



IBA/IFA JOINT CONFERENCE

May 6-7, 2025 | Washington, DC

WORKSHOP #1

“That’s none of your business”

How to Enforce System Standards and Contractual
Terms in Franchise Networks



iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

How to Enforce System Standards and Contractual Terms in Franchise Networks



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How to Enforce System Standards and Contractual Terms in Franchise Networks

AGENDA

Introduction

1. Role and Sources of System Standards
2. Monitoring Compliance
3. Enforcement Strategies
4. Franchisee Perspective on Enforcement
5. Resolution Options

Conclusion

Q&A

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The Situation

Franchisor: Burger Haven, Australia

Franchisee: Tasty Bites, multi-unit owner in Washington, DC

Dispute: Tasty Bites allegedly failed to meet service standards of the system and received several warnings from Burger Haven



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1. Role and Sources of System Standards

- What kind of standards are defined?
- Where can they be found?
- What are they good for?
- Are they all necessary?

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2. Monitoring Compliance

- Which measures does Burger Haven use?
- Are the methods legitimate?
- Are the results reliable?

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3. Enforcement Strategies Used By Burger Haven



- “Carrots”
- “Sticks”

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4. Tasty Bites' Perspective on Enforcement

- "Hey, we're in the same boat."
- "This is rather coercive!"
- "Do you treat all your franchisees the same?"

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5. Resolution Options

Finding a joint understanding on what needs to be done in order to continue the franchise relationship....

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Q&A

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THANK YOU!