



MEDIA BACKGROUNDER

Friday 10 October 2008

Australia's top 10 franchisors revealed

topfranchise.com.au has been compiled using the results of 10 THOUSAND FEET's annual Franchisee Satisfaction Survey; a comprehensive study of the franchise industry involving over 40 in depth interviews with franchisees, and survey responses from over 900 franchisees across more than 50 franchise systems in Australia. In addition to overall ratings, it also rates systems across seven key areas, identified by 10 THOUSAND FEET as having the most impact on franchisee satisfaction.

The key criteria taken into account by topfranchise.com.au include;

- **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 & 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 feel there are opportunities to expand their business within the system

Overall Ranking	Franchise System	No. of franchises	Category Rankings
1	Souvlakihut <i>Founded by Bill & John Fotiadis, Souvlakihut launched in the Melbourne suburb of Hillside in 2004. The aim was to create a chain of casual Greek restaurants with an authentic product range as well as bringing fresh and exciting new flavor profiles to the Australian market. Its vision is to become one of Australia's leading casual restaurant chains.</i>	16	1 – Renewal 1 – Rewards 1 – Lifestyle 1 – Support 1 – Opportunities 3 – Recommend 8 – Passion
2	Quest Serviced Apartments <i>Quest is Australasia's largest and most successful serviced apartment group with nearly 20 years of experience. As the market leader in serviced apartment accommodation for corporate and leisure travellers, Quest has earned high marketplace recognition and an international reputation for consistent quality over many years.</i>	120	2 – Rewards 4 – Recommend 4 – Support 5 – Opportunities 5 – Passion 6 – Lifestyle 7 – Renewal
3	Frontline Recruitment <i>The Frontline Recruitment Group was founded in 1995 with a vision to be the most successful Australian based franchise organisation servicing the recruitment industry. Local knowledge and industry specialization are the cornerstones of the business; these allow the brand to help clients and candidates get the best possible outcome.</i>	39	2 – Recommend 3 – Rewards 3 – Support 4 – Renewal 4 – Lifestyle 5 – Opportunities 7 – Passion
4	Ecowash Mobile <i>In just four years Ecowash Mobile has grown into a multi-award winning International franchise operation with more than 100 mobile units servicing Australia, the Middle East, Europe and the USA. It is the No.1 waterless car washing franchise in the world.</i>	100+	2 – Support 2 – Opportunities 6 – Recommend 5 – Lifestyle 6 – Passion 7 – Rewards

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5	Beaumont Tiles <i>Beaumont Tiles is Australia's leading tile group, with almost 80 stores across the country. The company has a commitment to providing customers with high levels of service, choice & satisfaction, and to consistently deliver real value for money.</i>	80	4 – Passion 5 – Renewal 5 – Support 9 – Recommend 8 – Rewards 10 – Lifestyle
6	Xpresso Delight <i>Xpresso Delight transplants the cafe experience directly into the workplace with no upfront costs or fees. Within four years the brand has achieved a nationwide presence of 86 franchisees providing over 4.5million cups of coffee per year.</i>	92	2 – Lifestyle 3 – Opportunities 4 – Rewards 7 – Support 10 – Recommend 10 – Passion
7	Mortgage Choice <i>Mortgage Choice was established in 1992 with the aim of simplifying the process of getting a home loan. Co-founders Rod Higgins & Peter Higgins realised their vision of building a national franchise network of ethical and professional residential property mortgage brokers who local communities could trust with service and who didn't 'play favourites'.</i>	400+	7 – Recommend 6 – Support 8 – Opportunities 9 – Renewal
8	ANZ Mortgage Solutions <i>Launched in 2004, ANZ Mobile Lending is ANZ's mobile home loan franchise operation. As the first franchised mobile home lender for the 'Big 4' Australian banks, ANZ Mobile Lending offers sales professionals a unique opportunity to establish a mortgage origination business that leverages the creditability of a major bank. ANZ Mobile Lending has since written over \$5 billion in home loans in Australia.</i>	136	1 – Passion 3 – Renewal 5 – Recommend 5 – Rewards 7 – Lifestyle
9	Mrs Fields Gourmet Cookies <i>Mrs Fields Cookies commenced operations in Australia in the 1980s, as a subsidiary of the Franchisor, Mrs. Fields Cookies of the United States. In December 1994, Cookies Australia Pty Ltd acquired the Australian master franchise rights making it a proudly 100% Australian owned company based in Sydney. A totally new look was developed for the Australian market. By dominating the specialty retail bakery industry with high quality products, success driven people and excellence in customer service, Mrs. Fields achieves its mission "to indulge the world with a sweet treat, the best coffee and a warm smile."</i>	17	1 – Recommend 8 – Renewal 8 – Support 8 – Lifestyle 10 – Opportunity
10	Worldwide Online Printing <i>Worldwide is a \$65m group of 90 franchised print communication centres. Each Centre has its own digital production facilities - plus access to our four vast centralised Hubs. The 120 million offset and digital print items we delivered last year ranged from corporate literature to business cards. Our Online Print Management (OPM) system allows clients to order and manage their print 24/7.</i>	90	7 – Opportunities 9 – Passion 9 – Rewards

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For further information or to arrange interviews with Ian Krawitz, Head of Intelligence at 10 THOUSAND FEET or the top 10 franchisors, please contact:

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