

HEADLINE: Assistance pays off

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A survey by market intelligence company, 10 Thousand Feet, has found that people are more likely to enter into a franchise system if they are assured of local area marketing budgets and coaching from support staff. The survey canvassed over 570 possible franchisees for its 2007 Franchisee Recruitment Report when the Sydney Franchising Exhibition was held earlier this year in March.

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MENTIONS: 10 Thousand Feet (1)