

## Franchisee satisfaction up and down reveals survey

---

30 January 2009

The online site [topfranchise.com.au](http://topfranchise.com.au) reveals a drop in franchisee satisfaction in its quarterly review of 65 systems across Australia. The latest results show that the tightening economy is affecting business in most franchise systems down compared to the previous quarter.

Franchisee satisfaction ratings for financial services businesses have been hardest hit by a loss of confidence in the current economic environment to maintain and even improve overall franchisee satisfaction. Some businesses including those offering healthcare, small luxuries and affordable family dining have been hardest hit.



Ian Krawitz, head of intelligence at 10 THOUSAND, [topfranchise.com.au](http://topfranchise.com.au), said the drop in franchisee satisfaction in the current economic climate: "This initial dip in franchisee satisfaction is a result of a loss of confidence in the franchising sector."

"Our survey takes into account seven different factors, including passion for the business and interest in financial rewards. While opinion on financial rewards has obviously decreased, interest in the business has increased significantly as franchisees realise that they are not those facing redundancy," said Krawitz.

Souvlakihut is in the affordable dining market and has a kids eat free offer that started as a trial in other states. The franchise remains the firm favourite among those franchisees surveyed but the most popular is mobile car cleaning and detailing business Car Care and disability care franchise Just Better Care, mobile car cleaning and detailing business Car Care on Tools and appliance rental service Mr Rental.

---

Copyright ©2008 Reed Business Information. All rights reserved.

Drive-through coffee franchise Muzz Buzz, and women-only gym chain Fernwood Fitness also while gourmet cookie retailer Mrs Fields, Mortgage Choice and ANZ Mobile Lending services a rankings.

“Franchises which offer value driven products or services, such as Souvlakihut and Mr Rental; a Muzz Buzz are doing well in this climate,” said Krawitz. “It’s also clear that some sectors are downturn, with socio-demographic trends dictating that healthcare businesses like Just Better C:

[topfranchise.com.au](http://topfranchise.com.au) launched in October 2008, and is a free online service which rates Austr: feedback of their own franchisees.

Tags: | [10 Thousand Feet](#) | [ANZ Mortgage](#) | [average ratings](#) | [car care](#) | [fernwood](#) | [franchise systems](#) | [frat](#)  
[Care](#) | [Mortgage Choice](#) | [Mr Rentals](#) | [mrs fields](#) | [Muzz Buzz](#) | [Snap On](#) | [Souvlakihut](#) | [top 10](#) | [topfranc](#)

Related articles:

**[New franchise reports to help franchisee purchasing decision](#)**

**[10 THOUSAND FEET review franchise systems with staying power](#)**

**[Mrs Fields Australia not in US restructure](#)**

**[Website lists top franchises by franchisee satisfaction](#)**

**[Franchise travel and accommodation](#)**

Just in:

**[Work underway for Hassell's panda enclosure](#)** (30 January 2009)

**[Bother for Boral](#)** (30 January 2009)

**[White Bay cruise terminal causes furor](#)** (30 January 2009)

**[Global round-up](#)** (30 January 2009)

**[Rant on](#)** (30 January 2009)

Add a new comment

Name \*

Email \*

Comment \*

Security Code \*



Enter the code shown:

Submit

Reproduction in whole or in part in any form or medium without express written permission of Ree