

Datas from this study are fictive. They are simply meant to enable to visualize the surveys layout and are not corresponding to the results observed in the different audited networks. You can obtain information about the average performance of the audited networks by consulting our satisfaction measures, updated in real time depending on franchise holders answers. Observations from the summary do not correspond to numerical results or Verbatim. In a real survey, the summary matches of course perfectly the datas from the different graphs. The surveys can be composed of 15 to 20 pages, it depends on the network's size and on the received verbatim volume.



**Survey realized from 13th January to 25th February 2008**

**Among all the 'Franchise One' franchise holders**

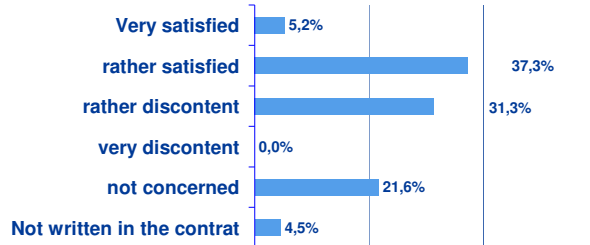
**Questionnaire administered by phone, the Internet or fax.**

**Answer rate to the questionnaire: 77 %**

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Leading agency	Page 7
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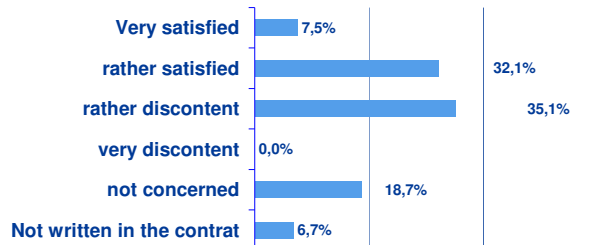


During the creation of your firm, how have you considered the assistance from your franchisor concerning:



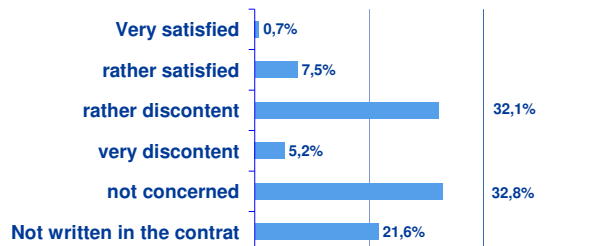
## Setting up survey

satisfied\* **57,6%**



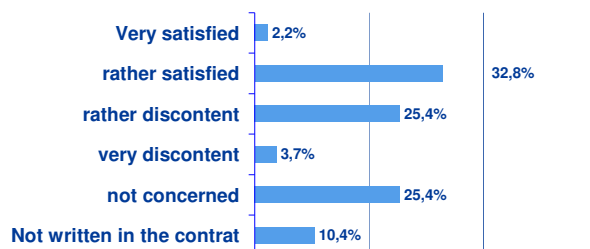
## Premises research

satisfied\* **53,0%**



## Funding research

satisfied\* **18,0%**



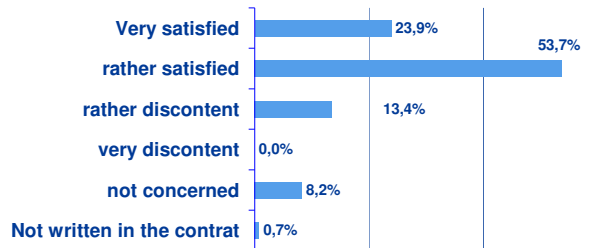
## Improvement works

satisfied\* **54,7%**

\*'very satisfied' and 'rather satisfied' total of answers among all answers. 'Not concerned' and 'not written in the contract' have not been taken into consideration in this amount as they do not convey satisfaction or dissatisfaction.

