



FCA Franchise Academy



RESEARCH OUTCOMES

NEW RESEARCH TELLS FRANCHISE BUYERS WANT FOOD ...BUT HOLD THE COFFEE

New Australian research into the motivating factors of franchise buyers shows the food industry receives the most amount of interest, with 21 percent of prospective franchisees wanting to own a food franchise.

Conversely, the biggest decline in interest was for coffee based franchises, with only seven percent of respondents wanting to buy.

For more information or to purchase a copy for \$660 (ex GST) please call 10 THOUSAND FEET on 02 8080 7544 or visit www.10THOUSANDFEET.com. Remember, a percentage of all sales will be donated back to the FCA, assisting with the ongoing training and development for members. [Click here](#) to **view the full media release.**