

10 THOUSAND FEET

In-time Intelligence

**Franchisee
Satisfaction
Study 2009**

PROUD MEMBER OF

FCA



FRANCHISE COUNCIL OF AUSTRALIA



Production of the
10 THOUSAND FEET
IntelligenceClub

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About 10 THOUSAND FEET



10 THOUSAND FEET provide decision makers with In-time Intelligence to promptly initiate the right changes in an Organisation. 10 THOUSAND FEET's Analysis and Strategic advice has helped to strengthen relationships and drive key behaviours amongst stakeholders in the franchising industry over the last 6 years.

Customer

Increase frequency, retention and dollar spend
Bring in more customers
Brand health

Franchisee

Increase satisfaction, retention and multi-unit ownership
Create positive word of month

Franchisor

Increase leads and conversion rates
Brand perception

Prospective Franchisee



OUR CLIENTS



MORE CLIENTS

- Ali Baba
- ANZ
- BBQ's Galore
- Beaumont Tiles
- City Pacific Finance
- Contours
- Freedom Furniture
- Gloria Jean's Coffees
- JaxQuickfit
- Just Cuts
- Kwik Kopy
- Multiplex
- Oportos
- Pack & Send
- Poolwerx
- Retail Food Group
- Sleepys
- Snap-on-Tools
- The Coffee Club
- Trios
- TT Group
- Vodafone
- Wendy's

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Report Objectives

The objectives of this Study are as follows:

- 1) Provide Intelligence to gauge and track the satisfaction of franchisees
- 2) Provide Intelligence to assist in retaining franchisees within a franchise system
- 3) Provide Intelligence on what needs to be present in a franchise system to encourage a franchisee to be a multi-unit owner
- 4) Provide Intelligence on how to generate positive word of mouth amongst franchisees
- 5) Provide Intelligence on how to increase franchisee satisfaction
- 6) Provide back comparisons to last year's Intelligence to identify trends and changes

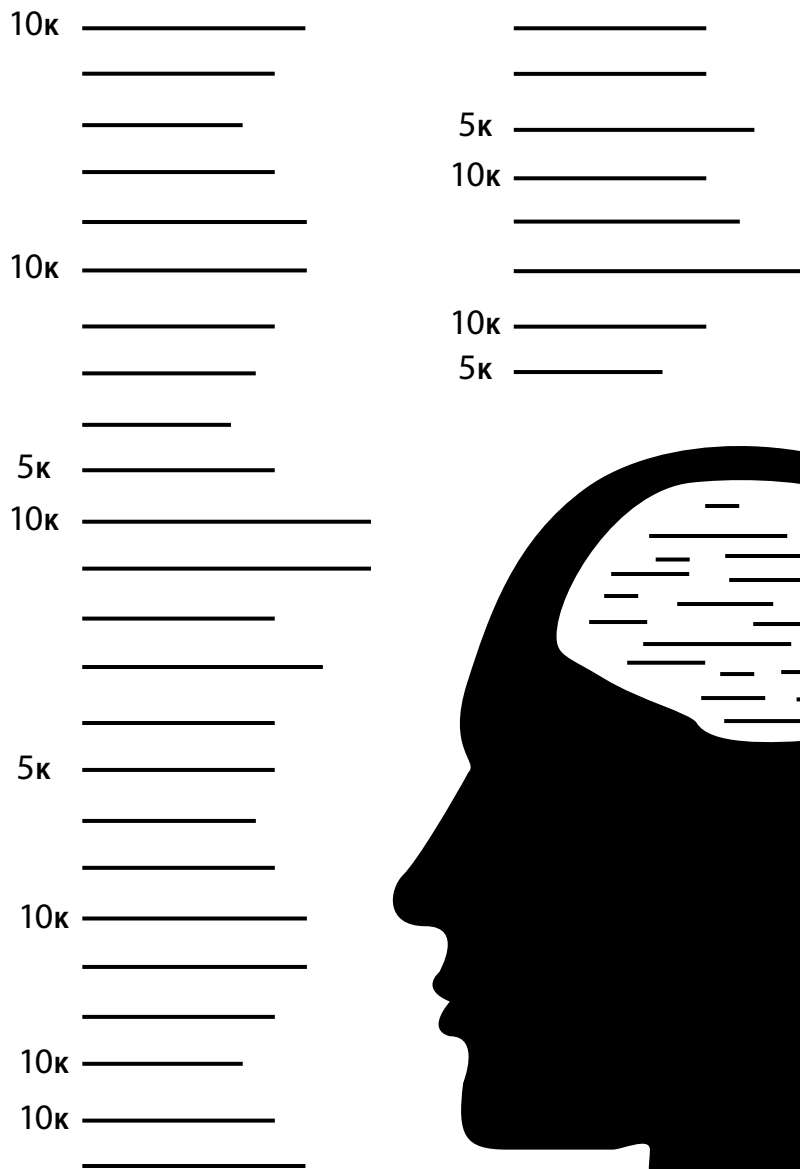
Critical Intelligence

- Explained -

There are a range of aspects that drive your target markets behaviour. Your gut instinct might tell you there are over 10 areas that you should allocate resources in money and time to.

