

Survey Report Created for:

joe's
DELI

(FOR EXAMPLE ONLY)

Joe's Deli
11223 Main Street
Anywhere, US 55555

Phone
1.800.123.4567

www.joesdeli.com



fran|survey.com

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Lincoln, NE 68506-0385
402.489.5205

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www.FranSurvey.com

FranSurvey® was founded on the fundamental premise that sound business decisions are based on solid business research. Rigorous standards and strict methodology are basic cornerstones to our business philosophy.

World-Class Franchise™

THE MOST PRESTIGIOUS AWARD
IN FRANCHISING!



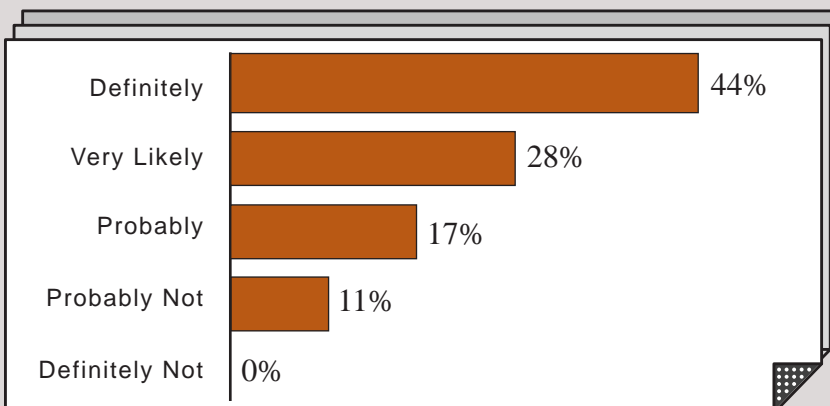
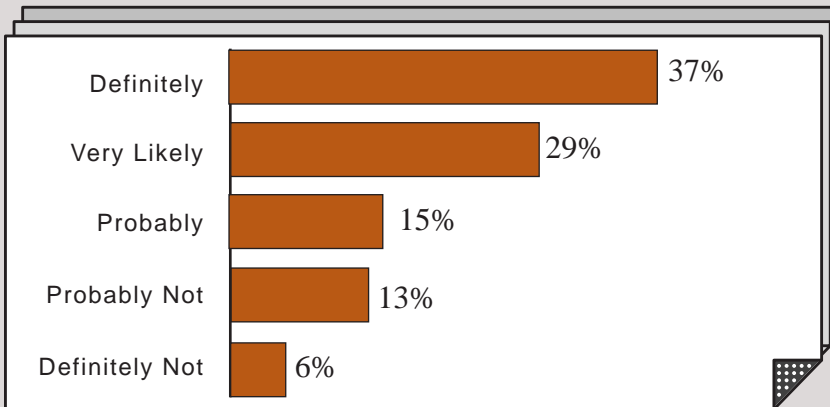
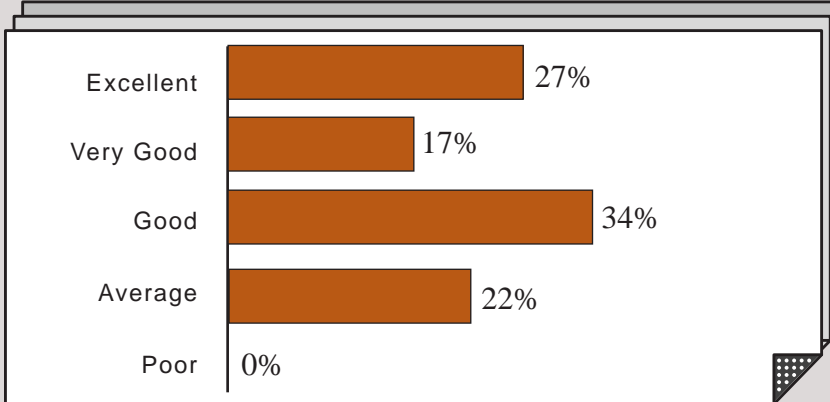
THE HIGHEST HONOR ANY FRANCHISE COMPANY CAN EARN IS THE ENTHUSIASTIC SUPPORT OF IT'S OWN FRANCHISE COMMUNITY. JOE'S DELI HAS EARNED THAT DISTINCTION.



