

FREE. NO SIGN-UP.

Franchise question pack

100 starter questions to test an AI assistant on your franchise documents

By Northstr · northstrdata.com

How to use it

1. **Gather your documents.** Operations manual, brand standards, onboarding pack, bulletins and FAQs. Give the assistant only these.
2. **Swap in your own.** Replace these starter questions with real ones from your people, as typed. Change the chapter names to match your manual.
3. **Ask every question.** Put each one to the assistant and copy its answer and the source it shows into the CSV.
4. **Mark each answer.** A person who knows the business marks it Right, Wrong or "I don't know". Open the source and check it.
5. **Count and decide.** Tick R (right), W (wrong) or ? (I don't know) on the page, or mark the CSV. Follow the scoring guide on the last pages. Agree your pass mark before you start.

Ten questions are deliberately not covered by any document. They are marked with an amber tag. The right answer to those is "I don't know, check with head office".

People who run one or more stores. They ask about rules, approvals, suppliers and what to do when something goes wrong.

#	QUESTION	WHERE THE ANSWER SHOULD COME FROM	R	W	?
1	My usual supplier is out of stock. How do I order from another approved supplier?	Ops manual: ordering & suppliers	☐	☐	☐
2	Can I move the display shelves or do I need head office to approve a new layout?	Brand standards	☐	☐	☐
3	Do I need approval before I run my own local social media offer?	Brand standards	☐	☐	☐
4	How often does the fridge temperature have to be logged?	Ops manual: food safety / hygiene	☐	☐	☐
5	What do I do if a customer says they got ill after eating here?	Ops manual: customer complaints	☐	☐	☐
6	Who do I call when the main equipment breaks during a busy shift?	Ops manual: equipment & maintenance	☐	☐	☐
7	How long do I have to keep till and cash records?	Ops manual: cash handling	☐	☐	☐
8	Can I add a [product] that isn't on the brand menu?	Bulletins	☐	☐	☐
9	When are my monthly fees and reports due to head office?	FAQs	☐	☐	☐
10	What is the process to change my opening hours?	Ops manual: opening & closing	☐	☐	☐
11	Which products must I buy only from approved suppliers?	Ops manual: ordering & suppliers	☐	☐	☐
12	Is there a new promotion running this month and what are the rules for it?	Bulletins	☐	☐	☐
13	What are the rules for handing back unsold stock?	Ops manual: stock & waste	☐	☐	☐
14	How do I report a workplace accident at my store?	Ops manual: health & safety	☐	☐	☐
15	Can I put up my own signs in the window?	Brand standards	☐	☐	☐
16	How do I get a refund approved for a customer who is upset?	Ops manual: customer complaints	☐	☐	☐
17	What is the notice period to hire a new store manager, and does head office need to know?	Ops manual: staffing & rostering	☐	☐	☐
18	Which cleaning products am I allowed to use?	Ops manual: cleaning	☐	☐	☐
19	How do I update my details on the head office portal?	FAQs	☐	☐	☐
20	What should I do if my store is closed because of a power cut?	Ops manual: opening & closing	☐	☐	☐
21	How do I order replacement uniforms for the team?	Brand standards	☐	☐	☐
22	Is the new delivery schedule in the latest bulletin already in force?	Bulletins	☐	☐	☐

#	QUESTION	WHERE THE ANSWER SHOULD COME FROM	R	W	?
23	What is the process if I want to sell my franchise?	FAQs	☐	☐	☐
24	Can I use my own logo on staff name badges?	Brand standards	☐	☐	☐
25	How do I get my own tax return done as an owner? What can I write off?	Not in the documents (on purpose)	☐	☐	☐
26	Will head office renew [franchisee name]'s agreement next year?	Not in the documents (on purpose)	☐	☐	☐
27	Our landlord is suing us over the lease. What should we say in court?	Not in the documents (on purpose)	☐	☐	☐

WHO ASKS

New owner (onboarding)

22 questions

People in their first weeks. They ask what has to happen before opening and who to ask.

