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Women power

WOMEN are not being successfully targeted by national marketing campaigns to attract franchisees, a new study shows.

Research by market intelligence company 10 Thousand Feet revealed \$44.4 million was spent on marketing initiatives to attract franchisees in the 12 months to September 2007.

But director Ian Krawitz says franchisors need to use their budgets more effectively to attract investment, especially from women.

He says 30 per cent of potential franchisees were female but only 20 per cent of franchise units were predominantly owned or operated by women.