franchised Business's Forecasts and Results

100% MONEY BACK GUARANTEE – Having run these seminars for over 10 years now and been told by delegates time and again how much value they have taken from them, we happily offer all attendees a 100% money back guarantee if you feel you gain nothing from the day.

THIS WORKSHOP IS FREE if you use our other services. After attending the workshop, you will receive a voucher equal to the cost of the workshop which you can redeem against any new work undertaken with one of The Franchising Centre's group of companies. (Conditions apply – ask for details.)

CONTACT US NOW. To book your place now or for more information **email us at info@thefranchisetrainingcentre.com or call us on 0870 4586682.**