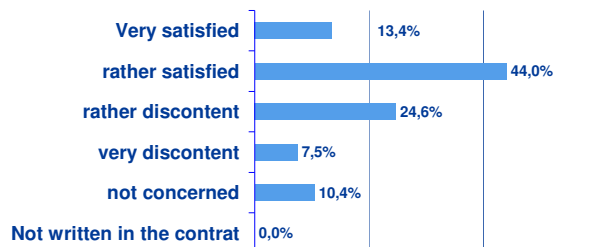
## Start up support

During the creation of your firm, how have you considered the assistance from your franchisor concerning:



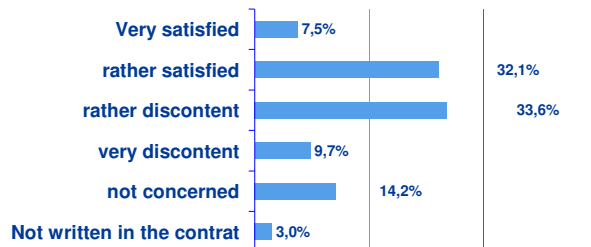
### Initial education

satisfied\* **85,2%**



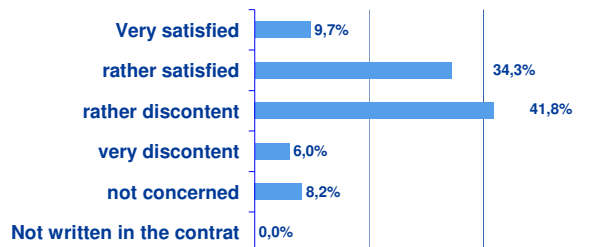
### Advice and support

satisfied\* **64,2%**



### Employees training and recruitment from the setting up

satisfied\* **47,7%**



### Global start up support

satisfied\* **48,0%**

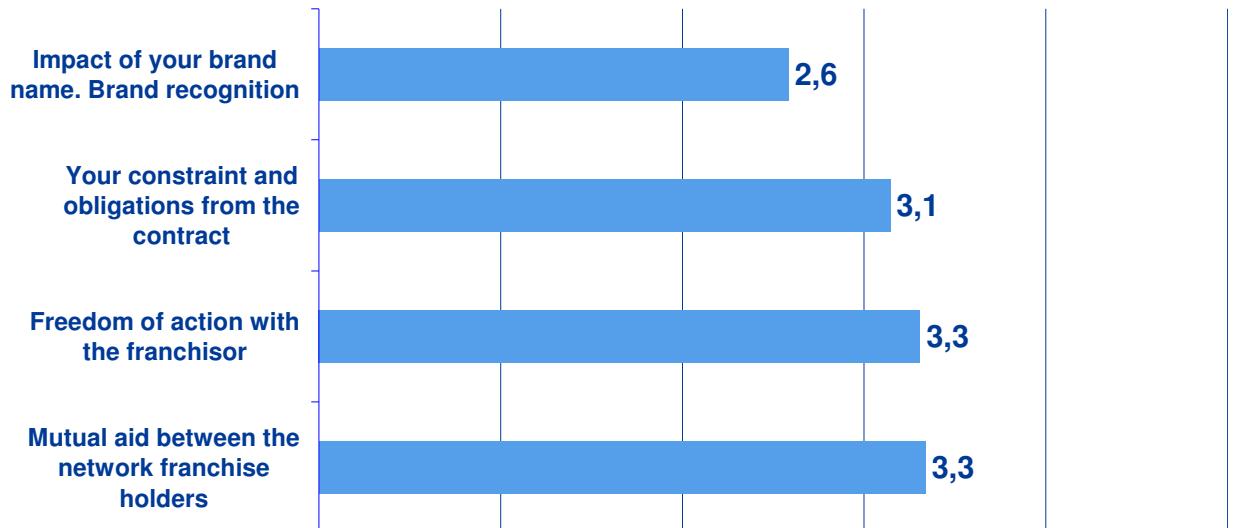
\*'very satisfied' and 'rather satisfied' total of answers among all answers. 'Not concerned' and 'not written in the contract' have not been taken into consideration in this amount as they do not convey satisfaction or dissatisfaction.

Satisfaction average concerning the start up support

**53,5%**

## How it daily works

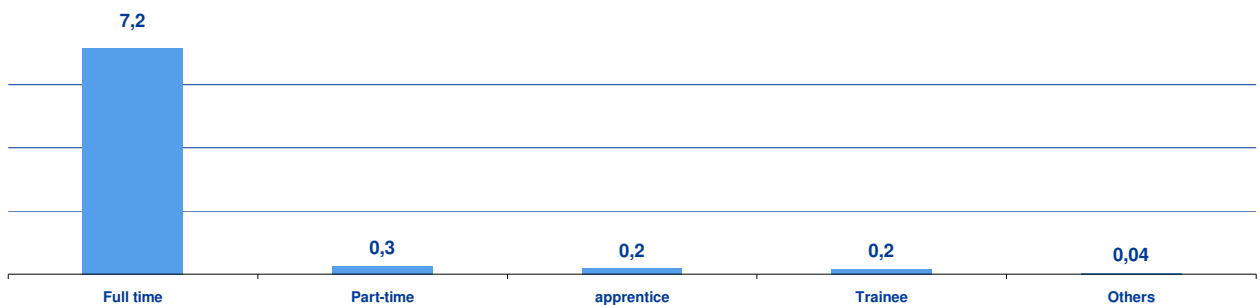
And now that you belong to the network, please rank those points from 1 to 5 (1 = not satisfied, 5 = fully satisfied)



