

MULTI-LOCATION FRANCHISE OPERATIONS TEMPLATE

Franchise Audit Checklist

Use this 60-point checklist to audit franchise agreement readiness, brand execution, operating standards, product or service quality, people, inventory, marketing, finance, facilities, safety, security, and corrective-action closure.

Franchise / unit

Audit date

Auditor

Franchisee / manager

1. Franchise profile, agreement scope, licences, ownership, and audit setup

1

Confirm the franchise unit, legal entity, franchisee, location, format, territory, opening date, audit date, auditor, unit manager, and areas included in the audit.

FRANCHISE AUDIT

UNIT / FRANCHISEE | Enter

DATE / TIME | Enter

APPROVAL | Enter

Execution tip: Set the exact agreement, unit format, territory, standards, and critical-failure rules before scoring so expectations and accountability remain clear.

2

Verify the current franchise agreement, renewal or transfer documents, addenda, operations manual, brand standards, product or service specifications, and approved updates are available.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Set the exact agreement, unit format, territory, standards, and critical-failure rules before scoring so expectations and accountability remain clear.

3

Confirm all business licences, operating permits, insurance policies, inspection certificates, and mandatory customer or employee notices are current and match the unit activities.

CRITICAL

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Set the exact agreement, unit format, territory, standards, and critical-failure rules before scoring so expectations and accountability remain clear.

4

Verify ownership, management, control, sub-franchising, territory, and authorized-contact details match the approved franchise structure and documented permissions.

CRITICAL

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Set the exact agreement, unit format, territory, standards, and critical-failure rules before scoring so expectations and accountability remain clear.

5

Review previous audit scores, repeat findings, customer complaints, contractual notices, unpaid obligations, incidents, disputes, and overdue corrective actions.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Set the exact agreement, unit format, territory, standards, and critical-failure rules before scoring so expectations and accountability remain clear.

6

Define critical-failure rules and confirm ownership for brand protection, operations, product or service quality, people, finance, safety, data, and action closure.

CRITICAL

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Set the exact agreement, unit format, territory, standards, and critical-failure rules before scoring so expectations and accountability remain clear.

2. Brand identity, premises, customer journey, and local presentation

- 7 Inspect exterior signage, facade, approved colours, lighting, windows, opening hours, parking, entrance, and directional signs for accuracy, condition, and brand consistency.

FRANCHISE AUDIT

Meets standard

Needs action

Critical

LIVE PHOTO | Add

Execution tip: Audit the customer journey from outside to inside and compare every visible brand element with the current approved reference.

- 8 Verify logos, trademarks, uniforms, name badges, packaging, menus, stationery, digital screens, and customer-facing materials use current approved artwork and wording.

CRITICAL

FRANCHISE AUDIT

Meets standard

Needs action

Critical

LIVE PHOTO | Add

Execution tip: Audit the customer journey from outside to inside and compare every visible brand element with the current approved reference.

- 9 Check entrances, accessibility, queues, waiting areas, service routes, customer facilities, cleanliness, odour, lighting, temperature, music, and overall presentation.

FRANCHISE AUDIT

Compliant

Partial

Non-compliant

N/A

Execution tip: Audit the customer journey from outside to inside and compare every visible brand element with the current approved reference.

- 10 Confirm layouts, fixtures, service counters, product displays, menus, merchandising, planograms, and customer touchpoints match the approved franchise format.

FRANCHISE AUDIT

Meets standard

Needs action

Critical

LIVE PHOTO | Add

Execution tip: Audit the customer journey from outside to inside and compare every visible brand element with the current approved reference.

- 11 Verify current campaigns, promotional displays, prices, offer terms, point-of-sale materials, and expiry dates are executed accurately and removed when no longer valid.

FRANCHISE AUDIT

Compliant

Partial

Non-compliant

N/A

Execution tip: Audit the customer journey from outside to inside and compare every visible brand element with the current approved reference.

