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New Survey Reveals Australia's Top 10 Franchisors

October 9, 2008 by Angela | [0 Comments](#)

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“Market research company 10 Thousand Feet surveyed 900 franchisees across more than 50 franchise systems in Australia to determine which franchisor has the most satisfied franchisees.

Ian Krawitz, head of intelligence at 10 Thousand Feet, says the recent tension between franchisees and franchisors – most recently highlighted during the federal parliamentary inquiry into the franchising code – highlight the need for franchisors to work on franchisee satisfaction.



“The last thing you want to be doing is dropping good quality franchisees at the moment in today's economic conditions,” Krawitz says.

10 Thousand Feet have created a website with [results of its franchise survey](#). While only 50 of the 600 franchisors invited to take part in the survey actually took part, Krawitz expects interest to rise after the publication of the list and says five more franchisors have already agreed to take part.

The list of top franchisors will be updated each quarter.

Here are the top 10:

1. **Souvlakihut**
2. **Quest Serviced Apartments**
3. **Frontline Recruitment**
4. **Ecowash Mobile**
5. **Beaumont Tiles**
6. **Xpresso Delight**
7. **Mortgage Choice**
8. **ANZ Mortgage Solutions**
9. **Mrs Fields Gourmet Cookies**
10. **Worldwide Online Printing**

Logo from [Souvlaki Hut](#).

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