

# ALL AMERICAN PET RESORTS SUPPORT SYSTEM

## FACILITY DESIGN

- Create initial facility layout for design professional, assist in all iterations through completion & final plans
- Assist in developing site budget
- Assist in contractor & supplies selection
- Participate in site development & overall relationship management through process

## QUALITY CONTROL

- Manage brand standards of day-to-day franchise operations via cameras, blind shoppers and pet owner surveys
- Ensure new vendors/suppliers product standards in compliance with system quality
- Review materials/collateral for quality
- Conduct annual Focus Groups in each market
- Monitor Social Media & competitor activity for Brand consistency, ideas & SEO/GMO placement

## COMPLIANCE

- Aid franchisees in system audit preparation
- Manage system compliance to reduce appearance of negligence and/or area of potential liability
- Provide and manage material changes to pet owner contracts to protect franchisees and system
- Oversee Franchisee Advisory Council
- Ensure Brand standards are delivered to each market

## TRAINING

- Development & updating of all materials
- Ensure Trainers are certified & involved in on-going education
- Critique training content after each session & provide recommendations for improvements
- Provide brand specified and/or recommended tools
- Participate in actual training, (including 1<sup>st</sup> holiday) survey franchisee for effectiveness & recommendations
- Visit sites post training - provide assistance and recommendations
- Develop on-going education & advanced training sessions

## ADMINISTRATIVE SUPPORT

- Supply Operations Manual updates
- Meeting coordination
- Provide fulfillment of printed material
- Coordinate touch points for franchise operation
- Assist development

## OVERALL RELATIONSHIP MANAGEMENT

- **Manage entire design & development process**
  - \* participate in change orders
  - \* manage vendor due dates
- **Oversee & coordinate all schedules from development through training & opening**
  - \* Contractor action items
  - \* Change management
  - \* Materials
  - \* Supplies ordering & delivery
  - \* Training dates & customized materials
  - \* Marketing & collateral
  - \* Web design
  - \* Coordinate credit card processing
  - \* Coordinate software deliver, set up & training
  - \* Assist in establishing customized programs & services
  - \* Participate in final walk-through/punch list & site completion
- **Provide on-site assistance during initial opening and post opening training**
- **Manage compliance**
- **Coordinate company communication – written & oral meetings, action items & franchise performance**
- **Assist franchisees in every aspect of facility operations & pet care**

## CUSTOMER SERVICE

- 12- hour telephone support
- On-site support as needed
  - Answer general facility management software questions
- Keep system informed on industry events & legal matters that may effect the system or individual franchisee
- Communicate issues to AAPR management & suppliers
- Monitor resolution to above w/ check points, owner, due dates

## FACILITY DEVELOPMENT

- Assist with design process
- Monitor contractors – adhere to development schedule
- Monitor quality & correctness throughout development
- Assist in project management
- Participate via telephone and/or on-site meetings to track development schedule and contractor deliverables
- Liaison with suppliers & subcontractors
- Maintain photo diary
- Provide Brand specifications
- Provide constant updates for recommended suppliers

## MARKETING

- Assist with market analysis: competitive advantages, fees & determine niche services
- Develop & maintain strategic supplier relationships, product quality & delivery commitments
- Continue to monitor suppliers quality
- Negotiate system discounts for required products
- Monitor franchisee costs & percentages of spending
- Develop consumer collateral
  - Monitor relevance & quality – revamp regularly
- Manage & maintain system brand integrity
- Provide Branded web site, search engine & Google map optimization and electronic advertising prior to opening & 90 days after opening
  - Refresh as needed
- Determine or designate monthly reporting, balancing and reconciliation procedures & personnel
- Coordinate all touch points for technical delivery: software, web site, credit card processor
- Lead Social Media development & implementation and supply electronic search tools

## SITE SELECTION

- Perform area and individual site demographics
- Determine best location and size of facility
- Assist franchisee with zoning & usage issues attending city and county meetings for approval
- Provide franchise packets for any official meetings for the above
- Assist marketing the franchisee in market analysis, existing competitors, system differentiators, recommend fee structure
- Assist site development in site layout to protect brand requirements & ensure that all supplies receive set of franchise specifications prior to build out