- 12 Walk the complete customer journey and confirm greetings, navigation, service environment, communication, transaction, handoff, and farewell reflect the intended brand experience.

FRANCHISE AUDIT

Meets standard

Needs action

Critical

LIVE PHOTO | Add

Execution tip: Audit the customer journey from outside to inside and compare every visible brand element with the current approved reference.

3. Operating readiness, SOP execution, service standards, and daily controls

13 Confirm opening and closing checks cover staffing, equipment startup or shutdown, stock, cleanliness, safety, cash, systems, customer areas, and management approval.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Observe a normal trading shift and test whether daily controls work in practice, not only whether blank templates and procedures exist.

14 Observe whether employees follow the approved service sequence, operating procedures, transaction steps, product handling, documentation, escalation, and closing controls.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Observe a normal trading shift and test whether daily controls work in practice, not only whether blank templates and procedures exist.

15 Verify staffing, appointments, bookings, queues, orders, production, delivery, breaks, and manager coverage are planned for expected demand and peak periods.

FRANCHISE AUDIT

ACTUAL / VALUE | Enter

TARGET / STANDARD | Enter

VARIANCE / RECORD | Enter

Execution tip: Observe a normal trading shift and test whether daily controls work in practice, not only whether blank templates and procedures exist.

16 Assess greeting, needs discovery, product or service knowledge, recommendations, order accuracy, timing, complaint handling, service recovery, and customer follow-up.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Observe a normal trading shift and test whether daily controls work in practice, not only whether blank templates and procedures exist.

17 Confirm daily manager checks, shift briefings, handovers, exception reviews, issue escalation, and unresolved-task follow-up are completed consistently.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Observe a normal trading shift and test whether daily controls work in practice, not only whether blank templates and procedures exist.

18 Verify checklists, logs, approvals, timestamps, comments, and supporting records are complete, accurate, traceable, and retained for the required period.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Observe a normal trading shift and test whether daily controls work in practice, not only whether blank templates and procedures exist.

4. Product or service quality, specification control, delivery, and customer outcome

19 Confirm only approved products, services, recipes, formulations, materials, components, methods, tools, and service packages are offered at the franchise unit.

CRITICAL

FRANCHISE AUDIT

Compliant

Partial

Non-compliant

N/A

Execution tip: Sample more than one transaction or output and compare actual quality, timing, presentation, and customer outcome with the approved standard.

20 Verify unauthorized substitutions, local sourcing, recipe or process changes, repackaging, bundling, and off-menu or off-catalogue offerings are prevented or formally approved.

CRITICAL

FRANCHISE AUDIT

Compliant

Partial

Non-compliant

N/A

Execution tip: Sample more than one transaction or output and compare actual quality, timing, presentation, and customer outcome with the approved standard.

21 Inspect sampled products or services against approved specifications for identity, quality, quantity, appearance, functionality, timing, presentation, and customer acceptance.

CRITICAL

FRANCHISE AUDIT

ACTUAL / VALUE | Enter

TARGET / STANDARD | Enter

VARIANCE / RECORD | Enter

Execution tip: Sample more than one transaction or output and compare actual quality, timing, presentation, and customer outcome with the approved standard.

22 Confirm measuring devices, equipment, software, tools, templates, and reference standards used to deliver or verify quality are suitable, current, calibrated, and maintained.

FRANCHISE AUDIT

ACTUAL / VALUE | Enter

TARGET / STANDARD | Enter

VARIANCE / RECORD | Enter

Execution tip: Sample more than one transaction or output and compare actual quality, timing, presentation, and customer outcome with the approved standard.

23 Trace a sample customer transaction from enquiry or order through preparation, delivery, payment, documentation, handoff, and after-sales support.

FRANCHISE AUDIT

Compliant

Partial

Non-compliant

N/A

Execution tip: Sample more than one transaction or output and compare actual quality, timing, presentation, and customer outcome with the approved standard.

