

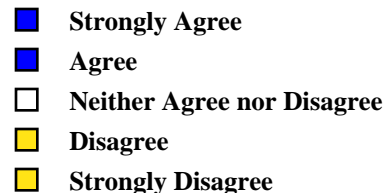
# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Effectiveness

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding				
							0%	20	40	60	80
<b>1. I believe in the overall franchise model and direction of The Franchise.</b>											
A	70%	30%	0%	0%	0%	10					
B	55%	41%	5%	0%	0%	22					
C	64%	33%	2%	2%	0%	66					
D	40%	40%	20%	0%	0%	5					
E	0%	100%	0%	0%	0%	4					
F	0%	0%	100%	0%	0%	1					
Franchisee Case Study	58%	37%	4%	1%	0%	108					
External Benchmark											
<b>2. The Franchise provides strategic &amp; tactical leadership to support the long-term profitability of my franchise.</b>											
A	60%	30%	10%	0%	0%	10					
B	36%	36%	18%	5%	5%	22					
C	32%	52%	12%	5%	0%	66					
D	20%	20%	20%	40%	0%	5					
E	0%	25%	25%	50%	0%	4					
F	0%	0%	0%	100%	0%	1					
Franchisee Case Study	33%	44%	14%	8%	1%	108					
External Benchmark											
<b>3. I feel that The Franchise views the success of my business as important.</b>											
A	70%	20%	0%	10%	0%	10					
B	41%	36%	14%	5%	5%	22					
C	53%	33%	11%	2%	2%	66					
D	40%	0%	20%	40%	0%	5					
E	0%	50%	25%	25%	0%	4					
F	0%	0%	0%	0%	100%	1					
Franchisee Case Study	49%	31%	11%	6%	3%	108					
External Benchmark											
<b>4. I clearly understand what is expected of me as a franchise owner.</b>											
A	70%	30%	0%	0%	0%	10					
B	41%	41%	18%	0%	0%	22					
C	44%	42%	11%	3%	0%	66					
D	40%	60%	0%	0%	0%	5					
E	0%	50%	50%	0%	0%	4					
F	0%	100%	0%	0%	0%	1					
Franchisee Case Study	44%	43%	12%	2%	0%	108					
External Benchmark											



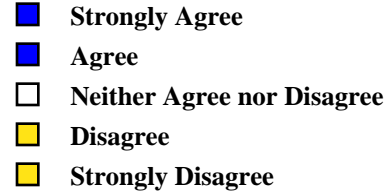
# Franchisee Case Study

## January 2005

### Detailed Item Results

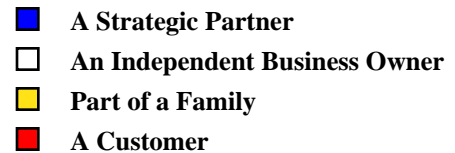
#### Effectiveness

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding					
							0%	20	40	60	80	100%
5. Day to day decisions made by The Franchise demonstrate that quality is a top priority.	A	60%	20%	10%	10%	0%	10					
	B	32%	36%	18%	14%	0%	22					
	C	48%	32%	15%	3%	2%	66					
	D	40%	20%	20%	20%	0%	5					
	E	0%	50%	50%	0%	0%	4					
	F	0%	100%	0%	0%	0%	1					
	Franchisee Case Study	44%	32%	17%	6%	1%	108					
External Benchmark												



#### Relationship

ITEMS	A Strategic Partner	An Independent Business Owner	Part of a Family	A Customer	N Size	Percentage of People Responding					
						0%	20	40	60	80	100%
6. I would characterize my relationship with The Franchise as:	A	30%	20%	50%	0%	10					
	B	38%	24%	29%	10%	21					
	C	33%	17%	35%	15%	66					
	D	20%	40%	0%	40%	5					
	E	0%	0%	0%	100%	4					
	F	0%	100%	0%	0%	1					
	Franchisee Case Study	32%	20%	32%	17%	107					
External Benchmark											



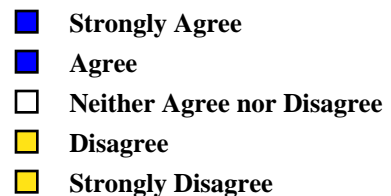
# Franchisee Case Study

## January 2005

### Detailed Item Results

## Relationship

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding				
							0%	20	40	60	80
<b>7. I would recommend The Franchise to a friend or colleague.</b>											
A	80%	10%	10%	0%	0%	10					
B	41%	41%	14%	5%	0%	22					
C	52%	33%	12%	3%	0%	66					
D	40%	0%	40%	0%	20%	5					
E	25%	75%	0%	0%	0%	4					
F	0%	0%	0%	100%	0%	1					
Franchisee Case Study	50%	32%	13%	4%	1%	108					
External Benchmark											
<b>8. I feel I have a competitive edge in the marketplace because I am affiliated with The Franchise.</b>											
A	80%	20%	0%	0%	0%	10					
B	50%	36%	9%	5%	0%	22					
C	47%	42%	9%	2%	0%	66					
D	40%	20%	20%	20%	0%	5					
E	0%	25%	0%	50%	25%	4					
F	0%	0%	100%	0%	0%	1					
Franchisee Case Study	48%	37%	9%	5%	1%	108					
External Benchmark											
<b>9. Given the opportunity, I would purchase a franchise from The Franchise again.</b>											
A	90%	10%	0%	0%	0%	10					
B	43%	29%	24%	0%	5%	21					
C	44%	32%	14%	11%	0%	66					
D	20%	20%	40%	0%	20%	5					
E	25%	0%	25%	25%	25%	4					
F	0%	0%	0%	100%	0%	1					
Franchisee Case Study	46%	27%	16%	8%	3%	107					
External Benchmark											
<b>10. I have confidence in the fairness and honesty of The Franchise.</b>											
A	40%	40%	0%	10%	10%	10					
B	45%	14%	23%	14%	5%	22					
C	35%	42%	12%	9%	2%	66					
D	20%	20%	40%	0%	20%	5					
E	25%	0%	25%	50%	0%	4					
F	0%	0%	0%	0%	100%	1					
Franchisee Case Study	36%	33%	15%	11%	5%	108					
External Benchmark											



