

Food Industry Franchisees Are Focus of Unprecedented Strategic Research

Campbell Communications is conducting the first in a series of surveys in the franchise sector, designed to provide strategic information to major franchisors and other national franchising companies. The research is sponsored by Franchise Times.

The first project is an unprecedented study to determine the most important factors potential franchisees consider when they gather information, how they choose which companies to investigate, and whether to actually make the deal. Based on discussions with development directors at some of the nation's leading franchising companies Campbell has aimed this survey research specifically on the food sector to ensure the findings are focused and actionable.

The extensive online survey of current and potential franchise owners will remain in the field through March, with analysis and findings published in April. Survey respondents will have several open-end questions in addition to the more data-driven "click" questions.

This is not a franchisee satisfaction survey. For the first time, franchising companies will be able to learn from industry franchisees, in an unbiased "blind" study:

Where those seeking franchise opportunities look for information (publications, trade shows, websites and more), and rankings of which are most valuable -- helping you refine where you spend
Which websites they consider most important -- not just those with more traffic, but those that drive their inquiries to franchises like yours
What factors they consider most important when choosing franchises to call, and which to leave out -- helping you target your messaging on the truly vital "hooks"
Ranking of factors critical to making (or leaving behind) the deal -- helping you convert interest to actual new business
How franchisees value popular incentives -- important to know, whether you are offering them or your competitors are
Competitive differentiators when it comes to very specific kinds of franchisor support
Why some franchisees are thinking of getting out of the business -- with the numbers that give you perspective and context
What other industries interest food franchise owners and why -- helping you capture and retain growth opportunities

You may have practical experience and anecdotal information about many of these subjects. This study will provide you with quantitative data on how franchisees think and respond, helping you make better business decisions that will save you money, manage risk and take advantage of business-building opportunities.

Campbell Communications (www.campbellsurveys.com) is a leader in distribution channel research. The firm conducts syndicated surveys in a variety of vertical markets. Franchise Times magazine (www.franchisetimes.com) is the nation's leading publication devoted exclusively to the franchise community. Campbell research results have given its clients the data they needed to roll out targeted marketing communications, focus on high-return segments of their business, and solve operational issues that enabled them to attract new customers.

The survey instrument for the current research project is at www.campbellsurveys.com/franchise10.

Full price of the new survey report upon publication will be \$4,990. Discounts are provided to customers that order in advance and to those notifying their franchisees about the survey while it is in the field.

As a special opportunity, Campbell Communications can include in its survey those potential franchisees whom franchisors have screened, but who abandoned the process. Many franchise recruiters are frustrated by having great candidates make it through their screening criteria, only to disappear. This survey could help them understand why, and what to do about it. Their anonymous, candid feedback will inform better future business decisions.

To order the upcoming survey report or get more information on this research project, contact:
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