Example \$100k Budget allocation for a given project or section of a business

Based on the answers to key questions asked of the target audience

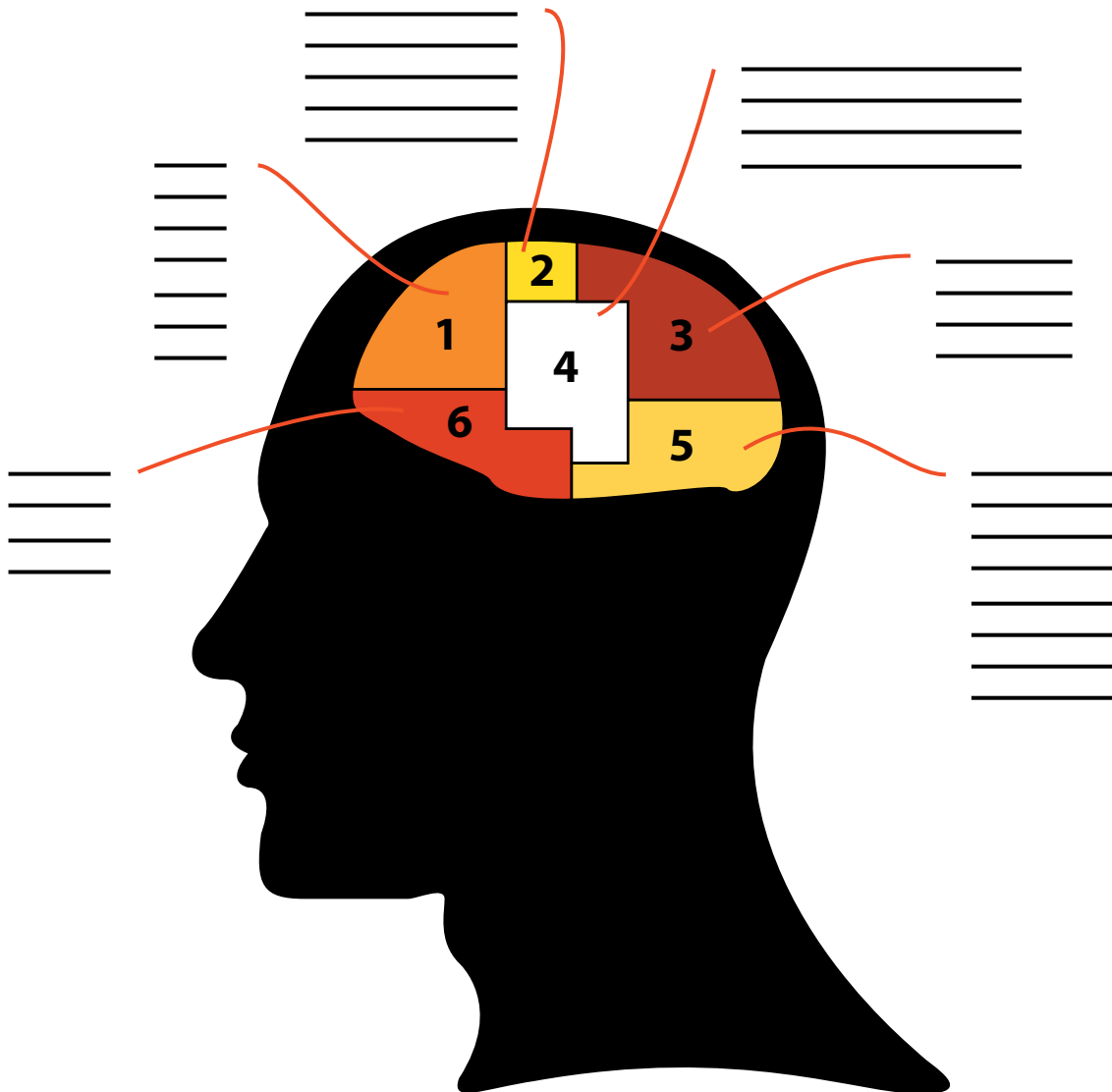


Critical Intelligence

- Explained -

We take the questions being asked and use factor analysis to put them into categories according to the way the questions group themselves in the respondent's mind.