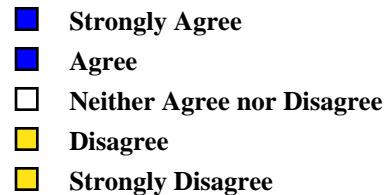
# Franchisee Case Study

## January 2005

### Detailed Item Results

## Relationship

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding				
							0%	20	40	60	80
<b>11. Becoming a franchise owner has exceeded my expectations.</b>											
A	80%	10%	10%	0%	0%	10					
B	27%	36%	27%	9%	0%	22					
C	11%	35%	39%	12%	3%	66					
D	0%	20%	40%	20%	20%	5					
E	0%	0%	50%	0%	50%	4					
F	0%	0%	100%	0%	0%	1					
Franchisee Case Study	19%	31%	35%	10%	5%	108					
External Benchmark											
<b>12. The Franchise does a good job of recognizing outstanding franchisees.</b>											
A	30%	60%	0%	0%	10%	10					
B	27%	55%	14%	5%	0%	22					
C	20%	39%	33%	3%	5%	66					
D	20%	40%	20%	20%	0%	5					
E	25%	25%	25%	0%	25%	4					
F	0%	0%	100%	0%	0%	1					
Franchisee Case Study	22%	44%	26%	4%	5%	108					
External Benchmark											
<b>13. I believe that franchise owners are able to influence the determination of policies and standards for The Franchise.</b>											
A	10%	50%	20%	10%	10%	10					
B	19%	38%	10%	29%	5%	21					
C	6%	38%	41%	12%	3%	66					
D	0%	60%	20%	20%	0%	5					
E	0%	25%	0%	50%	25%	4					
F	0%	0%	0%	100%	0%	1					
Franchisee Case Study	8%	39%	30%	18%	5%	107					
External Benchmark											
<b>14. I believe that The Franchise treats me fairly.</b>											
A	60%	20%	10%	10%	0%	10					
B	36%	36%	18%	9%	0%	22					
C	30%	47%	15%	5%	3%	66					
D	20%	0%	60%	0%	20%	5					
E	0%	25%	50%	25%	0%	4					
F	0%	0%	0%	0%	100%	1					
Franchisee Case Study	32%	39%	19%	6%	4%	108					
External Benchmark											



# Franchisee Case Study

January 2005

## Detailed Item Results

### Franchise Growth & Development

ITEMS	Nervous and excited	Uncertain about the value I'm receiving from service & support	My success is due primarily to my own efforts	Wanting more independence to run my business	Understanding and Respecting The Franchise's views	Having an equal and mutually beneficial relationship with The Franchise	N Size	Percentage of People Responding
								0% 20 40 60 80 100%
15. I would most accurately describe the stage of my franchise development as: (Select One)								
A	0%	0%	10%	0%	20%	70%	10	
B	0%	10%	14%	5%	24%	48%	21	
C	24%	8%	12%	0%	27%	29%	66	
D	0%	20%	60%	0%	0%	20%	5	
E	0%	25%	75%	0%	0%	0%	4	
F	0%	0%	100%	0%	0%	0%	1	
Franchisee Case Study	15%	8%	18%	1%	23%	35%	107	
External Benchmark								



# Franchisee Case Study

January 2005

## Detailed Item Results

### Franchise Growth & Development

ITEMS	Difficulty in recruiting & retaining instructors	Lack of customer loyalty	Insufficient time to "manage" my business	Lack of general operational "know how"	Insufficient support from The Franchise	Marketing / Advertising results have not met expectations	Financial difficulties due to poor cash flow and/or a lack of working capital	Other:	N Size	Percentage of People Responding
16. The most significant challenge I've encountered as a franchise owner is: (Select One)										0% 20 40 60 80 100%
A	63%	0%	13%	0%	0%	13%	0%	13%	8	
B	45%	9%	18%	0%	0%	14%	9%	5%	22	
C	25%	0%	14%	5%	3%	17%	17%	20%	65	
D	40%	0%	0%	0%	0%	0%	40%	20%	5	
E	0%	0%	0%	0%	0%	25%	50%	25%	4	
F	100%	0%	0%	0%	0%	0%	0%	0%	1	
Franchisee Case Study	32%	2%	13%	3%	2%	15%	16%	16%	105	
External Benchmark										

Difficulty in recruiting & retaining instructors

Lack of customer loyalty

Insufficient time to "manage" my business

Lack of general operational "know how"

Insufficient support from The Franchise

Marketing / Advertising results have not met expectations

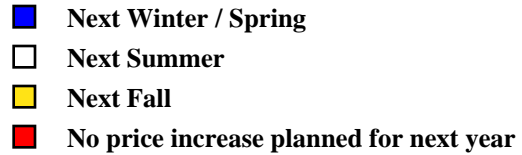
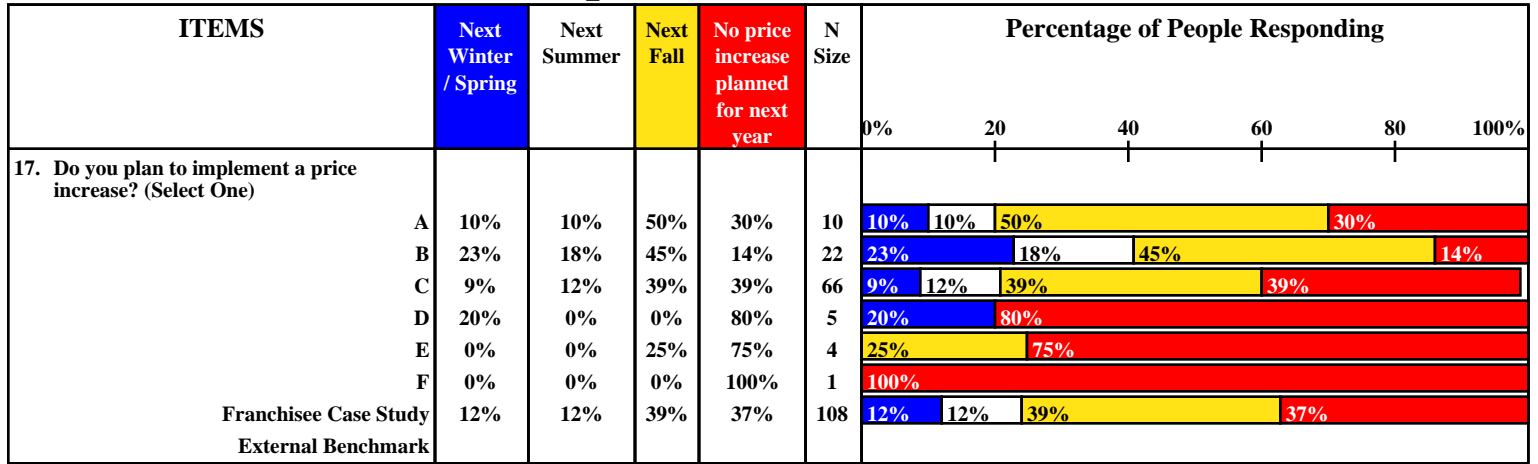
Financial difficulties due to poor cash flow

