

2015 Franchisee Satisfaction Survey



In June 2015, 24 franchisees completed our Franchise Satisfaction Survey. This was conducted by independent research agency Smith & Henderson, so we could guarantee franchisees' feedback was anonymous. Here is a summary of their feedback:

100%

agreed the support of their fellow franchisees was strong and they regularly shared best practice



100%

rated the initial training and support as "Good", "Very Good" or "Excellent"



29/29

questions were rated higher than Smith & Henderson's franchise satisfaction industry benchmark

100%

rated the long term prospects for their franchise business positively

100%

said the brand helps to differentiate their business from the competition



100%

said they felt valued as a franchisee



100%

trust the leadership team



100%

rated the products, compared to local competition as "Good", "Very Good" or "Excellent"



100%

said Music Bugs understands if its franchisees are successful, it will be successful



100%

would recommend Music Bugs to a prospective franchisee