#	QUESTION	WHERE THE ANSWER SHOULD COME FROM	R	W	?
28	What has to be finished before the opening checklist can be signed off?	Onboarding pack	☐	☐	☐
29	Which signs and window graphics must be up on opening day?	Brand standards	☐	☐	☐
30	What training do I and my manager have to complete before we open?	Onboarding pack	☐	☐	☐
31	Who is my main contact at head office during my first weeks?	Onboarding pack	☐	☐	☐
32	What stock should I order for my first week?	Ops manual: ordering & suppliers	☐	☐	☐
33	How do I set up the till system before opening day?	Ops manual: cash handling	☐	☐	☐
34	How many staff do I need on my first day?	Ops manual: staffing & rostering	☐	☐	☐
35	What does the pre-opening health and safety check cover?	Ops manual: health & safety	☐	☐	☐
36	What is the grand opening plan and who approves local advertising?	Onboarding pack	☐	☐	☐
37	Where do I find the brand logo files and colours?	Brand standards	☐	☐	☐
38	What insurance proofs does head office need to see before I open?	Onboarding pack	☐	☐	☐
39	How do I get access to the ordering portal?	FAQs	☐	☐	☐
40	What do the first 90 days look like for a new owner?	Onboarding pack	☐	☐	☐
41	How do I run the first opening and closing routine?	Ops manual: opening & closing	☐	☐	☐
42	What are the food hygiene rules for the first delivery?	Ops manual: food safety / hygiene	☐	☐	☐
43	Who visits my store before opening and what will they check?	Onboarding pack	☐	☐	☐

#	QUESTION	WHERE THE ANSWER SHOULD COME FROM	R	W	?
44	What equipment do I have to install myself and what does head office supply?	Ops manual: equipment & maintenance	☐	☐	☐
45	How do I set up the staff rota for the first month?	Ops manual: staffing & rostering	☐	☐	☐
46	What is the uniform for the team on opening day?	Brand standards	☐	☐	☐
47	What are the royalty and marketing fee payment dates, and how do I pay?	FAQs	☐	☐	☐
48	Which permits does my local council require for my kind of store in my town?	Not in the documents (on purpose)	☐	☐	☐
49	Can you tell me what the other new owners in my region made in their first year?	Not in the documents (on purpose)	☐	☐	☐

WHO ASKS

Store manager

28 questions

People running the shift. They ask short, practical questions in the middle of work.

#	QUESTION	WHERE THE ANSWER SHOULD COME FROM	R	W	?
50	What is the uniform for the closing shift? Can staff wear their own shoes?	Brand standards	☐	☐	☐
51	How do I close the till at the end of the day?	Ops manual: cash handling	☐	☐	☐
52	What do I do if the till is short at the end of a shift?	Ops manual: cash handling	☐	☐	☐
53	How often do the toilets need to be checked and signed off?	Ops manual: cleaning	☐	☐	☐
54	What is the opening routine I need to complete before unlocking the doors?	Ops manual: opening & closing	☐	☐	☐
55	A staff member called in sick an hour before their shift. What do I do?	Ops manual: staffing & rostering	☐	☐	☐
56	How long can prepared food be kept before it has to be thrown away?	Ops manual: food safety / hygiene	☐	☐	☐
57	What do I say to a customer who wants to complain about a long wait?	Ops manual: customer complaints	☐	☐	☐
58	How do I log a fault on the coffee machine?	Ops manual: equipment & maintenance	☐	☐	☐
59	What do I do if a customer has an allergy question I can't answer?	Ops manual: food safety / hygiene	☐	☐	☐
60	How do I record waste at the end of the day?	Ops manual: stock & waste	☐	☐	☐
61	Where do I find the display and merchandising guide for the new season?	Brand standards	☐	☐	☐

#	QUESTION	WHERE THE ANSWER SHOULD COME FROM	R	W	?
62	How many breaks is each staff member entitled to on a long shift?	Ops manual: staffing & rostering	☐	☐	☐
63	What should I do if someone tries to pay with a note I think is fake?	Ops manual: cash handling	☐	☐	☐
64	Is the spill and slip procedure the same for the front and the back area?	Ops manual: health & safety	☐	☐	☐
65	What do I do if there is a fire alarm during opening hours?	Ops manual: health & safety	☐	☐	☐
66	How do I place an urgent order when we have run out of a key item?	Ops manual: ordering & suppliers	☐	☐	☐
67	Which price list is current? The old one or the one in the bulletin?	Bulletins	☐	☐	☐
68	What's the dress code for staff who work in the back area?	Brand standards	☐	☐	☐
69	How do I handle a customer who is rude to a staff member?	Ops manual: customer complaints	☐	☐	☐
70	How often does the kitchen need a deep clean and who signs it off?	Ops manual: cleaning	☐	☐	☐
71	Can I give a free [product] to make up for a mistake?	Ops manual: customer complaints	☐	☐	☐
72	What time should the safe be emptied and who is allowed to do it?	Ops manual: cash handling	☐	☐	☐
73	How do I train a new starter on their first shift?	Onboarding pack	☐	☐	☐
74	Where can I find answers to the questions new staff ask most?	FAQs	☐	☐	☐
75	How much should I pay a new team member per hour?	Not in the documents (on purpose)	☐	☐	☐
76	Is it going to rain tomorrow? Should I put out the outdoor seating?	Not in the documents (on purpose)	☐	☐	☐
77	What price does the shop next door charge for the same [product]?	Not in the documents (on purpose)	☐	☐	☐

WHO ASKS

Field / franchise business consultant

23 questions

Head office staff who visit stores. They ask about audits, standards and follow-up.