# Franchisee Case Study

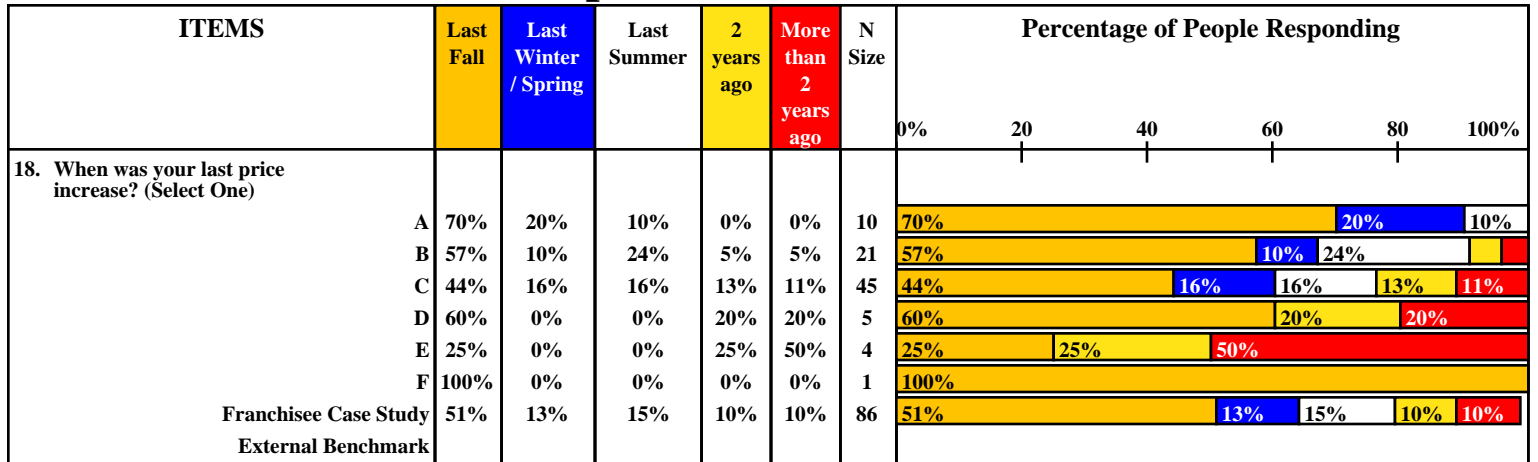
## January 2005

### Detailed Item Results

#### Franchise Growth & Development



#### Franchise Growth & Development



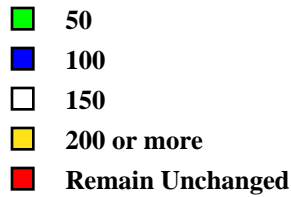
# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Franchise Growth & Development

ITEMS	50	100	150	200 or more	Remain Unchanged	N Size	Percentage of People Responding									
							0%	20	40	60	80	100%				
19. During the next two years, I believe my member enrollment will increase by:																
A	20%	60%	10%	0%	10%	10										
B	10%	29%	43%	19%	0%	21										
C	2%	18%	24%	55%	2%	62										
D	0%	60%	0%	40%	0%	5										
E	0%	25%	50%	0%	25%	4										
F	0%	0%	100%	0%	0%	1										
Franchisee Case Study	5%	26%	27%	39%	3%	103										
External Benchmark																





# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Franchise Growth & Development

ITEMS	Yes	No	N Size	Percentage of People Responding						
				0%	20	40	60	80	100%	
20. I know what the "3 Factors of Success" are.	A	80%	20%	10						
	B	77%	23%	22						
	C	85%	15%	65						
	D	60%	40%	5						
	E	75%	25%	4						
	F	100%	0%	1						
	Franchisee Case Study	81%	19%	107						
	External Benchmark									
21. I practice the "3 Factors of Success" in the day-to-day running of my business.	A	100%	0%	8						
	B	81%	19%	21						
	C	83%	17%	64						
	D	60%	40%	5						
	E	75%	25%	4						
	F	100%	0%	1						
	Franchisee Case Study	83%	17%	103						
	External Benchmark									
22. I am confident that my current pricing reflects what my local market will bear based on the demographics of my territory.	A	100%	0%	10						
	B	77%	23%	22						
	C	92%	8%	65						
	D	100%	0%	5						
	E	100%	0%	4						
	F	100%	0%	1						
	Franchisee Case Study	91%	9%	107						
	External Benchmark									