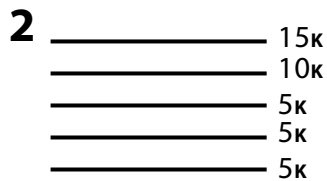
Factor analysis is a Nobel Prize winning analytical technique



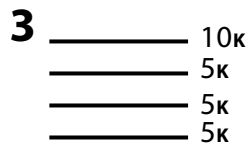
Critical Intelligence

- Explained -

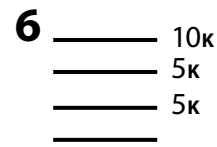
Budget Re-allocation for the same \$100k Budget from the initial example:



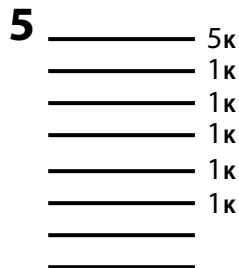
Budget Re-Allocation
for area 2:
40k



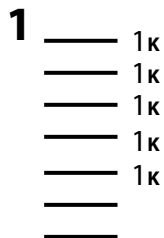
Budget Re-Allocation
for area 3:
25k



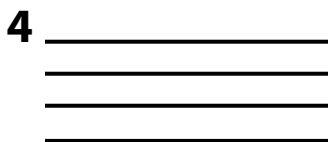
Budget Re-Allocation
for area 6:
20k



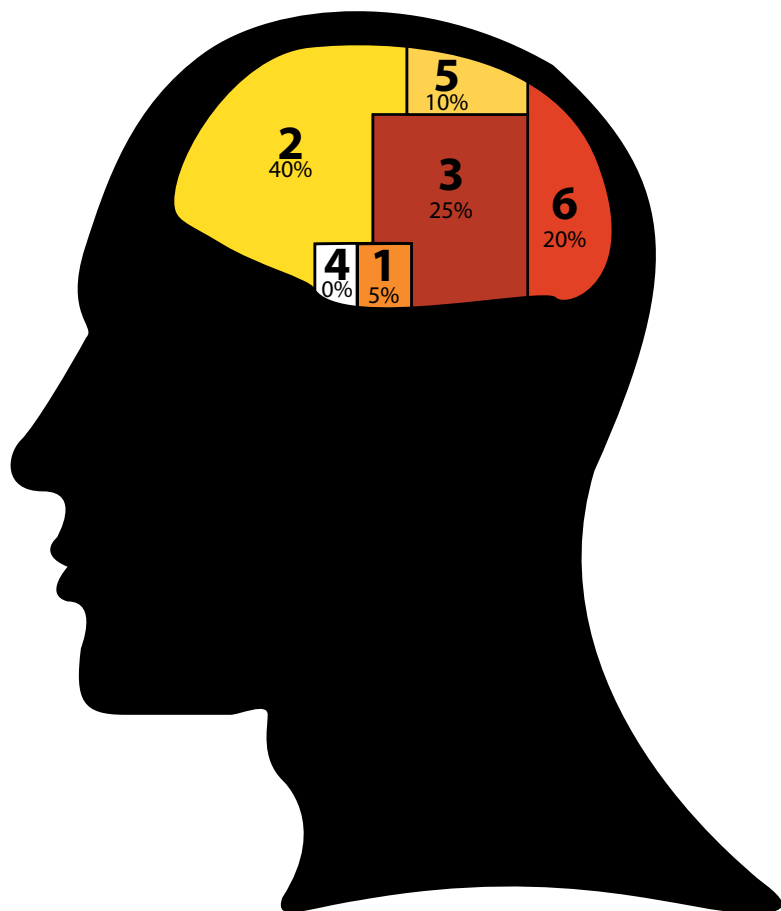
Budget Re-Allocation
for area 5:
10k



Budget Re-Allocation
for area 1:
5k



Budget Re-Allocation
for area 4:
0k



See disclaimer page 2 please consult your various financial, legal, operational and planning advisors before allocating your time and resources

Project Design

Sample

Over 170 franchisors were invited to participate in the 10 THOUSAND FEET survey, 39 franchisors participated.

Over 550 franchisees completed the survey.

Project Definition

The survey was conducted between the 15th of June 2009 and 13th of July 2009.

Questionnaire

A specific questionnaire designed by 10 THOUSAND FEET in 2008 and revised in June 2009 was used in this study. The questionnaire was written and re-evaluated by 10 THOUSAND FEET with the assistance and input of participating franchisors.

Data Analysis

A large number of complex mathematical analyses are used to find hidden relationships in the data.

This analysis process has been developed over 30 years Industry work by our Head PHD statisticians.

Our "Driver Charting" should be strongly considered when interpreting this report. No direct questions are asked to get these results. Customers respond to the questions without knowing the analysis that will be undertaken. That's the brilliance of multivariate analysis. It looks for patterns in the data that show people's underlying psychology.

