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When gender divides a potential asset base

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WOMEN are not being successfully targeted by national marketing campaigns to attract franchisees, the results of a new study show.

Research by market intelligence company 10 Thousand Feet revealed \$44.4 million was spent on marketing initiatives to attract franchisees in the 12 months between September, 2006 - 2007.

But director Ian Krawitz said franchisors needed to use their

budgets more effectively to attract investment, especially from women.

"The age old adage 'you have to spend money to make money' certainly rings true in the franchising sector," he said.

"But there is room for franchisors to get smarter about their development budgets."

Mr Krawitz said 30 per cent of potential franchisees were female but only 20 per cent of franchise units were predominantly owned or operated by women.