■ Yes  
■ No

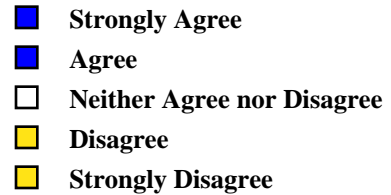
# Franchisee Case Study

January 2005

## Detailed Item Results

### Franchise Growth & Development

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding						
							0%	20	40	60	80	100%	
23. I am encouraged to come up with better ways of doing things that could benefit the franchise system as a whole.	A	20%	30%	20%	30%	0%	10	20%	30%	20%	30%		
	B	24%	38%	14%	14%	10%	21	24%	38%	14%	14%	10%	
	C	18%	32%	29%	14%	8%	66	18%	32%	29%	14%	8%	
	D	0%	20%	60%	20%	0%	5	20%	60%	20%			
	E	0%	25%	25%	50%	0%	4	25%	25%	50%			
	F	0%	0%	100%	0%	0%	1	100%					
	Franchisee Case Study	18%	32%	27%	17%	7%	107	18%	32%	27%	17%	7%	
External Benchmark													
24. Operating my franchise gives me a sense of personal accomplishment.	A	80%	20%	0%	0%	0%	10	80%	20%				
	B	68%	32%	0%	0%	0%	22	68%	32%				
	C	57%	32%	9%	2%	0%	65	57%	32%	9%	2%		
	D	20%	80%	0%	0%	0%	5	20%	80%				
	E	50%	25%	25%	0%	0%	4	50%	25%	25%			
	F	0%	100%	0%	0%	0%	1	100%					
	Franchisee Case Study	59%	34%	7%	1%	0%	107	59%	34%	7%	1%	0%	
External Benchmark													



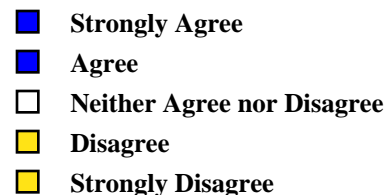
# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Support Services

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding					
							0%	20	40	60	80	100%
25. The pre-opening training process has met my expectations and has allowed me to successfully open and operate my franchise.	A	20%	60%	10%	0%	10%	10	20%	60%	10%	10%	
	B	14%	55%	27%	0%	5%	22	14%	55%	27%		
	C	27%	32%	29%	12%	0%	66	27%	32%	29%	12%	
	D	40%	20%	20%	0%	20%	5	40%	20%	20%	20%	
	E	25%	0%	75%	0%	0%	4	25%	75%			
	F	0%	0%	100%	0%	0%	1	100%				
	Franchisee Case Study	24%	37%	29%	7%	3%	108	24%	37%	29%		
	External Benchmark											
26. I utilize the Training System on an ongoing basis to train and develop my employees.	A	50%	50%	0%	0%	0%	10	50%	50%			
	B	36%	50%	9%	5%	0%	22	36%	50%	9%		
	C	31%	47%	16%	6%	0%	64	31%	47%	16%		
	D	20%	60%	20%	0%	0%	5	20%	60%	20%		
	E	25%	50%	25%	0%	0%	4	25%	50%	25%		
	F	0%	100%	0%	0%	0%	1	100%				
	Franchisee Case Study	33%	49%	13%	5%	0%	106	33%	49%	13%		
	External Benchmark											
27. The Training System is easy to use.	A	20%	40%	30%	10%	0%	10	20%	40%	30%	10%	
	B	5%	38%	38%	10%	10%	21	5%	38%	38%	10%	10%
	C	16%	51%	16%	16%	2%	63	16%	51%	16%	16%	
	D	20%	40%	20%	20%	0%	5	20%	40%	20%	20%	
	E	0%	75%	25%	0%	0%	4	75%	25%			
	F	0%	0%	100%	0%	0%	1	100%				
	Franchisee Case Study	13%	47%	23%	13%	3%	104	13%	47%	23%	13%	
	External Benchmark											
28. The Training System is an effective tool to properly prepare instructors to teach "The Franchise Way."	A	10%	60%	30%	0%	0%	10	10%	60%	30%		
	B	0%	59%	27%	14%	0%	22	0%	59%	27%	14%	
	C	17%	55%	14%	11%	3%	64	17%	55%	14%	11%	
	D	0%	60%	40%	0%	0%	5	0%	60%	40%		
	E	0%	50%	0%	25%	25%	4	0%	50%	25%	25%	
	F	0%	100%	0%	0%	0%	1	100%				
	Franchisee Case Study	11%	57%	19%	10%	3%	106	11%	57%	19%	10%	
	External Benchmark											



# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Support Services

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding													
							0%	20	40	60	80	100%								
<b>29. The New DVD delivery format for The Franchise is an effective means for training my staff.</b>																				
A	90%	10%	0%	0%	0%	10						10%								
B	68%	27%	5%	0%	0%	22														
C	51%	29%	15%	3%	2%	65														
D	60%	40%	0%	0%	0%	5														
E	75%	25%	0%	0%	0%	4														
F	0%	0%	0%	0%	100%	1														
Franchisee Case Study	59%	27%	10%	2%	2%	107														
External Benchmark																				
<b>30. I feel the regional trainings conducted by The Franchise are helpful in growing my business.</b>																				
A	70%	30%	0%	0%	0%	10														
B	55%	23%	23%	0%	0%	22														
C	28%	23%	47%	0%	2%	60														
D	20%	0%	20%	40%	20%	5														
E	25%	25%	50%	0%	0%	4														
F	0%	0%	100%	0%	0%	1														
Franchisee Case Study	37%	23%	36%	2%	2%	102														
External Benchmark																				

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Support Services

ITEMS	Always	Sometimes	Rarely	Never	N Size	Percentage of People Responding				
						0%	20	40	60	80
<b>31. I meet with my staff on a weekly basis to review the plans for the following week to ensure that we're always developing skills "The Franchise Way."</b>										
A	78%	22%	0%	0%	9	78% Always, 22% Sometimes				
B	86%	14%	0%	0%	22	86% Always, 14% Sometimes				
C	83%	13%	3%	0%	60	83% Always, 13% Sometimes, 3% Rarely				
D	40%	60%	0%	0%	5	40% Always, 60% Sometimes				
E	25%	50%	0%	25%	4	25% Always, 50% Sometimes, 25% Never				
F	100%	0%	0%	0%	1	100% Always				
Franchisee Case Study	79%	18%	2%	1%	101	79% Always, 18% Sometimes, 2% Rarely, 1% Never				
External Benchmark										
<b>32. The Franchise provides the appropriate tools to properly prepare my employees to deliver outstanding customer service.</b>										
A	60%	30%	10%	0%	10	60% Always, 30% Sometimes, 10% Rarely				
B	27%	59%	14%	0%	22	27% Always, 59% Sometimes, 14% Rarely				
C	48%	46%	6%	0%	63	48% Always, 46% Sometimes, 6% Rarely				
D	20%	60%	20%	0%	5	20% Always, 60% Sometimes, 20% Rarely				
E	25%	50%	25%	0%	4	25% Always, 50% Sometimes, 25% Rarely				
F	0%	0%	100%	0%	1	100% Rarely				
Franchisee Case Study	42%	48%	10%	0%	105	42% Always, 48% Sometimes, 10% Rarely				
External Benchmark										



# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Support Services

ITEMS	Absolutely	Possibly	Not Likely	No	N Size	Percentage of People Responding					
						0%	20	40	60	80	100%
33. If The Franchise were to create a self-administered, internal training program so each location could conduct an advanced training for themselves, would you be likely to utilize this tool on an ongoing basis?	A	70%	20%	10%	0%	10					
	B	82%	18%	0%	0%	22					
	C	58%	38%	3%	2%	66					
	D	40%	60%	0%	0%	5					
	E	75%	25%	0%	0%	4					
	F	0%	100%	0%	0%	1					
	Franchisee Case Study	63%	33%	3%	1%	108					
External Benchmark											



#### Support Services

ITEMS	Customer Service	Employee Recruitment	Staff Management / Compensation	Marketing	Business Management	N Size	Percentage of People Responding					
							0%	20	40	60	80	100%
34. Please select one topic from the list below that you would like to see discussed at a future Business Forum Workshop:	A	20%	0%	50%	0%	30%	10					
	B	9%	23%	27%	14%	27%	22					
	C	8%	11%	26%	27%	29%	66					
	D	0%	40%	0%	20%	40%	5					
	E	0%	25%	25%	25%	25%	4					
	F	0%	0%	100%	0%	0%	1					
	Franchisee Case Study	8%	14%	28%	21%	29%	108					
External Benchmark												



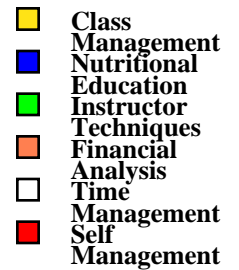
# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Support Services

ITEMS	Class Management	Nutritional Education	Instructor Techniques	Financial Analysis	Time Management	Self Management	N Size	Percentage of People Responding									
								0%	20	40	60	800%					
35. Please select one topic from the list below that you would like to see discussed at a future Training Workshop:																	
A	10%	40%	20%	0%	20%	10%	10										
B	0%	27%	32%	23%	18%	0%	22										
C	14%	27%	26%	14%	12%	8%	66										
D	20%	20%	20%	20%	20%	0%	5										
E	0%	50%	0%	25%	25%	0%	4										
F	100%	0%	0%	0%	0%	0%	1										
Franchisee Case Study	11%	29%	25%	15%	15%	6%	108										
External Benchmark																	



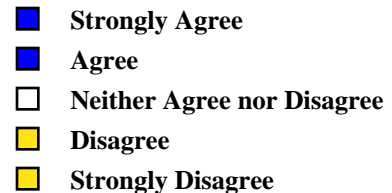
# Franchisee Case Study

January 2005

## Detailed Item Results

### Marketing & Advertising

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding					
							0%	20	40	60	80	100%
36. I value the marketing and advertising advise provided by The Franchise with regard to the growth of my franchise.	A	30%	50%	20%	0%	0%	10	30%	50%	20%		
	B	23%	50%	18%	9%	0%	22	23%	50%	18%	9%	
	C	29%	47%	17%	3%	5%	66	29%	47%	17%		
	D	20%	40%	20%	0%	20%	5	20%	40%	20%	20%	
	E	0%	25%	0%	75%	0%	4	25%	75%			
	F	0%	0%	0%	0%	100%	1	100%				
	Franchisee Case Study	26%	46%	17%	6%	5%	108	26%	46%	17%		
External Benchmark												
37. I use the on-line "ad builder" on a regular basis to create print ads.	A	67%	33%	0%	0%	0%	9	67%	33%			
	B	45%	50%	5%	0%	0%	22	45%	50%			
	C	52%	28%	17%	3%	0%	65	52%	28%	17%		
	D	20%	60%	0%	20%	0%	5	20%	60%	20%		
	E	50%	25%	0%	25%	0%	4	50%	25%	25%		
	F	0%	0%	0%	100%	0%	1	100%				
	Franchisee Case Study	50%	34%	11%	5%	0%	106	50%	34%	11%		
External Benchmark												
38. I understand how and when to utilize the current marketing and advertising tools to maximize my advertising investment.	A	56%	44%	0%	0%	0%	9	56%	44%			
	B	32%	55%	14%	0%	0%	22	32%	55%	14%		
	C	32%	44%	17%	8%	0%	66	32%	44%	17%	8%	
	D	0%	80%	0%	20%	0%	5	80%	20%			
	E	25%	25%	25%	25%	0%	4	25%	25%	25%	25%	
	F	0%	100%	0%	0%	0%	1	100%				
	Franchisee Case Study	32%	48%	14%	7%	0%	107	32%	48%	14%		
External Benchmark												





# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Marketing & Advertising

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding				
							0%	20	40	60	80
<b>39. I am comfortable with and believe in The Franchise's mission statement.</b>											
A	80%	20%	0%	0%	0%	10					
B	82%	9%	9%	0%	0%	22					
C	74%	21%	3%	2%	0%	66					
D	40%	60%	0%	0%	0%	5					
E	75%	0%	25%	0%	0%	4					
F	0%	0%	100%	0%	0%	1					
Franchisee Case Study	74%	19%	6%	1%	0%	108					
External Benchmark											
<b>40. I am confident that my staff and I can effectively and consistently communicate The Franchise's mission statement to my customers.</b>											
A	40%	40%	20%	0%	0%	10					
B	41%	50%	5%	5%	0%	22					
C	47%	44%	6%	3%	0%	66					
D	20%	80%	0%	0%	0%	5					
E	0%	100%	0%	0%	0%	4					
F	0%	100%	0%	0%	0%	1					
Franchisee Case Study	42%	49%	6%	3%	0%	108					
External Benchmark											

