



Souvlaki Hut takes gong as leading franchisor

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Melbourne-based franchisor Souvlakihut has been awarded with the honour of Australia's top franchisor in a new survey of franchisees.

10 Thousand Feet, a market research company, surveyed 900 franchisees from 50 franchise systems in Australia in order to find out the most satisfied franchisees in the country. Souvlakihut, which is set to have over 20 franchised stores by the end of the year, opened in the Melbourne suburb of Hillside back in 2004 and is soon to have a presence in four states, with a Tasmanian store to add to outlets in Victoria, Queensland and New South Wales.

The ranking were based on a criteria which included:

- Renewal (intention of franchisees to extend their current arrangement)
- Recommendation
- Financial and social rewards
- Lifestyle (satisfaction with the lifestyle the franchise presents to them)
- Brand passion
- Franchisor support
- Opportunities to for expansion

Other food and beverage franchisors to make the top ten were Xpresso Delight (6) and Mrs Fields Gourmet Cookies (9).

Only 50 of the 600 franchisors invited to take part committed to the survey, but more are expected for the next edition (held on a quarterly basis).

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