

# 2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM  
FRANCHISING

# Ensuring Franchisor and Franchisee Success & Growth: Planning for the Future



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## AMERICAN FRANCHISE ACADEMY



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## UNIT MANAGEMENT

### Unit Management 1.0 BASICS

- Shift Leaders
  - Assistant Managers
  - Unit Managers
  - Single-Unit Franchisee
- 4-weeks

### Unit Management 2.0 ADVANCED

- Assistant Managers
  - Unit Managers
  - Single-Unit Franchisee
- 5-weeks

### Multi-Unit Leadership for District Managers

- Future DMs
  - District Managers
  - Multi-Unit Franchisees
- 10-weeks

### Multi-Unit Franchise Ownership

- New Franchisees
  - Growing Franchisees
  - Multi-Unit Franchisees
- 12-months





## **AICHA BASCARO**

(Moderator)

Founder & CEO

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# ENSURING FRANCHISOR & FRANCHISEE SUCCESS



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# AMY DICKERSON

- ✓ Setting expectations of responsibility at the start
- ✓ Understand your business to know how what franchisees need
- ✓ The importance of using strategic partnerships
- ✓ Identify available outside sources.
- ✓ Technology selection
  - POS, LMS, inventory systems, KPI and scorecard trackers.



Est. 2016  
Franch 2020  
Units: 18



# CARL COMEAUX

- ✓ Understand the essential support tools, educational resources, and best practices to promote franchisee success.
- ✓ Clarify the roles and responsibilities of franchisors and franchisees to build a culture of accountability.
- ✓ Evaluate key factors in strategic decision-making to plan for brand expansion and franchise model selection.



Est. 2011  
Franch 2019  
Units: 30



# AMMON MCNEFF

- ✓ Track Metrics – gather data - assessment
- ✓ Role definition – offer resources to complement for needs
- ✓ Reach to mentors and consultants
- ✓ Hire key personnel for your weakness (Fractional) – CDO
- ✓ Strategic consulting partnerships to provide support – lease negotiations
- ✓ Vendor negotiations – for reduced opening costs and unit economics
- ✓ Incentive Program for continuing Education – subsidized w/Royalty reduction
- ✓ Technology & infrastructure investments



Est. 2008  
Franch 2011  
Units: 164

# SUMMARY

- Start where you are. Compare yourself to yourself... yesterday.
- Clarifying Roles & Responsibilities at the start
- Strategic partnerships to support Franchisor and Franchisee success
- Building the technology infrastructure to facilitate consistent Operations & Management
- Focus on Unit Economics / Leverage volume negotiation to reduce costs



# Questions



# Session Evaluation



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