



Takeaway empire wins franchisee poll

Souvlaki with the lot

Claire Heaney

A SMALL Melbourne souvlaki franchise has beaten the big names in a poll on franchisee satisfaction.

Souvlakihut, founded by two Greek brothers four years ago, and has only 16 outlets, was voted number one in the topfranchise.com.au survey.

In second place overall was Quest Serviced Apartments, with 120 franchises, ahead of Frontline Recruitment and Ecowash Mobile which has experienced meteoric growth amid water shortages.

The poll was compiled by 10 Thousand Feet, a market research company servicing the franchise industry.

It is based on its yearly Franchisee Satisfaction Survey.

According to 10 Thousand Feet, the findings were gleaned from the responses from 900 franchisees from more than 50 franchise systems.

More than 600 franchisors were given an opportunity to take part in the survey free of charge.

More than 50 took up the opportunity, participating in the franchisee satisfaction study which involved 45 in-depth interviews with franchisors.

10 Thousand Feet's Ian Krawitz said the process had been enlightening for the franchise industry.

He said franchisors thought that franchisees would be motivated by financial reward.

But, he said, the reality was that the franchisees wanted good support.

"When you think about it, it makes sense. A lot of employees are not just interested in the money," he said.

The respondents were asked a range of questions which included whether they would renew their franchise agreements, whether they would recommend their franchise system, and levels of support received from the franchisor.

He said although it was small, Souvlakihut offered a huge level of support for its 16 franchisees.

Although Quest was big it was very

good at being personal and giving good support. Training was important to the business.

What they asked the respondents:

RENEWAL: intention of franchisees to renew their agreement beyond the current term.

RECOMMENDATION: willingness to recommend a franchise to friends and colleagues.

REWARDS: level of financial and social rewards franchisees feel they receive.

LIFESTYLE: whether franchisees are satisfied with the lifestyle their franchise affords them.

PASSION: how passionate franchisees are about the brand, product or service they offer.

SUPPORT: examining levels of support offered by the franchisor.

OPPORTUNITIES: whether franchisees felt there were opportunities to expand their business.

Top picks

Souvlakihut
Quest Serviced Apartments
Frontline Recruitment
Ecowash Mobile
Beaumont Tiles
Xpresso Delight
Mortgage Choice
ANZ Mortgage Solutions
Mrs Fields Cookies
Worldwide Online Printing

Source: 10 Thousand Feet franchise satisfaction survey