Global satisfaction rate for the daily operations

3,1

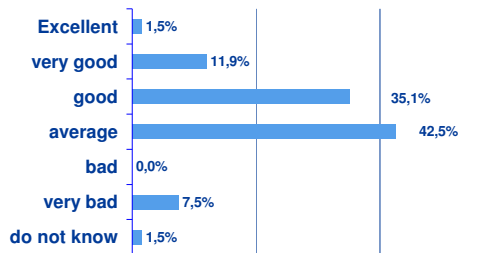
How many people do you employ?



*Answers' average in number of people*

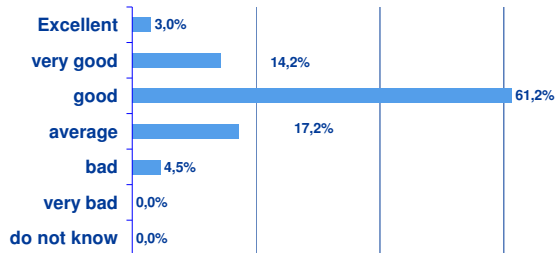
## Brand name support

How do you rate the services from your brand name concerning those different points:



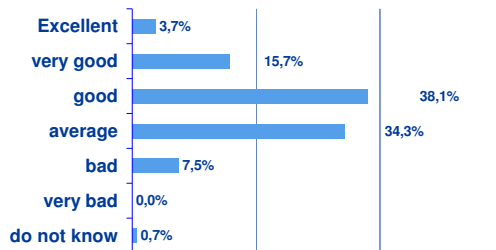
Inner network animation

satisfied\* **49,2%**



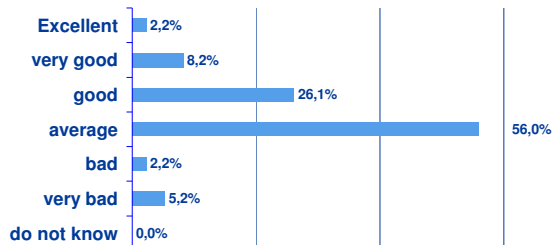
Quality of products and services you are offering to your customers

satisfied\* **78,4%**



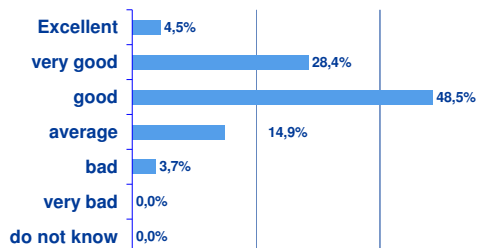
Central agency logistics

satisfied\* **57,9%**



Communication (advertising and brand promotion)

satisfied\* **36,6%**



Continuing education

satisfied\* **81,3%**

\*Total of 'good', 'very good' and 'excellent' answers among all formulated opinions. 'Do not know' answers have not been taken into consideration in this amount as they do not convey satisfaction or dissatisfaction.

Satisfaction average concerning the support

**60,7%**

Which qualities do you most distinguish in your franchisor?

*Simplicity and easiness in relationships*

*Availability, honesty, conviviality, ability to listen*

*Sense of hearing with franchise holders, ability to increase ourselves*

*Will to develop the network*

Organization – Logistics

**etc, etc .....**

Which points should develop your franchisor as a priority?