JOE'S DELI HAS BEEN FRANSURVEY®
CERTIFIED FOR 4 CONSECUTIVE YEARS.

2004, 2005, 2006, 2007

General Opinion of Franchise



*Quick Score: See the Methodology page of this report for an explanation of the importance of the FranSurvey® Quick Score.

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Q: IN GENERAL, HOW WOULD YOU RATE THE OVERALL QUALITY OF YOUR FRANCHISOR? (n=206)

Combined scores of “excellent” + “very good” + “good” responses

= 78% Quick Score*

FranSurvey® Certification requires 66% or greater here

Q: KNOWING WHAT YOU KNOW NOW, AND IF YOU HAD IT TO DO ALL OVER AGAIN, HOW LIKELY WOULD YOU BE TO BUY THIS FRANCHISE? (n=206)

Combined scores of “definitely” + “very likely” + “probably” responses

= 81% Quick Score*

FranSurvey® Certification requires 66% or greater here

Q: WOULD YOU RECOMMEND THIS FRANCHISE TO A PROSPECTIVE FRANCHISEE? (n=205)

Combined scores of “definitely” + “very likely” + “probably” responses

= 72% Quick Score*

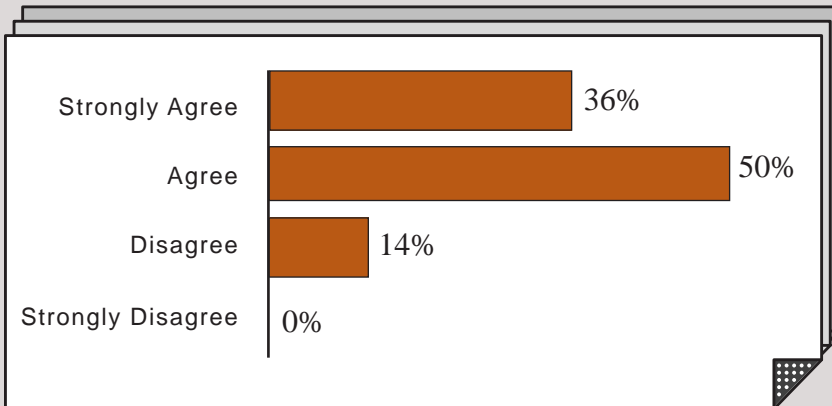
FranSurvey® Certification requires 66% or greater here



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Do you agree or disagree with the following statements?



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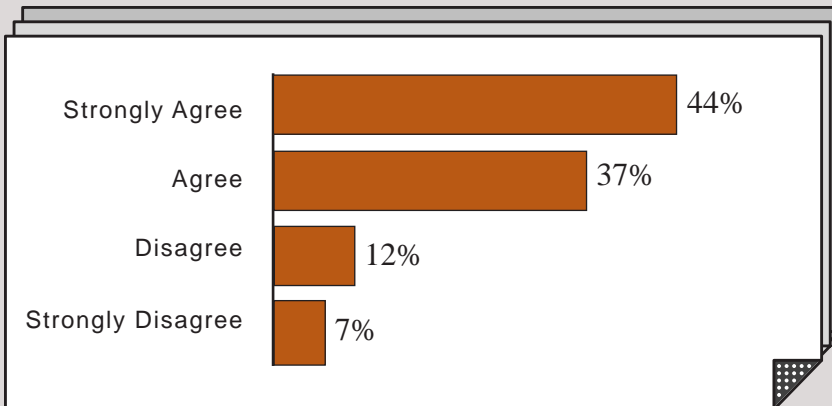


