

# Research Methodology

In order to be awarded 5 Star Franchisee Satisfaction, a franchisor must meet some important conditions:

They must allow our research team to confidentially survey all of their franchise owners trading in the UK. We ask questions about the quality of the training and support provided by the franchisor, the competitiveness of the products / services and the quality of the relationship with their franchisor. Based on feedback from thousands of franchise owners, we award 5 Star Franchisee Satisfaction to just those franchisors that receive above average feedback\* in all of the key areas on which we ask franchisees for their views:



**TRAINING & SUPPORT**



**STEWARDSHIP & LEADERSHIP**



**FRANCHISE SYSTEM**



**GENERAL SATISFACTION**



**CULTURE & RELATIONSHIPS**

50% of their franchisees must complete the survey. The survey provides a snapshot of franchise owners' opinions at a specific point in time. Therefore, we require franchisors to re-survey annually to maintain their 5 Star Franchisee Satisfaction status. Smith & Henderson has the final decision if a franchisor is awarded 5 Star Franchisee Satisfaction status.

\*A Franchisor's results are compared with franchisors of a similar size. The survey questions can be varied to meet the needs of a franchisor but in the spirit of benchmarking, the majority of questions must be the same or similar.