

# 2011 Franchisee Success Study

WITH YOUR HELP DISCOVERING THE FACTORS THAT IMPACT ON FRANCHISEE PERFORMANCE

TAKE THE SURVEY

## UPDATE

*46% of franchisees have spouses / partners working in the business*

*54% of franchisees have been in business before, however only 11% have run a franchise previously*

*85% of franchisees are satisfied in running their business*

*17% of franchisees consider they are in current conflict with their franchisor*

Welcome to the first update of our 2011 Franchisee Success Study. (If your franchise network is not yet registered for the study we encourage you to participate as there will be significant benefits to your franchise system and franchisees). Nearly 80 franchise networks are on board and over 1500 franchisees have completed the survey. As we are now over halfway through collecting the Australian data we thought we would share some early findings with you.

- 31% of franchisees surveyed indicated that they would definitely invest in another unit. However, before you rush off to grow your network from existing franchisees, we suggest you stop and consider the issues associated with multi unit franchisees and their success. What are the factors that contribute to the success of a great multi unit franchisee? This research will help us to better understand some of these factors. Stay tuned.
- With 46% of franchisees telling us that their spouse or partner also works in the business, dynamics such as managing work life balance and the separation of roles and responsibilities need to be well managed. We expect to have some important findings around these issues as we dig deeper into the data.
- A relatively high percentage of franchisees have run a prior business, 54% to be exact, but only 11% of these people have been involved in a franchise before. Given this past business experience, it is important you support these people to establish the right type of expectations as they transition from a 'traditional' business into your franchise?
- 17% of those surveyed consider that they are in some form of conflict with their franchisor. This highlights the need for us all to better manage factors that may lead to conflict. Issues that do arise, may simply be because of individual differences, and our ability to manage people as individuals is critical.
- We should all be delighted that 85% of franchisees surveyed find running their franchise satisfying. That certainly suggests that the personal needs of franchisees are being well met and their passion for the business is being fuelled.

Please contact Jun Low at 07 3510 9000 or email [jlow@franchisere relationships.com](mailto:jlow@franchisere relationships.com) if you would like to participate. But be quick as this free opportunity closed mid-August.

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