24 Review returns, remakes, rework, warranty claims, cancelled orders, defects, missed appointments, service recovery, and repeat quality failures for proper resolution.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Sample more than one transaction or output and compare actual quality, timing, presentation, and customer outcome with the approved standard.

5. People, staffing, training, uniforms, competency, and conduct

25 Confirm the staffing plan provides approved roles, qualifications, shift coverage, manager presence, succession, and capacity for normal and peak operations.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Interview employees and observe live work to confirm training has translated into consistent, customer-safe behaviour.

26 Verify legally required employment, identity, eligibility, wage, attendance, leave, contractor, and role records are current, secure, and available to authorized reviewers.

CRITICAL

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Interview employees and observe live work to confirm training has translated into consistent, customer-safe behaviour.

27 Confirm induction, brand, product, service, system, sales, safety, privacy, and role-specific training are completed before employees work independently.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Interview employees and observe live work to confirm training has translated into consistent, customer-safe behaviour.

28 Inspect uniforms, grooming, name badges, personal presentation, task-specific PPE, and employee appearance against the approved standard.

FRANCHISE AUDIT

Meets standard Needs action Critical LIVE PHOTO | Add

Execution tip: Interview employees and observe live work to confirm training has translated into consistent, customer-safe behaviour.

29 Verify competency checks, coaching, observations, performance reviews, retraining, and authorization records address gaps and sustain expected behaviour.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Interview employees and observe live work to confirm training has translated into consistent, customer-safe behaviour.

30 Confirm employee conduct, customer treatment, confidentiality, conflicts of interest, gifts, harassment prevention, incident reporting, and escalation follow approved policies.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Interview employees and observe live work to confirm training has translated into consistent, customer-safe behaviour.

6. Inventory, procurement, approved suppliers, waste, assets, and loss control

31 Confirm products, ingredients, materials, consumables, packaging, uniforms, equipment, and services are purchased only from approved suppliers or through authorized channels.

CRITICAL

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Trace several high-value or high-risk items from purchase through receipt, storage, use, sale, adjustment, and disposal.

32 Inspect receiving records, quantities, condition, specifications, batch or serial details, temperatures where applicable, shortages, damage, substitutions, and rejection decisions.

FRANCHISE AUDIT

ACTUAL / VALUE | Enter

TARGET / STANDARD | Enter

VARIANCE / RECORD | Enter

Execution tip: Trace several high-value or high-risk items from purchase through receipt, storage, use, sale, adjustment, and disposal.

33 Verify storage, segregation, security, labelling, expiry or shelf-life control, FIFO or FEFO, returns, quarantined items, and employee or customer property are controlled.

FRANCHISE AUDIT

Compliant

Partial

Non-compliant

N/A

Execution tip: Trace several high-value or high-risk items from purchase through receipt, storage, use, sale, adjustment, and disposal.

34 Compare sampled physical stock with system balances and review shrinkage, waste, spoilage, breakage, giveaways, transfers, adjustments, and unexplained variances.

FRANCHISE AUDIT

ACTUAL / VALUE | Enter

TARGET / STANDARD | Enter

VARIANCE / RECORD | Enter

Execution tip: Trace several high-value or high-risk items from purchase through receipt, storage, use, sale, adjustment, and disposal.

35 Confirm franchise-owned, leased, loaned, or branded assets have complete registers, serial numbers, condition records, maintenance history, custody, and disposal approval.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Trace several high-value or high-risk items from purchase through receipt, storage, use, sale, adjustment, and disposal.

36 Check for unauthorized resale, diversion, counterfeit goods, grey-market purchases, off-system procurement, personal use, or removal of branded stock and assets.

CRITICAL

FRANCHISE AUDIT

Meets standard

Needs action

Critical

LIVE PHOTO | Add

Execution tip: Trace several high-value or high-risk items from purchase through receipt, storage, use, sale, adjustment, and disposal.

7. Pricing, promotions, marketing, digital channels, reputation, and customer data

37 Verify approved prices, taxes, fees, discounts, bundles, loyalty benefits, warranties, offer terms, and mandatory disclosures are accurate across every channel.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Compare every customer-facing channel because local changes often create inconsistent prices, claims, hours, or brand presentation.