Q: MY FRANCHISOR AND I ARE COMMITTED TO A POSITIVE, LONG TERM RELATIONSHIP. (n=207)

Combined scores of "Agree" + "Strongly Agree"

= 86% Quick Score*

FranSurvey® Certification requires 66% or greater here

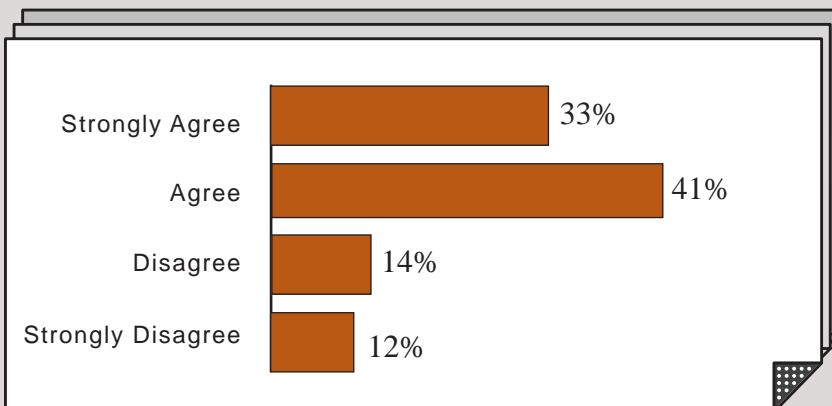


Q: MY FRANCHISOR UNDERSTANDS THAT IF I AM SUCCESSFUL, THEY WILL BE SUCCESSFUL. (n=207)

Combined scores of "Agree" + "Strongly Agree"

= 81% Quick Score*

FranSurvey® Certification requires 66% or greater here



Q: MY FRANCHISOR IS A COMPETENT, SKILLFUL ORGANIZATION WHICH I RELY ON FOR HELP. (n=205)

Combined scores of "Agree" + "Strongly Agree"

= 74% Quick Score*

FranSurvey® Certification requires 66% or greater here

*Quick Score: See the Methodology page of this report for an explanation of the importance of the FranSurvey® Quick Score.



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Grade specific areas of your Franchise Relationship

Q; ASSIGNING AN "A" THROUGH "F" GRADE, HOW WOULD YOU RATE YOUR FRANCHISOR IN THE FOLLOWING AREAS?

1. Initial training supplied by the franchisor. (n=208)

Combined scores of "A, B, C"

= 90% Quick Score*

FranSurvey® Certification requires 66% or greater here

2. The initial opening support supplied by the franchisor. (n=206)

Combined scores of "A, B, C"

= 83%

3. The ongoing training and support supplied by the franchisor. (n=206)

Combined scores of "A, B, C"

= 75%

4. The helpfulness of the franchisor's field representatives. (n=202)

Combined scores of "A, B, C"

= 85%

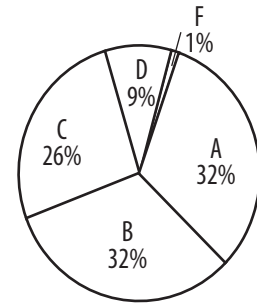
5. The helpfulness and communication between fellow franchisees. (n=204)

Combined scores of "A, B, C"

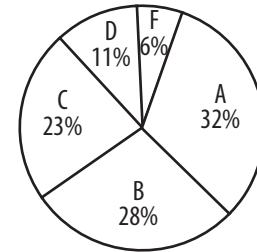
= 82%

*Quick Score: See the Methodology page of this report for an explanation of the importance of the FranSurvey® Quick Score.

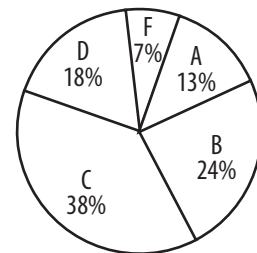
1.



