

## ENCOURAGING WOMEN INTO FRANCHISING PROSPECTIVE FRANCHISOR SURVEY

Women business owners who had attended either The Franchise Show at Excel in February 2009 or the British & International Franchise Exhibition at Olympia in January 2009 were approached for their views regarding franchising their businesses. 23 women responded to the survey:

- The reasons why looking at franchising as a means for growing their business.
  - 65% - Don't want to manage large numbers of staff
  - 65% - Franchisees will be more committed than employees
  - 35% - Faster than company expansion
- Factors preventing them franchising at the moment
  - 61% - Lack of confidence in the economy
  - 43% - Don't know where to get support and advice
  - 43% - Concern over whether they will be able to recruit franchisees
- Where they will get information and advice
  - 52% - The British Franchise Association
  - 43% - A Franchise consultant
  - 43% - Business Link
- Will you need external funding to help franchise your business and if so from where?
  - 74% - From main bank
  - 52% - From friends and relatives
  - 43% - From another bank
- What sector is your business in?
  - 35% - Business and commercial services
  - 26% - Hotel and catering
  - 17% - Personal services
  - 13% - Store retailing
  - 9% - Property services
  - 0% - Transport and vehicle services
- How long has your company been trading?
  - 43% - 1 to 2 years
  - 26% - Less than 1 year
  - 13% - 3 to 4 years
  - 9% - 5 to 7 years
  - 9% - 8 to 10 years

## EWIF Survey 2009 - Franchisor

8th September 2009

### 1. What the main reasons why you are looking to use franchising as a method for growing your business? (you can choose more than 1 answer)

	Number of Response(s)	Response Ratio
Cheaper than company owned expansion	6	26%
Faster than company owned expansion	8	35%
No employment legislation issues	8	35%
Don't want to manage large numbers of staff	15	65%
Franchisees will be more committed than employees	15	65%
Know of other companies that have successfully franchised	8	35%
There is professional support to help businesses to franchise	4	17%
Other	0	0%
<b>Total</b>	<b>23</b>	<b>100%</b>

### 2. Are there any factors that are preventing you franchising at the moment? (you can choose more than 1 answer)

	Number of Response(s)	Response Ratio
No	2	9%
Don't have the knowledge and skills	6	26%
Don't know where to get the support & advice to help me franchise my	10	43%
Don't have the funds at the moment	6	26%
Can't get the funds	8	35%
Lack of confidence in the economy	14	61%
My business is struggling	2	9%
Concern over whether I will be able to recruit any franchisees	10	43%
Don't believe franchising is the right way to grow my business	0	0%
Other	0	0%
<b>Total</b>	<b>23</b>	<b>100%</b>

### 3. Where will you go for information and advice to help you set up your franchise? (you can choose more than 1 answer)

	Number of Response(s)	Response Ratio
The British Franchise Association	12	52%
A Business Link	10	43%
A Chamber of Commerce	4	17%
A Franchise Consultant	10	43%
A Business Consultant	4	17%
An Accountant	2	9%
A Franchise Solicitor	8	35%
A General Business Solicitor	6	26%
Friends and Family	2	9%
Existing Franchisors	6	26%
Other	0	0%
<b>Total</b>	<b>23</b>	<b>100%</b>

**4. Will you need external funding to help you franchise your business?  
(you can choose more than 1 answer)**

	Number of Response(s)	Response Ratio
No	2	9%
Your Bank / Building Society	17	74%
Another Bank / Building Society	10	43%
Relatives	6	26%
Friends	6	26%
An investor(s)	4	17%
Other	0	0%
<b>Total</b>	<b>23</b>	<b>100%</b>

**5. What sector is your business in?  
(please only choose 1 answer)**

	Number of Response(s)	Response Ratio
Hotel & Catering	6	26%
Store Retailing	3	13%
Personal Services	4	17%
Property Services	2	9%
Transport & Vehicle Services	0	0%
Business & Commercial Services	8	35%
<b>Total</b>	<b>23</b>	<b>100%</b>

**6. How long has your company been trading?  
(please only choose 1 answer)**

	Number of Response(s)	Response Ratio
Less than 1 year	6	26%
1-2 years	10	43%
3-4 years	3	13%
5-7 years	2	9%
8-10 years	2	9%
Over 10 years	0	0%
<b>Total</b>	<b>23</b>	<b>100%</b>