38 Confirm local marketing, sponsorships, partnerships, claims, events, influencer content, community activity, and territory use have the required brand approval.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Compare every customer-facing channel because local changes often create inconsistent prices, claims, hours, or brand presentation.

39 Check website, social profiles, listings, kiosks, delivery platforms, marketplaces, booking tools, and search information show current branding, hours, products, prices, and contact details.

FRANCHISE AUDIT

Meets standard Needs action Critical LIVE PHOTO | Add

Execution tip: Compare every customer-facing channel because local changes often create inconsistent prices, claims, hours, or brand presentation.

40 Verify customer consent, privacy notices, data collection, user access, passwords, devices, exports, payment information, and retention follow approved controls.

CRITICAL

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Compare every customer-facing channel because local changes often create inconsistent prices, claims, hours, or brand presentation.

41 Review ratings, reviews, complaints, social comments, customer feedback, response times, escalations, refunds, and recurring reputation risks.

FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Compare every customer-facing channel because local changes often create inconsistent prices, claims, hours, or brand presentation.

42 Confirm local marketing spend, cooperative advertising, marketing-fund use, campaign execution, leads, redemptions, and supporting records are accurate and approved.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Compare every customer-facing channel because local changes often create inconsistent prices, claims, hours, or brand presentation.

8. Sales reporting, royalties, fees, cash, payment, and financial controls

43 Confirm all sales, orders, services, deposits, memberships, delivery transactions, returns, and adjustments are processed through approved systems and recorded completely.

CRITICAL

FRANCHISE AUDIT

ACTUAL / VALUE | Enter

TARGET / STANDARD | Enter

VARIANCE / RECORD | Enter

Execution tip: Reconcile source systems and independent evidence rather than relying only on summaries prepared by the audited unit.

44 Reconcile sampled daily sales with POS or operating systems, bank deposits, payment settlements, delivery platforms, invoices, inventory movement, and financial reports.

FRANCHISE AUDIT

ACTUAL / VALUE | Enter

TARGET / STANDARD | Enter

VARIANCE / RECORD | Enter

Execution tip: Reconcile source systems and independent evidence rather than relying only on summaries prepared by the audited unit.

45 Verify royalties, marketing contributions, technology fees, support charges, taxes, and other contractual payments are calculated from the correct base and submitted on time.

CRITICAL

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Reconcile source systems and independent evidence rather than relying only on summaries prepared by the audited unit.

46 Check discounts, refunds, voids, complimentary items, credits, price overrides, loyalty adjustments, write-offs, and manager approvals for validity and supporting evidence.

FRANCHISE AUDIT

Compliant

Partial

Non-compliant

N/A

Execution tip: Reconcile source systems and independent evidence rather than relying only on summaries prepared by the audited unit.

47 Verify till floats, cash counts, safe access, deposits, petty cash, payment terminals, settlement reports, chargebacks, and end-of-shift reconciliation are controlled.

FRANCHISE AUDIT

ACTUAL / VALUE | Enter

TARGET / STANDARD | Enter

VARIANCE / RECORD | Enter

Execution tip: Reconcile source systems and independent evidence rather than relying only on summaries prepared by the audited unit.

48 Investigate off-book sales, manual invoices, unapproved payment accounts, duplicate refunds, unusual overrides, revenue diversion, fraud indicators, and personal use of business funds.

CRITICAL

FRANCHISE AUDIT

Meets standard

Needs action

Critical

LIVE PHOTO | Add

Execution tip: Reconcile source systems and independent evidence rather than relying only on summaries prepared by the audited unit.

9. Facilities, equipment, maintenance, safety, security, and continuity

49 Inspect the premises, customer areas, employee spaces, storage, utilities, fixtures, signs, branded assets, and building fabric for cleanliness, damage, leaks, pests, and unsafe conditions.