*External communication*

*Financial needs evaluation while starting up*

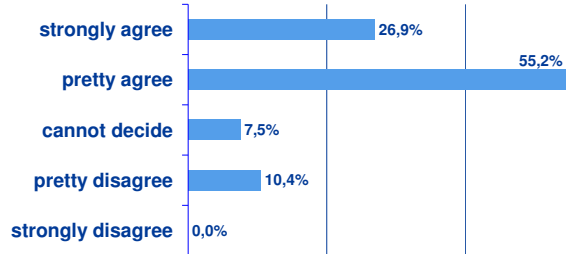
*Slowness of operations, inefficiency, inability to overcome intern conflicts, only interested in profit*

*Hearing of its franchise holders*

**etc, etc ...**

Nota : pour éviter des répétitions trop nombreuses la liste des réponses citées n'est pas exhaustive des réponses fournies aux questions ouvertes. Les formulations d'origine ont été conservées. Toutes les opinions exprimées ont été retranscrites à l'exception de celles pouvant mettre en cause les personnes ou la concurrence.

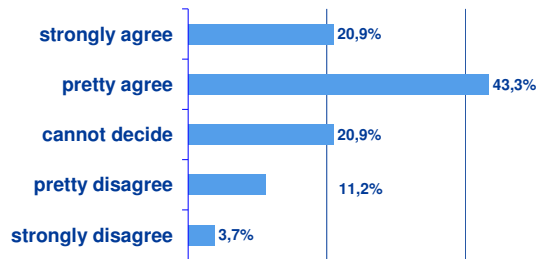
## Would you say of your franchisor that he is:



### Available

Agree\*

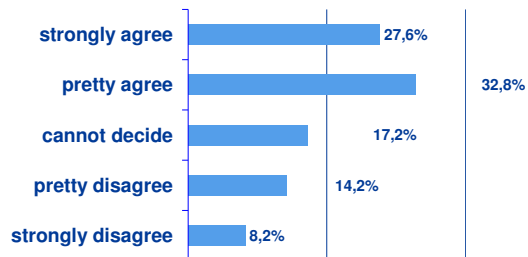
**89,6%**



### Able to listen

Agree\*

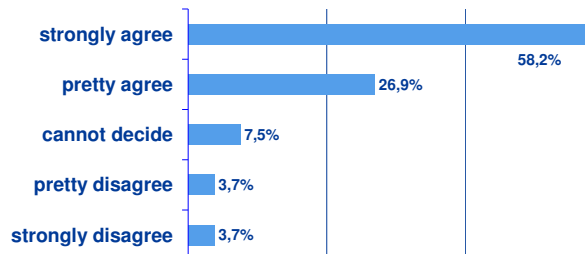
**85,1%**



### Aware of the major link between your success and the firm success

Agree\*

**77,6%**



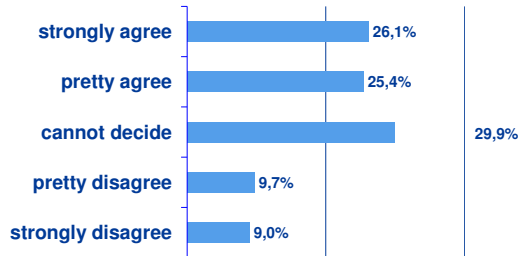
### Respectful of your purchasing area and your territorial exclusivity

Agree\*

**92,5%**

\*The portion corresponds to the total of 'strongly agree', 'pretty agree' and 'cannot decide' answers

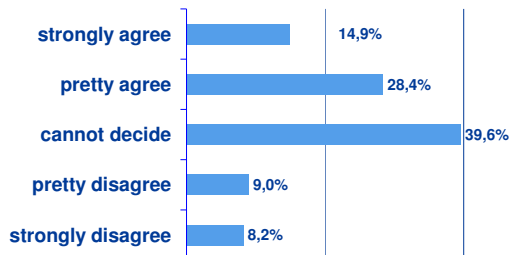
## Would you say of your franchisor that he is:



Ready to help you if need be

Agree\*

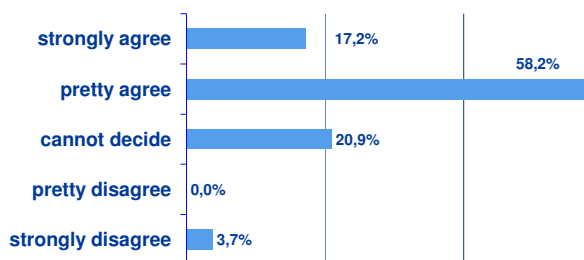
**81,3%**



Fair in his assessments of your firm results

Agree\*

**82,8%**



A 'good franchisor'

Agree\*

**96,3%**

\*The portion corresponds to the total of 'strongly agree', 'pretty agree' and 'cannot decide' answers

Satisfaction average concerning the leading agency

**86,5%**

What is the main reason why you chose our brand name?