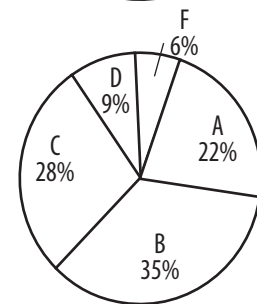
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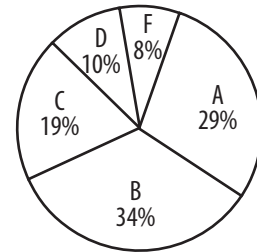
3.



4.

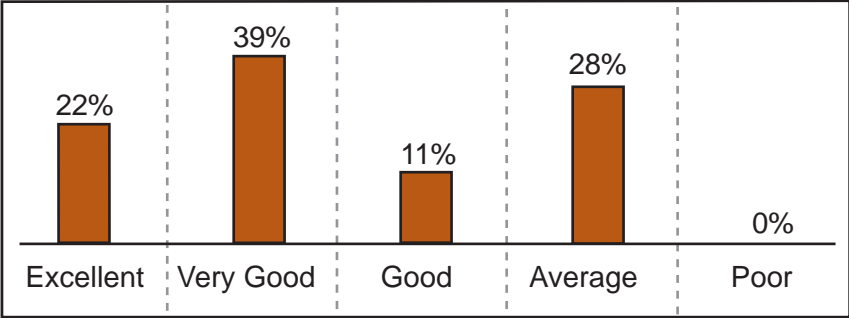


5.

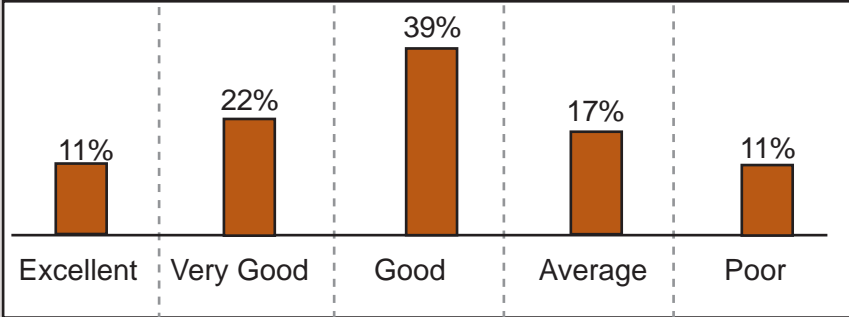




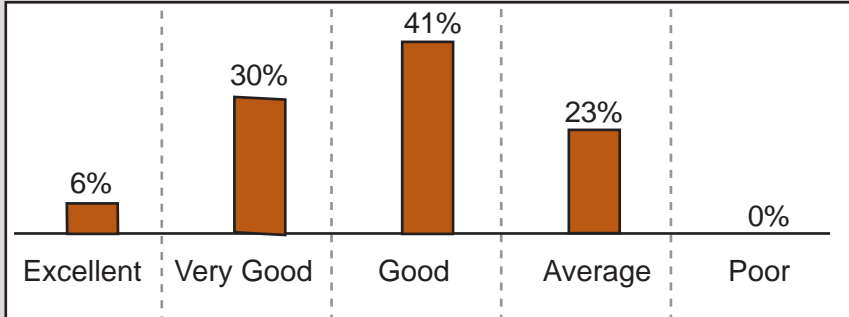
How would you rate your Franchisor?