FRANCHISE AUDIT

Meets standard Needs action Critical LIVE PHOTO | Add

Execution tip: Test a representative sample of emergency, security, and continuity controls and raise immediate action for any weakened safeguard.

50 Verify preventive maintenance, calibration, service contracts, breakdown records, warranties, temporary repairs, spare parts, vendor visits, and open work orders are current.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Test a representative sample of emergency, security, and continuity controls and raise immediate action for any weakened safeguard.

51 Check fire protection, alarms, extinguishers, suppression systems, emergency exits, lighting, evacuation information, emergency contacts, and drills are accessible and current.

CRITICAL

FRANCHISE AUDIT

Meets standard Needs action Critical LIVE PHOTO | Add

Execution tip: Test a representative sample of emergency, security, and continuity controls and raise immediate action for any weakened safeguard.

52 Confirm slip, trip, manual-handling, electrical, gas, chemical, equipment, ergonomic, vehicle, and task-specific risks are controlled with first aid, PPE, and incident supplies.

CRITICAL

FRANCHISE AUDIT

Meets standard Needs action Critical LIVE PHOTO | Add

Execution tip: Test a representative sample of emergency, security, and continuity controls and raise immediate action for any weakened safeguard.

53 Verify CCTV, keys, access codes, alarms, stock rooms, cash areas, customer data, opening and closing controls, visitors, contractors, and lone-work arrangements protect people and assets.

CRITICAL

FRANCHISE AUDIT

Meets standard Needs action Critical LIVE PHOTO | Add

Execution tip: Test a representative sample of emergency, security, and continuity controls and raise immediate action for any weakened safeguard.

54 Confirm incident response, business continuity, system backup, utility failure, product or service interruption, crisis communication, vendor support, insurance, and recovery plans are workable.

FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Test a representative sample of emergency, security, and continuity controls and raise immediate action for any weakened safeguard.

10. Findings, corrective actions, verification, support, trends, and sign-off

- 55** Record every finding with the requirement, observed condition, franchise or customer risk, affected process, supporting evidence, and immediate containment completed. FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Keep actions open until objective evidence confirms the fix is complete, sustained, and effective across the relevant process.

- 56** Classify findings as critical, major, minor, or observation using the approved scoring, escalation, breach, suspension, reinspection, and reporting rules. FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Keep actions open until objective evidence confirms the fix is complete, sustained, and effective across the relevant process.

- 57** Assign every corrective action to a named owner with priority, due date, required evidence, temporary control, support requirement, and escalation route. CRITICAL FRANCHISE AUDIT

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Keep actions open until objective evidence confirms the fix is complete, sustained, and effective across the relevant process.

- 58** Verify closure through repeat inspection, live photos, system records, reconciliations, maintenance proof, retraining, customer recovery, or updated procedures. CRITICAL FRANCHISE AUDIT

Meets standard Needs action Critical LIVE PHOTO | Add

Execution tip: Keep actions open until objective evidence confirms the fix is complete, sustained, and effective across the relevant process.

- 59** Review repeat brand, quality, service, people, inventory, financial, safety, security, and data issues requiring franchisor support, training, investment, or systemic change. FRANCHISE AUDIT

Compliant Partial Non-compliant N/A

Execution tip: Keep actions open until objective evidence confirms the fix is complete, sustained, and effective across the relevant process.

- 60** Record the final score, critical failures, unresolved risks, support commitments, next audit date, franchisee representative, auditor, reviewer, date, time, and approvals. CRITICAL FRANCHISE AUDIT

UNIT / FRANCHISEE | Enter

DATE / TIME | Enter

APPROVAL | Enter

Execution tip: Keep actions open until objective evidence confirms the fix is complete, sustained, and effective across the relevant process.

RUN THIS CHECKLIST DIGITALLY

Turn franchise findings into verified improvement

Use Taqtics to schedule audits, capture evidence, flag critical breaches, assign actions, and verify closure.

Try This Checklist
in Taqtics