*Notoriety, initiation fees*

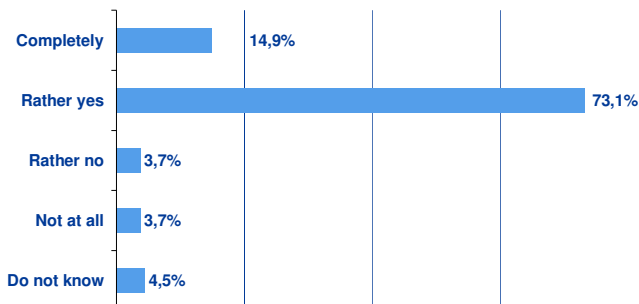
*Normal-sized network and leading agency available*

*Geographic area available*

*The franchisor state of mind: controlled growth, franchise holders respected*

*The brand name values and training acknowledgement*

*etc, etc ...*

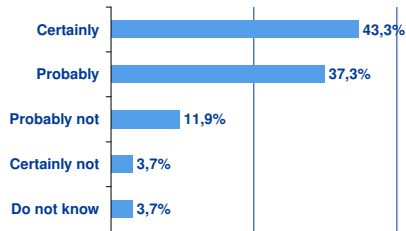


Have your needs been satisfied?

**Yes\* 92,2%**

Total of positive answers among the total answers. 'Do not know' answers have not been taken into consideration in this amount.

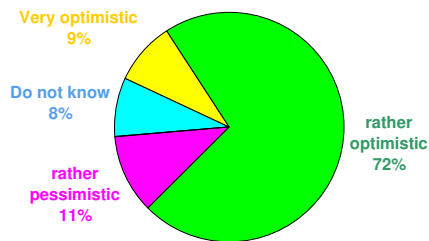
Supposing it were possible, would you recommend your network to one of your relatives?



Yes\* 83,7%

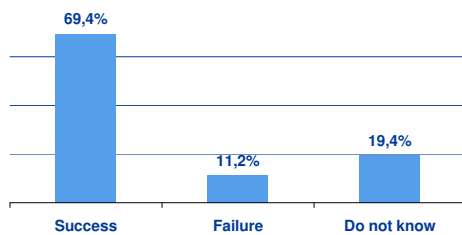
\*Total of positive answers among the total answers. 'Do not know' answers have not been taken into consideration in this amount.

While thinking about your network future, would you say you are:



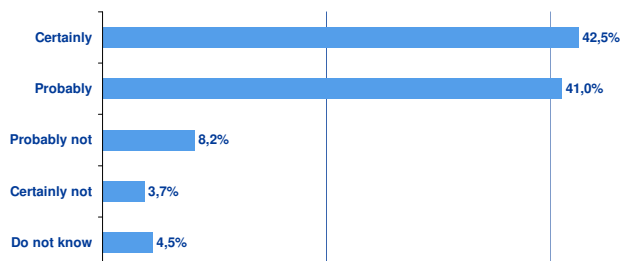
optimistic\* 87,8%

In your activity in your brand name, what is your personal feeling:



Success\* 86,1%

If you could, would you sign again?



Yes\* 87,5%

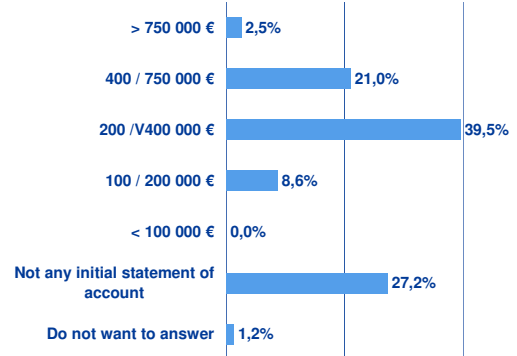
\*Total of positive answers among the total answers. 'Do not know' answers have not been taken into consideration in this amount.

# Financial aspects

To start up your activity, how important was your contribution?

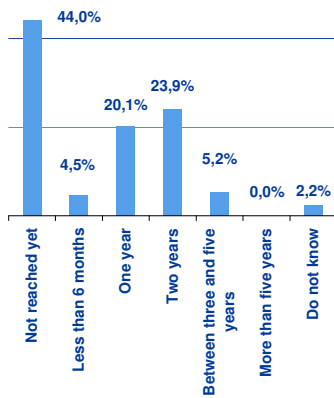


Where could you rank the last annual turnover (all taxes included) from your outlet, in those intervals?

