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Prospective franchisees fancy food most



Franchise buyers are most interested in the food industry, with 21% of prospective franchisees wanting to own a food franchise.

New Australian research reveals the biggest decline in interest is for coffee-based franchises, with only 7% of respondents wanting to buy compared to 11% before the investigation.

Second most fancied industry in the survey was business and financial service at 18%.

The popularity of food franchises has come as no surprise to 10 Thousand Feet, whose clients include Hungry Jacks, Red Rooster and Donut King.

The market intelligence firm and survey author has just released its findings into the franchising sector titled the 2007 Franchisee Recruitment Report.

Research found McDonald's to be the number one food system, with 40% of prospective franchisees viewing it as the best fast food system, followed by Subway on 19% and Boost Juice at 10%.

The Franchise Council of Australia has thrown its support behind the report, saying it contains information every franchisee should have at their fingertips to extend their business network.

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