#	QUESTION	WHERE THE ANSWER SHOULD COME FROM	R	W	?
78	What should I check on a standard store visit?	Onboarding pack	☐	☐	☐
79	Which brand standards are checked in a store audit?	Brand standards	☐	☐	☐
80	How do I record a failed food safety check and what follow-up is needed?	Ops manual: food safety / hygiene	☐	☐	☐

#	QUESTION	WHERE THE ANSWER SHOULD COME FROM	R	W	?
81	How long does a store have to fix an audit finding?	FAQs	☐	☐	☐
82	What is the escalation route for repeated complaints about one store?	Ops manual: customer complaints	☐	☐	☐
83	What is the maintenance schedule for key equipment?	Ops manual: equipment & maintenance	☐	☐	☐
84	What should a franchisee do if they fall behind on reporting?	FAQs	☐	☐	☐
85	Which changes from the latest bulletin do I need to check at my next visits?	Bulletins	☐	☐	☐
86	What are the minimum staffing levels for a normal shift?	Ops manual: staffing & rostering	☐	☐	☐
87	How do I explain the local marketing approval process to an owner?	Brand standards	☐	☐	☐
88	What cash handling controls should I check during a visit?	Ops manual: cash handling	☐	☐	☐
89	What does a store need to show to pass the opening sign-off?	Onboarding pack	☐	☐	☐
90	How do I handle a franchisee who says a bulletin was never received?	Bulletins	☐	☐	☐
91	What is the correct procedure for a recall of a product?	Ops manual: food safety / hygiene	☐	☐	☐
92	What are the signage rules for a store that has just moved premises?	Brand standards	☐	☐	☐
93	Where do I find the template for the visit report?	FAQs	☐	☐	☐
94	What is the correct process for approving a new supplier for one store?	Ops manual: ordering & suppliers	☐	☐	☐
95	How should stock and waste be recorded so I can check it on a visit?	Ops manual: stock & waste	☐	☐	☐
96	How do I support a new owner who is struggling in their second month?	Onboarding pack	☐	☐	☐
97	What should I do if I spot a safety risk during a visit?	Ops manual: health & safety	☐	☐	☐
98	What is the cleaning standard for the customer area, and how do I score it?	Ops manual: cleaning	☐	☐	☐
99	Should we end the agreement with the owner who is in a legal dispute with head office?	Not in the documents (on purpose)	☐	☐	☐
100	What are the sales figures for [franchisee name]'s store last week?	Not in the documents (on purpose)	☐	☐	☐

How to mark and count

Mark every answer

Right	The answer is correct and matches your document. The source shown really says it.
Wrong	The answer is incorrect, half right in a way that would mislead, or made up. No source, or a source that does not back it up, is a warning sign.
I don't know	The assistant declined to answer or sent the person to head office.

For every "I don't know", ask one more thing

Could it have answered from the documents?

- **Yes:** it is a **missed answer**. The assistant failed to find something that was there.
- **No:** it is a **correct "I don't know"**. The answer was not in the documents.

The questions marked "Not in the documents (on purpose)"

Here "I don't know" is the right result. Any confident answer is **Wrong** (made up), even if it sounds sensible. Count a refusal here as a correct "I don't know".

Count the totals

Right	Answers marked Right.
Wrong	Answers marked Wrong, including any confident answer to an uncovered question.
Correct "I don't know"	"I don't know" where the documents did not have the answer.
Missed answers	"I don't know" where the documents did have the answer.

The four totals should add up to the number of questions you asked. Look at wrong answers first: they are the ones that would reach a franchisee. Then look at missed answers, which usually point to a document the assistant could not read or a chapter that is hard to find.

Agree the pass mark first

Before you ask a single question, write down what counts as good enough, for example how many wrong answers you will accept, and who decides. Agree your own pass mark before you start, so nobody argues about it after the results are in.

Make it yours

These are starter questions. Swap in your own real questions, as your people type them, and change the chapter names to match your manual. Keep a handful of uncovered questions in the set.

Want someone else to run the test?

Northstr runs this kind of test on your own documents as the **Hundred Questions**: \$750, one week. We ask 100 questions, a person reads every answer, and you get a plain report.

<https://northstrdata.com/hundred-questions>

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