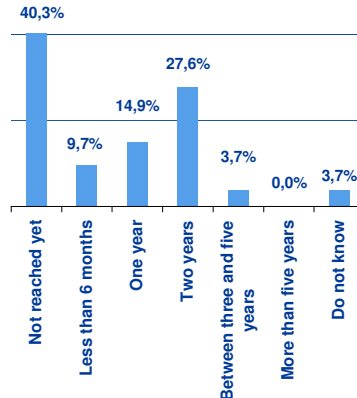


How much time did you need to:

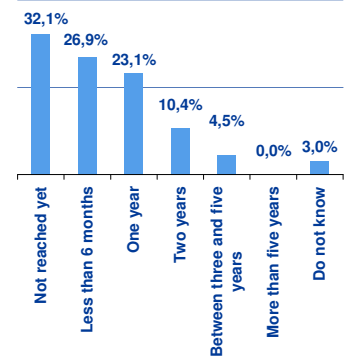
Release profit



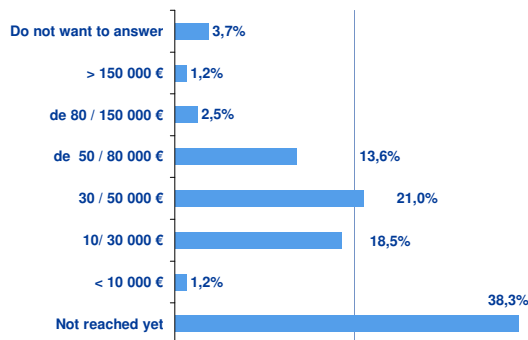
Reach the estimated turnover



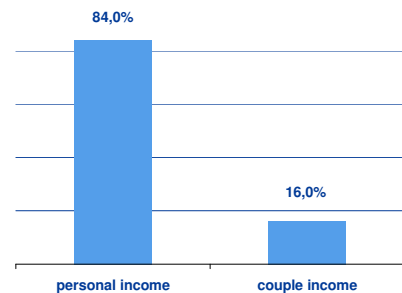
Be able to pay yourself



In which interval is situated your annual net income before tax?

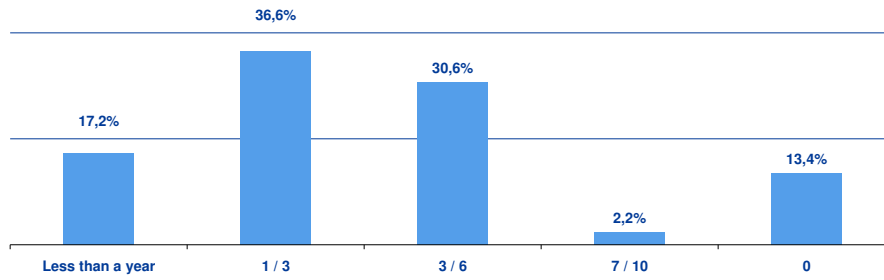


It is your ?

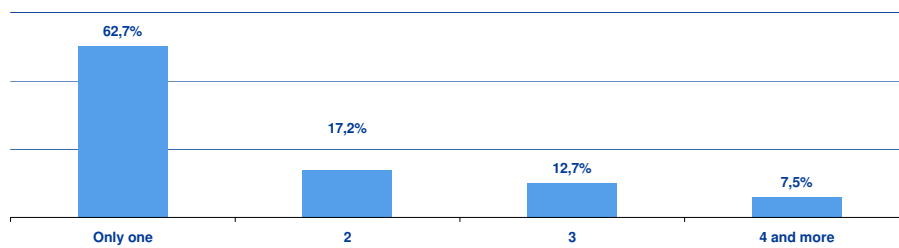


# Profile

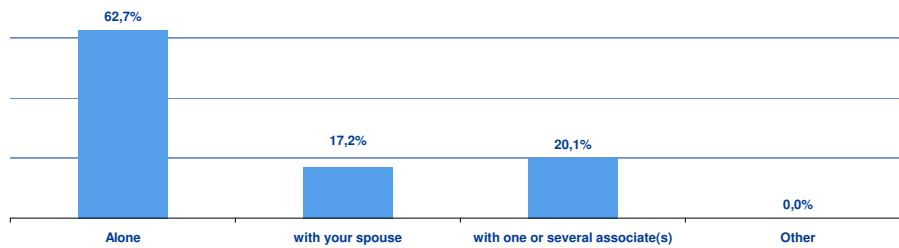
How long have you been a member of this network