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

# Franchisee Case Study

January 2005

## Detailed Item Results

### Marketing & Advertising

ITEMS	Sufficient and easy to use	Sufficient but difficult to use	Insufficient but easy to use	Insufficient and difficult to use	N Size	Percentage of People Responding					
						0%	20	40	60	80	100%
41. The marketing and advertising materials currently offered by The Franchise are:	A	80%	0%	20%	0%	10	80% Sufficient and easy to use, 20% Insufficient but easy to use				
	B	50%	14%	36%	0%	22	50% Sufficient and easy to use, 14% Sufficient but difficult to use, 36% Insufficient but easy to use				
	C	64%	9%	25%	2%	64	64% Sufficient and easy to use, 9% Sufficient but difficult to use, 25% Insufficient but easy to use, 2% Insufficient and difficult to use				
	D	80%	20%	0%	0%	5	80% Sufficient and easy to use, 20% Insufficient but easy to use				
	E	25%	0%	75%	0%	4	25% Sufficient and easy to use, 75% Insufficient but easy to use				
	F	0%	0%	100%	0%	1	100% Insufficient but easy to use				
	Franchisee Case Study	61%	9%	28%	1%	106	61% Sufficient and easy to use, 9% Sufficient but difficult to use, 28% Insufficient but easy to use, 1% Insufficient and difficult to use				
External Benchmark											

- Sufficient and easy to use
- Sufficient but difficult to use
- Insufficient but easy to use
- Insufficient and difficult to use

### Marketing & Advertising

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding					
							0%	20	40	60	80	100%
42. I am satisfied with The Franchise's product options for my Sport Shop.	A	0%	0%	20%	30%	50%	10	20% Neither Agree nor Disagree, 30% Disagree, 50% Strongly Disagree				
	B	0%	5%	27%	50%	18%	22	27% Neither Agree nor Disagree, 50% Disagree, 18% Strongly Disagree				
	C	3%	11%	32%	38%	15%	65	11% Agree, 32% Neither Agree nor Disagree, 38% Disagree, 15% Strongly Disagree				
	D	0%	0%	80%	0%	20%	5	80% Neither Agree nor Disagree, 20% Strongly Disagree				
	E	0%	25%	0%	50%	25%	4	25% Agree, 50% Disagree, 25% Strongly Disagree				
	F	0%	0%	0%	100%	0%	1	100% Disagree				
	Franchisee Case Study	2%	8%	31%	39%	20%	107	8% Agree, 31% Neither Agree nor Disagree, 39% Disagree, 20% Strongly Disagree				
External Benchmark												
43. I am confident that I can create effective ongoing local marketing and advertising plans for my franchise.	A	50%	40%	10%	0%	0%	10	50% Strongly Agree, 40% Agree, 10% Neither Agree nor Disagree				
	B	14%	77%	5%	5%	0%	22	14% Strongly Agree, 77% Agree, 5% Neither Agree nor Disagree, 5% Disagree				
	C	34%	55%	9%	2%	0%	65	34% Strongly Agree, 55% Agree, 9% Neither Agree nor Disagree, 2% Disagree				
	D	20%	20%	40%	20%	0%	5	20% Strongly Agree, 20% Agree, 40% Neither Agree nor Disagree, 20% Disagree				
	E	0%	25%	25%	25%	25%	4	25% Agree, 25% Neither Agree nor Disagree, 25% Disagree, 25% Strongly Disagree				
	F	0%	100%	0%	0%	0%	1	100% Agree				
	Franchisee Case Study	29%	56%	10%	4%	1%	107	29% Strongly Agree, 56% Agree, 10% Neither Agree nor Disagree, 4% Disagree, 1% Strongly Disagree				
External Benchmark												

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Day-to-Day Support

ITEMS	Yes	No	N Size	Percentage of People Responding						
				0%	20	40	60	80	100%	
44. In the pre-opening phase of ownership, did your New Business Specialist provide the support necessary to successfully open your franchise?	A	67%	33%	9	67% 33%					
	B	70%	30%	20	70% 30%					
	C	81%	19%	62	81% 19%					
	D	80%	20%	5	80% 20%					
	E	25%	75%	4	25% 75%					
	F	0%	100%	1	100%					
	Franchisee Case Study	74%	26%	101	74% 26%					
	External Benchmark									
45. The Advisor system has played a critical role in the success of my business.	A	56%	44%	9	56% 44%					
	B	73%	27%	22	73% 27%					
	C	59%	41%	61	59% 41%					
	D	20%	80%	5	20% 80%					
	E	25%	75%	4	25% 75%					
	F	100%	0%	1	100%					
	Franchisee Case Study	59%	41%	102	59% 41%					
	External Benchmark									
46. Are you receiving the level of operational support that you expect from your current Advisor?	A	60%	40%	10	60% 40%					
	B	77%	23%	22	77% 23%					
	C	81%	19%	62	81% 19%					
	D	60%	40%	5	60% 40%					
	E	75%	25%	4	75% 25%					
	F	0%	100%	1	100%					
	Franchisee Case Study	76%	24%	104	76% 24%					
	External Benchmark									

■ Yes  
■ No

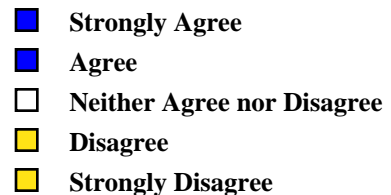
# Franchisee Case Study

January 2005

## Detailed Item Results

### Day-to-Day Support

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding					
							0%	20	40	60	80	100%
48. I believe the "Weekly Operations Reports" is an effective tool with regard to managing the "key indicators" of my business.												
	A	50%	30%	20%	0%	0%	10	50% 30% 20%				
	B	32%	41%	23%	0%	5%	22	32% 41% 23%				
	C	22%	55%	19%	3%	2%	64	22% 55% 19%				
	D	20%	20%	60%	0%	0%	5	20% 20% 60%				
	E	0%	25%	25%	50%	0%	4	25% 25% 50%				
	F	0%	0%	100%	0%	0%	1	100%				
Franchisee Case Study	25%	46%	23%	4%	2%	106	25% 46% 23%					
External Benchmark												
49. The Quality Measurement System is a key tool with regard to measuring standards in my business.												
	A	20%	60%	10%	10%	0%	10	20% 60% 10% 10%				
	B	14%	64%	18%	5%	0%	22	14% 64% 18%				
	C	26%	44%	20%	7%	3%	61	26% 44% 20%				
	D	20%	60%	0%	0%	20%	5	20% 60% 20%				
	E	0%	50%	25%	25%	0%	4	50% 25% 25%				
	F	0%	0%	100%	0%	0%	1	100%				
Franchisee Case Study	21%	50%	18%	7%	3%	103	21% 50% 18%					
External Benchmark												

