



*recognising expertise in franchising*

[www.thebfa.org](http://www.thebfa.org)

**bfa contact details**

Tel: 01865 379 892

Email: [trainingadministrator@thebfa.org](mailto:trainingadministrator@thebfa.org)

Web: [www.thebfa.org](http://www.thebfa.org)

**British Franchise Association**

A2 Danebrook Court, Oxford Office Village,  
Langford Lane, Oxford, OX5 1LQ



## **bfa Qualified Franchise Professional** *recognising expertise in franchising*

The QFP is the formal recognition of your professional knowledge and experience in franchising. It demonstrates that you understand the complexities and best practice in franchising and have invested time to continuously develop your understanding.

Intrinsically linked to the learning from established seminars and key events, this qualification allows you to capitalise on the synergy between extended learning and existing good business practice. You are able to increase and extend your knowledge and experience, without major disruption to your ongoing work commitments.

All events, courses, seminars and forums that make up the core and elective learning for the QFP are provided by the British Franchise Association and The Franchise Training Centre.

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### **Benefits of the QFP**

- Industry-wide recognition
- Increased franchising knowledge
- Improved business effectiveness
- Demonstrable competitive edge
- Increased value to your business
- Enhanced career opportunities

*In the future this qualification is likely to become mandatory for Affiliate Membership.*

A decorative graphic on the right side of the page, consisting of a horizontal line that tapers to a point on the left and then branches out into several overlapping, semi-transparent green and yellow shapes that resemble stylized leaves or petals, extending towards the right edge of the page.

## Who is it for?

The QFP has been specifically developed for people working within the franchising industry who want to demonstrate their experience, understanding and ethical approach to franchising. Professional advisors to the industry, franchisor owners, directors, managers and franchisee support staff will all benefit from the learning and recognition that the QFP provides.

As well as adding value to clients and franchisees through use of the QFP branding, you can also use the qualification to help train and retain your own staff. As a valuable addition to someone's skill set, staff can be rewarded and recognised by being entered on the QFP programme, enabling you to invest in them through a recognised and structured qualification.

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## Who is eligible?

As a standards based qualification built upon the ethics of the bfa, this qualification is open only to principals or employees of bfa member organisations. This further strengthens the value of the qualification and underpins the vital importance of best practice and ethics within UK franchising.

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## Using the QFP

Once qualified you will gain the use of the QFP letters to follow your name, which will enable you to demonstrate your QFP status.

You will also be entitled to use the QFP logo below on any marketing relating directly to you. The entitlement to use this title and logo will continue for as long as you retain the qualification.



British Franchise Association  
**Qualified Franchise Professional**

## How it works

Through attending a number of prequalified events and seminars you will gain points that contribute towards your QFP. Over a period of up to three years you must accumulate at least 3,000 points, with a minimum of 800 points per year.

There are core learning events and elective events. All core learning events need to be attended at some stage.

Once you have attended all core learning events and are close to achieving the 3,000 points you will be invited to complete a dissertation or attend an interview. On successful completion of the dissertation or interview and achieving the 3,000 points you will gain your QFP qualification.

To retain your QFP, which will initially be awarded for a three-year period, you will demonstrate Continuous Professional Development (CPD) by attendance at further events, gaining a minimum of 600 points per year, and continue thereafter to obtain the minimum points to maintain your qualification.

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## Events, Seminars & Courses with allocated points

### Core Learning Events

The bfa Annual Conference ..... 500 points

Franchise Training Centre Workshops:

- How to Understand Franchisees' Financial Performance (two days) ..... 500 points
- Speed Up Your Network Growth (two days) ..... 500 points
- How to Monitor Franchisee Performance ..... 250 points
- How to Motivate Franchisees ..... 250 points

*If you have already attended Franchise Training Centre Workshops in the last two years, please provide details on your registration form, as they will automatically contribute towards your QFP.*

Assessment by Dissertation or Interview ..... up to 500 points

### Elective events

bfa Regional Forums (each) ..... 100 points

bfa Afternoon Seminars (each) ..... 150 points

bfa Full Day Specialist Seminars (each) ..... 250 points

bfa/IFA International Symposium ..... 250 points

Franchise Training Centre Workshops (each) ..... 250 points

*Title of events and allocation of points may change at the sole discretion of the British Franchise Association.*

# Registration Form

Please fully complete the form below and return it to the bfa at A2 Danebrook Court, Oxford Office Village, Langford Lane, Oxford, OX5 1LQ. Alternatively return the form via fax on 01865 379 946.

Prefix .....

First Name .....

Last Name .....

Address .....

.....

Job Title .....

Company Name .....

Email .....

Telephone .....

bfa Membership Level .....

## Payment Details

An administration fee of £100 + VAT (£117.50) applies to all registrations.

Payment: Cheque  Card

I enclose a cheque payable to the British Franchise Association for £117.50

Please debit my Visa/MasterCard/Maestro for £117.50

Card Number

Start Date  Expiry

Issue Number (if Maestro)

Signature ..... Date .....

By signing this form I hereby declare that the information that I have provided above is accurate to the best of my knowledge. Any falsified information may result in penalties towards my bfa Qualified Franchise Professional qualification. I also understand that as a registered delegate of the Qualified Franchise Professional, I will receive communications regarding the QFP and its various elements.

## Qualifications

Please provide details of any higher education or professional qualifications

Qualification Title Achieved	Year

## Previous Courses

Please provide details of any previous Franchise Training Centre Workshops attended in the last two years

Course Title	Date

## Previous Experience

Please provide details of any previous experience in the franchising sector

Company	Start date
Position	End date
Company	Start date
Position	End date
Company	Start date
Position	End date

## For Office Use Only

Payment received

Points accrued at registration

## Cost

The QFP is designed to sit naturally with many existing seminars, events and forums that you are probably already involved in at some level. The total investment is unlikely to exceed £3,000 over the three year period. However, as much of it is made up of the cost of attending the events and seminars, which you may already be attending through your business, the additional costs of being engaged with the essential learning activities could well prove nominal.

There is a one-off £100 + VAT administration fee which will get you registered, provide you with your delegate information and enable you to start collecting points towards the qualification.

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## How to Register

To register for the QFP, simply complete the registration form attached and return it to the bfa with your registration fee.

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## Previous Experience in Franchising

Past experience in franchising, which has been included in your registration form opposite, may entitle you to points towards your QFP. These points will be a maximum of 100 points per year, for up to five years' experience.

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