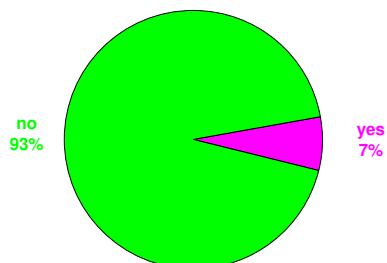
How many outlets from this brand name do you own?



Do you run your company



Do you operate with one or several outlets that does not belong to this brand name as well?

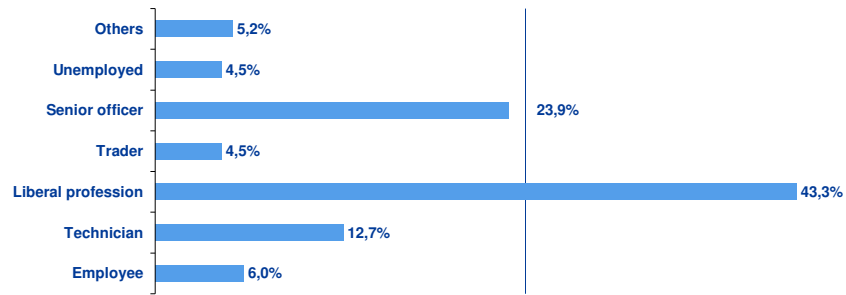


Have you engaged proceedings against your franchisor?

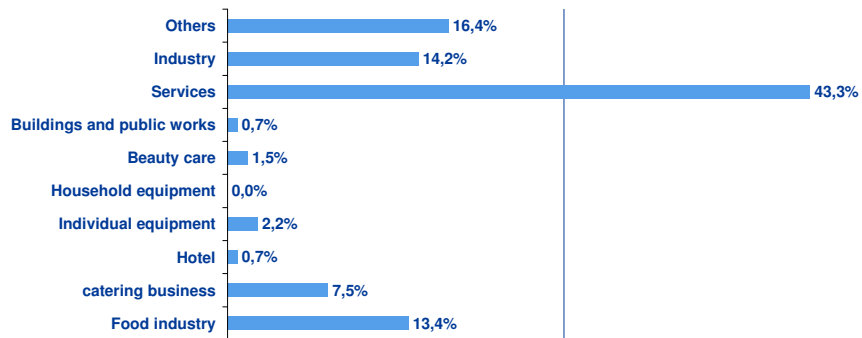


# Profile

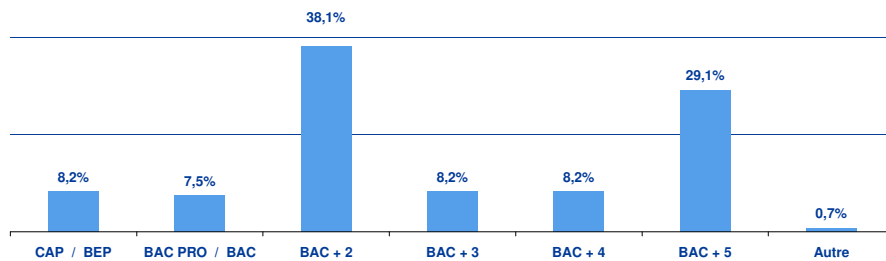
What was your corporate name before becoming a franchise holder of your



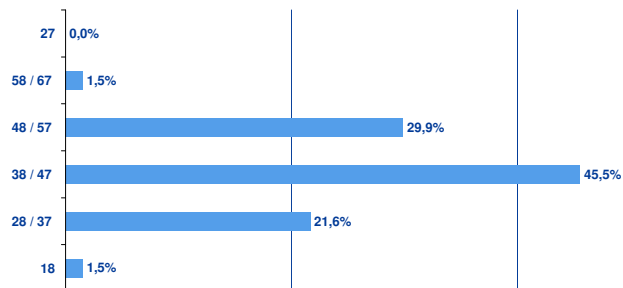
In which line of business did you work?