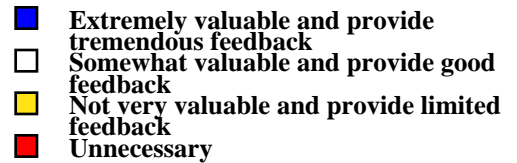
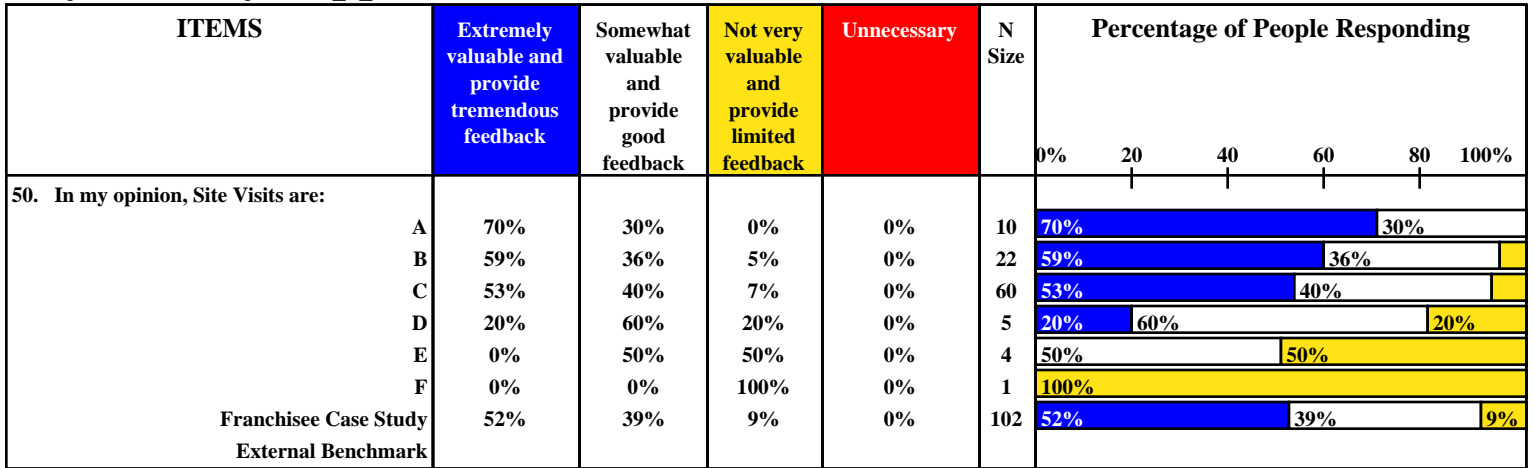


# Franchisee Case Study

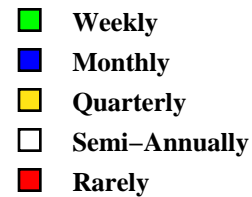
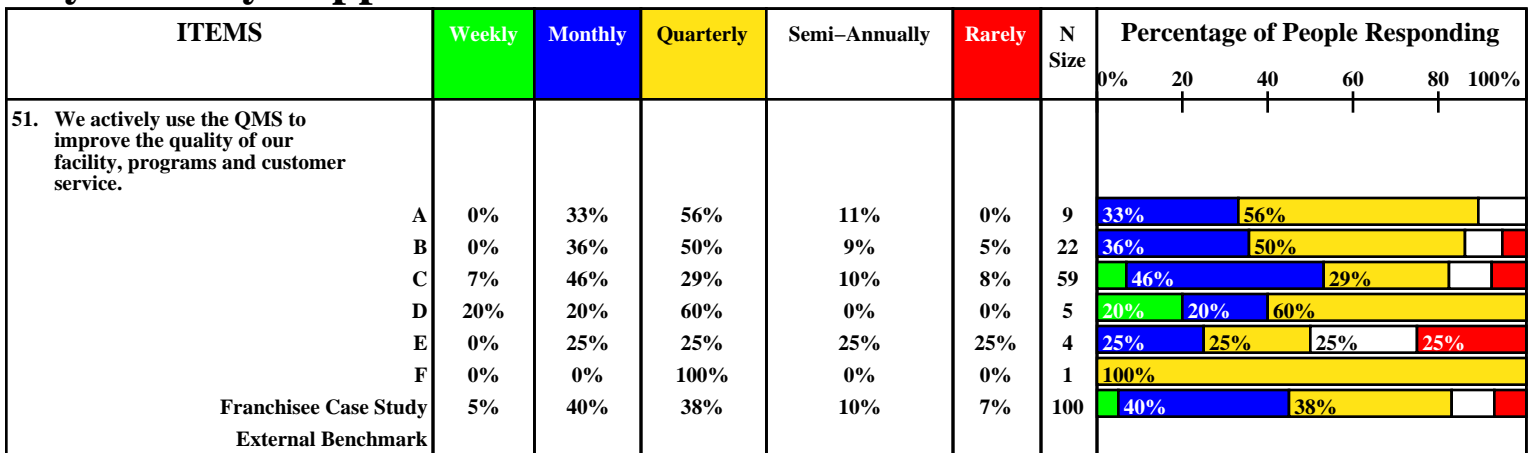
## January 2005

### Detailed Item Results

#### Day-to-Day Support



#### Day-to-Day Support



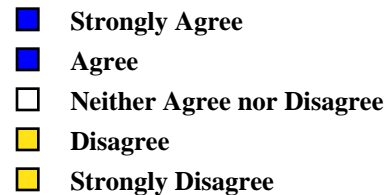
# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Programs

