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Friday, 22 June 2007

Franchise skills shortage

Local area marketing budgets and mentoring from support staff are the key issues for prospective franchisees in comparing chains, according to the results of a new study by market research company [10 THOUSAND FEET](#).

The study, which surveyed 570 prospective franchisees at the Sydney Franchising Exhibition in March, says potential recruits like to take their time in making the decision to jump from being an employee to owning a franchise: 78% said they need three to 12 months to research their decision.

This is good news for the ACCC, which is campaigning for potential recruits to do plenty of due diligence before jumping into franchising.

There are more than 960 franchise systems employing more than 700,000 Australians in more than 72,000 workplaces in Australia.

SmartCompany Quote of the Day

"Business opportunities are like buses; there's always another one coming."
Richard Branson



Got an anonymous tip? Contact editor