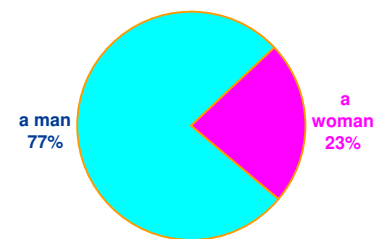
What are your higher diplomas?



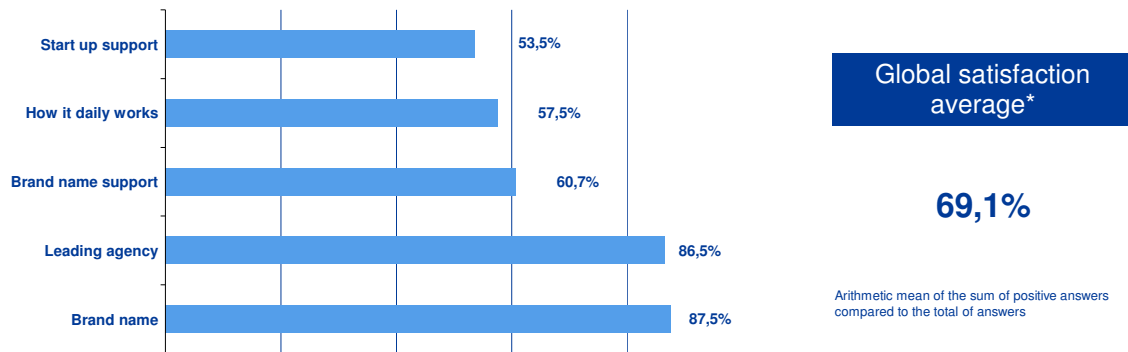
What age range do you belong to?



You are



## Satisfaction averages summary



Most of the Franchise One franchise holders were executives or senior officer before joining the network, but few of them come from the same activity. Please note that more than a third of Franchise One partners own several agencies in this network, meaning that they are satisfied and trust their brand name.

### Start up support

Franchise One start up support is high-quality, with 70.2 % global satisfaction, in spite of 34.4 % awarded to the funds research support. What is amazing, given that Franchise One is working with several important bank groups and send them franchise holders details. Moreover, Franchise One offers to help with the forecast budget writing. Please note the excellent result as for the initial education, which is a key point while starting up a new business. As a matter of facts, to set up a franchise is often an opportunity to have a new job, and the higher the quality of your training is, the likelier you are to succeed in this new career.

### How it daily works

Notoriety is quite medium. However, franchise holders from Franchise One seem to enjoy independence and mutual aid above par (quite a rarity, indeed), without too many constraints. It reveals a good-balanced daily life.

### Brand name support

According to Franchise One franchise holders, communication could be increased. This matches the previous notoriety mark of 2.5 out of 5, those factors being related. On the contrary, franchise holders are very satisfied with Franchise One services offered, and with the well-graded continuing education.

### Leading agency

Franchise One franchisor seems to be very popular among his partners. 'He is an attentive person. He faces problems. He is waiting on his franchise holders hand and foot.', 'his sincerity, his simplicity, his honesty, his work quality' and datas confirm it: 95.1 % available, 97.5 % respectful of your purchasing area, he is even considered by 98.8 % of Franchise One partners as a 'good franchisor'! Congratulations!

### Brand name

Up to 97.5 % of franchise holders from Franchise One have met their expectations. This is an excellent result. There is in fact often a gap between their expectations before signing for a franchise and the reality when they set up their business, and even disappointments. Yet considering this result, Franchise One appears to keep its promises, and 94.9 % of franchise holders were even ready to sign again. This result is speaking for itself. Congratulations once again to Franchise One!

### Financial aspects

As for the franchise holders working for at least a year (and so without taking into consideration the other 27.2 % and people who do not want to answer), we can note that more than 88 % franchise holders are realizing above EUR 200,000 turnover and more than half earn more than EUR 30,000 a year, nearly a half asserting an annual income higher than EUR 50,000.

Franchise One brand name appears to be close and listening to its franchise holders. Despite the downside in communication and therefore in notoriety, franchise holders clearly express their commitment to their leading agency and brand name. Franchise One network is being intensively developed, it is therefore reassuring to be sure that people engaged in this development would be happy to sign again. This is an important indication as far as the health of this dynamic network is concerned.