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding					
							0%	20	40	60	80	100%
52. Members Night is an effective means of attracting new business to my franchise.	A	0%	20%	20%	60%	0%	10					
	B	0%	14%	23%	32%	32%	22					
	C	11%	19%	21%	29%	21%	63					
	D	20%	20%	0%	40%	20%	5					
	E	0%	0%	25%	0%	75%	4					
	F	0%	100%	0%	0%	0%	1					
	Franchisee Case Study	8%	18%	20%	31%	23%	105					
External Benchmark												
53. Birthday Parties are an effective marketing tool with regard to attracting new members to my franchise.	A	80%	20%	0%	0%	0%	10					
	B	91%	9%	0%	0%	0%	22					
	C	67%	23%	9%	0%	0%	64					
	D	80%	0%	20%	0%	0%	5					
	E	25%	50%	0%	0%	25%	4					
	F	0%	100%	0%	0%	0%	1					
	Franchisee Case Study	72%	21%	7%	0%	1%	106					
External Benchmark												



#### Programs

ITEMS	Hip-Hop	Pilates	Other:	N Size	Percentage of People Responding					
					0%	20	40	60	80	100%
54. As The Franchise begins to explore new programs, which of the following programs do you believe would generate the most interest in your market?	A	50%	30%	20%	10					
	B	45%	55%	0%	22					
	C	52%	45%	3%	64					
	D	60%	40%	0%	5					
	E	50%	25%	25%	4					
	F	0%	100%	0%	1					
	Franchisee Case Study	50%	45%	5%	106					
External Benchmark										



# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Programs

ITEMS	Always	Sometimes	Rarely	Never	N Size	Percentage of People Responding					
						0%	20	40	60	80	100%
55. Is your booklet included as a standard component of your Birthday Parties?	A	50%	10%	10%	30%	10					
	B	55%	14%	5%	27%	22					
	C	65%	17%	0%	18%	60					
	D	80%	0%	0%	20%	5					
	E	50%	0%	0%	50%	4					
	F	0%	100%	0%	0%	1					
	Franchisee Case Study	61%	15%	2%	23%	102					
External Benchmark											
56. I use the music created in the past two years by The Franchise.	A	70%	30%	0%	0%	10					
	B	91%	9%	0%	0%	22					
	C	79%	20%	2%	0%	61					
	D	80%	20%	0%	0%	5					
	E	75%	25%	0%	0%	4					
	F	0%	100%	0%	0%	1					
	Franchisee Case Study	80%	19%	1%	0%	103					
External Benchmark											
57. The music released by The Franchise during the past two years has been an effective tool.	A	50%	40%	10%	0%	10					
	B	55%	45%	0%	0%	22					
	C	58%	42%	0%	0%	60					
	D	60%	40%	0%	0%	5					
	E	50%	50%	0%	0%	4					
	F	0%	0%	0%	100%	1					
	Franchisee Case Study	56%	42%	1%	1%	102					
External Benchmark											



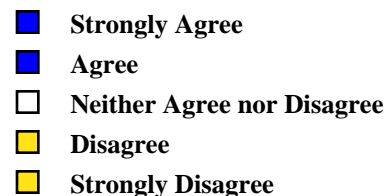
# Franchisee Case Study

## January 2005

### Detailed Item Results

## Communication

ITEMS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N Size	Percentage of People Responding				
							0%	20	40	60	80
<b>58. Overall, I feel that The Franchise communicates effectively with franchise owners.</b>											
A	40%	50%	0%	10%	0%	10					
B	27%	50%	9%	9%	5%	22					
C	39%	47%	9%	5%	0%	66					
D	20%	20%	20%	40%	0%	5					
E	0%	50%	50%	0%	0%	4					
F	0%	0%	0%	0%	100%	1					
Franchisee Case Study	34%	46%	10%	7%	2%	108					
External Benchmark											
<b>59. I believe the weekly "E-Blasts" we receive from The Franchise are effective.</b>											
A	60%	20%	10%	10%	0%	10					
B	45%	50%	0%	5%	0%	22					
C	41%	42%	12%	3%	2%	66					
D	0%	60%	20%	20%	0%	5					
E	0%	25%	50%	25%	0%	4					
F	0%	0%	0%	100%	0%	1					
Franchisee Case Study	40%	42%	11%	6%	1%	108					
External Benchmark											
<b>60. I find the Extranet to be a useful method of accessing important information when I need it.</b>											
A	50%	50%	0%	0%	0%	10					
B	41%	41%	14%	5%	0%	22					
C	48%	39%	8%	5%	0%	66					
D	40%	60%	0%	0%	0%	5					
E	75%	25%	0%	0%	0%	4					
F	0%	0%	100%	0%	0%	1					
Franchisee Case Study	47%	41%	8%	4%	0%	108					
External Benchmark											
<b>61. I believe The Franchise listens to my ideas and concerns.</b>											
A	30%	40%	10%	10%	10%	10					
B	27%	18%	32%	18%	5%	22					
C	25%	29%	37%	6%	3%	65					
D	20%	0%	60%	0%	20%	5					
E	0%	0%	50%	50%	0%	4					
F	0%	0%	0%	0%	100%	1					
Franchisee Case Study	24%	25%	35%	10%	6%	107					
External Benchmark											












# Franchisee Case Study

## January 2005

### Detailed Item Results

#### Communication

ITEMS	Very user friendly and easy to use	Moderately user friendly	Too complex / difficult to use	N Size	Percentage of People Responding					
					0%	20	40	60	80	100%
63. The new technologies introduced by The Franchise(DVD, on-line marketing tools, Extranet) are:	A	80%	20%	0%	10					
	B	86%	14%	0%	22					
	C	73%	25%	2%	63					
	D	60%	40%	0%	5					
	E	100%	0%	0%	4					
	F	0%	100%	0%	1					
	Franchisee Case Study External Benchmark	76%	23%	1%	105					

- Very user friendly and easy to use
- Moderately user friendly
- Too complex / difficult to use