



FRANCHISE MANAGEMENT AND OWNERSHIP PROGRAMME

Understand the real mechanics of franchising, from business models and operations to compliance, profitability, and expansion decisions.

Programme Overview

The Franchise Management and Ownership Programme is an executive-level, practice-focused training designed to equip business owners, investors, executives, and operators with the knowledge and tools to build, manage, and scale successful franchise systems. Franchising is a proven growth model, but success depends on strong operating systems, clear governance structures, effective franchisee management, sound financial design, and legal compliance. This programme provides a structured understanding of how franchise businesses work in practice covering strategy, operations, economics, and expansion. Participants will learn how to evaluate franchise opportunities, design scalable systems, manage franchise networks, and drive consistent performance across multiple locations.

Programme Objectives

By the end of the programme, participants will be able to:

- Assess the readiness of a business for franchising using operational, financial, and structural criteria
- Design scalable franchise systems that ensure consistency in operations, service delivery, and customer experience
- Manage franchise relationships through effective recruitment, support, performance monitoring, and compliance enforcement
- Understand legal, contractual, and governance frameworks that regulate franchise operations and protect brand equity
- Improve franchise performance through data-driven decision-making, operational discipline, and financial optimisation

Programme Dates:

2-4 September 2026

Mode of Delivery:

Hybrid

Fee:

NGN 550,000

Programme Modules

- Understanding the Franchise Business Model
- Franchise Readiness and Business System Development
- Franchise Economics and Financial Performance
- Legal, Governance, and Compliance Frameworks
- Franchisee Recruitment, Selection, and Development
- Operations Management and Quality Assurance
- Franchise Growth and Expansion Strategy
- Franchise Business Planning Workshop

Target Audience

This programme is designed for

- Business owners seeking to convert or scale their business through franchising
- Existing franchise operators and multi-unit managers
- Investors evaluating franchise opportunities
- Senior executives in retail, consumer, and service-based industries
- Entrepreneurs exploring structured, scalable business models

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Partners