






Managing a Growing Franchise Network Isn't Just About Expansion

How **SAM Philippines** Scaled to 40+ Outlets with Operational Clarity



As SAM Philippines expanded to 40+ outlets, managing daily operations became increasingly complex. This was their daily operational reality before TreeAMS:

-  Audits were handled manually across outlets, so consolidating data took weeks.
-  No clear visibility on franchisee onboarding, forcing HQ to constantly follow up to know who was ready.
-  Training progress wasn't clearly tracked, making it difficult to know who had completed training and who still needed support

These operational challenges can lead to bigger business impact:



Delayed reporting slows down decision-making and limits the team's ability to respond quickly to issues.



Relying on manual coordination increases workload and shifts focus away from improving operations.



Scattered operational data makes it difficult to stay aligned between teams and franchisees and increases the risk of miscommunication.



Limited visibility across outlets prevents teams from identifying issues early and maintaining consistent standards.

“Managing over 40 outlets was becoming overwhelming. Audits were manual, reports were delayed, and consolidation took weeks.”

- Claire, General Manager

Why Manual Operations Breaks as You Scale Your Franchise Network

At a smaller scale, manual processes can still work.

But as SAM Philippines grew, operations became more complex—across audits, training, onboarding, and reporting.

Without a structured system, information became scattered, and visibility across outlets was harder to maintain.



Inconsistent Audit Execution

Each outlet followed audits differently, making it hard to maintain standards and get reliable, timely reports.



Limited Onboarding Visibility

Data was spread across multiple tools, requiring manual consolidation and slowing down decision-making.



Unclear Training Progress

HQ teams had to constantly follow up with franchisees, increasing workload and slowing down onboarding progress.



Slow & Fragmented Reporting

It was difficult to track who was trained, who was ready, and where support was needed.

As the network grew, manual processes made it harder to maintain consistency, visibility, and control across franchise network outlets.

Small Franchise Network Stage

5-10 outlets

Operations still manageable with manual processes

Initial Growth Stage

10-20 outlets

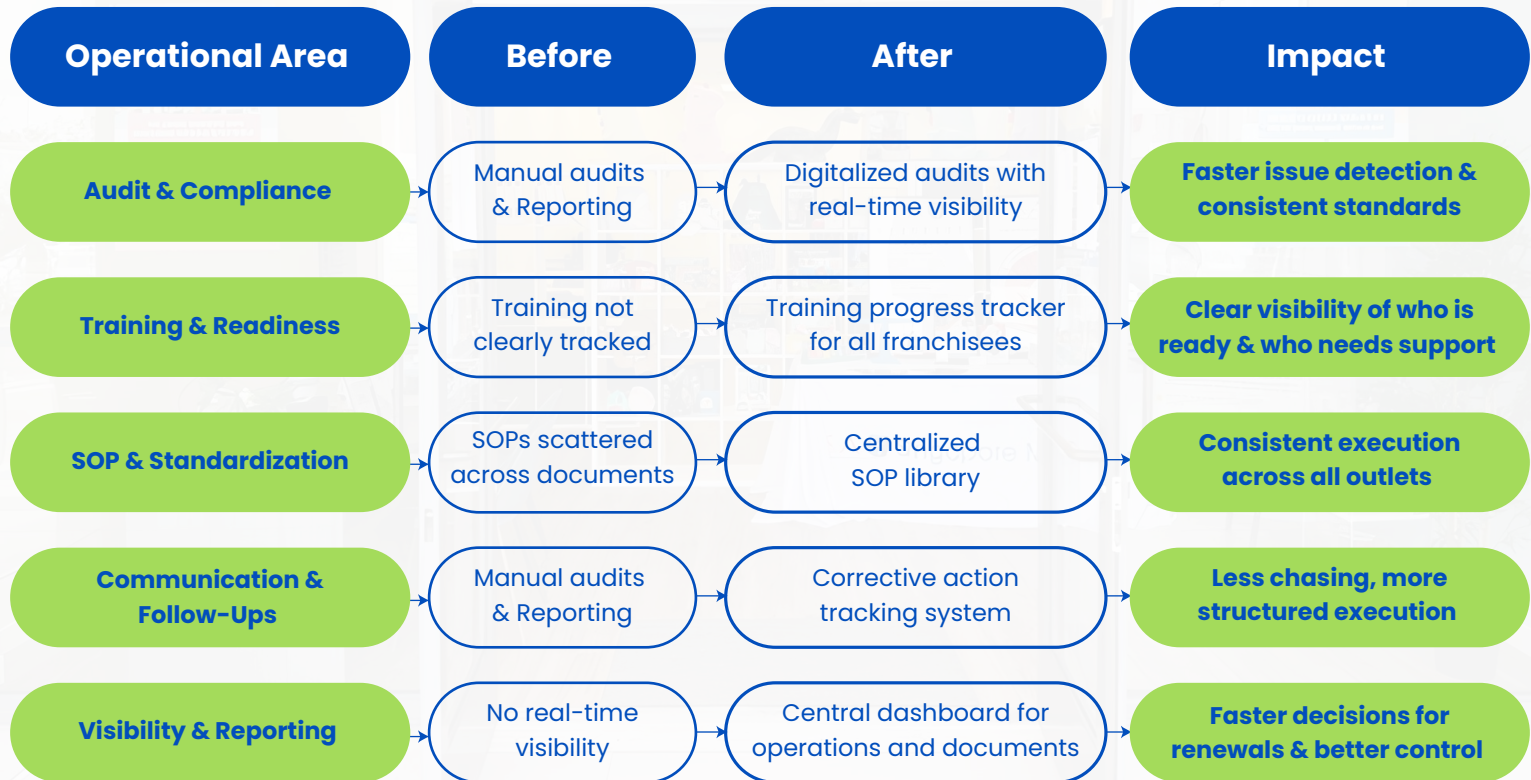
Reporting slows down, inconsistencies start to appear

Later Growth Stage

20-40+ outlets

Limited visibility, delayed decisions, inconsistent execution

How The SAM Philippines Improved Franchise Network Management with TreeAMS





Small Scale

Managed through manual coordination

Information scattered across tools

Teams rely on follow-ups

Execution varies by outlet



Scaling Network

Managed through centralised systems

Information captured in one system

Teams rely on real-time visibility

Execution is standardized across outlets

Scaling a Franchise Network Requires More than Growth

As SAM Philippines expanded, manual processes created delays, inconsistencies, and limited visibility. With TreeAMS, operations became structured, centralized, and easier to manage at scale.



TreeAMS, the multi-location Operations Command Center

TreeAMS helps multi-outlet brands manage daily operations, maintain consistency, and scale with better visibility and control.

Used by teams across F&B, retail, and franchise businesses

We'd love to learn how you manage your operations and share how other multi-outlet brands improve visibility and control.

Click here to schedule a personalized discovery session

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