

# Franchisee Product Display Policies

Date: [Insert Date]

To: [Franchisee Name]

Location: [Franchisee Address]

Dear [Franchisee Name],

We are pleased to welcome you to our franchise family. To ensure the success of our brand and maintain a consistent customer experience, we have established the following product display policies:

## 1. Product Placement

All products must be displayed in accordance with the approved layout provided in the franchise manual. Please refer to the section on 'Display Guidelines' for specific instructions.

## 2. Promotional Materials

Use of promotional materials is encouraged. All materials must be ordered from the corporate office to maintain branding standards.

## 3. Cleanliness and Maintenance

Displays must be kept clean and well-organized. Regular checks will be conducted to ensure compliance.

## 4. Seasonal Updates

Seasonal product displays must be updated in accordance with the corporate calendar. Notification will be sent out ahead of time.

We appreciate your cooperation in adhering to these policies to maintain the integrity of our brand. If you have any questions, please do not hesitate to reach out.

Thank you for your commitment to excellence!

Sincerely,

[Your Name]

[Your Title]

[Company Name]

[Contact Information]