Q: HOW WOULD YOU RATE THE QUALITY OF PRODUCTS AND/OR SERVICES RECEIVED FROM YOUR FRANCHISOR? (n=207)



Q: HOW WOULD YOU RATE THE QUALITY OF NEW PRODUCT AND/OR SERVICE INTRODUCTIONS SUPPLIED BY YOUR FRANCHISOR? (n=208)

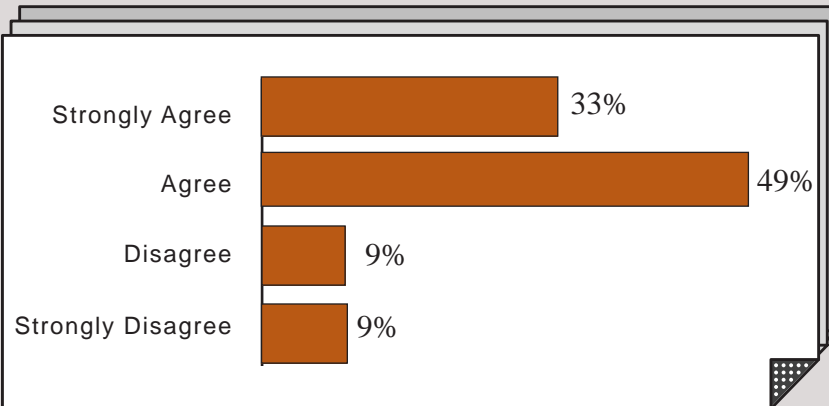


Q: HOW WOULD YOU RATE THE QUALITY OF THE ADVERTISING, MARKETING AND PROMOTIONAL PROGRAMS RECEIVED FROM YOUR FRANCHISOR? (n=206)

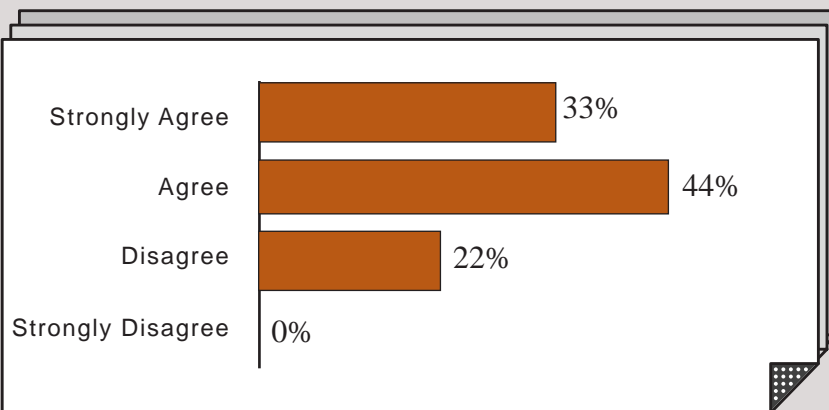
Not relevant with every franchise system you should discuss with company executives.



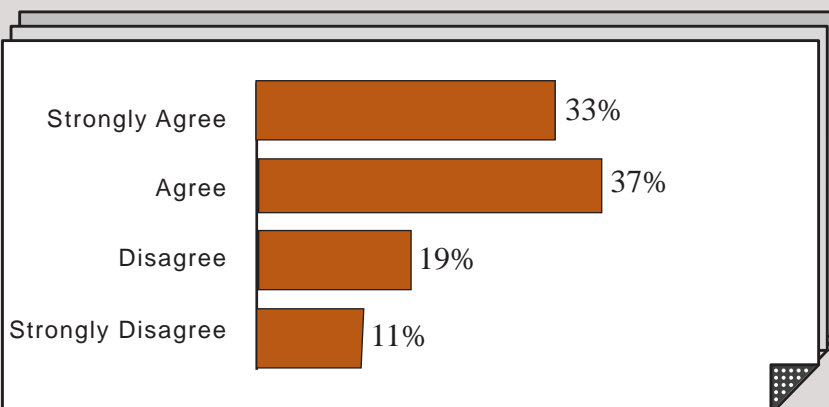
Do you agree or disagree with the following statements?



Q: MY FRANCHISOR IS ABLE TO SOLVE DISAGREEMENTS BETWEEN ITSELF & FRANCHISEES EFFECTIVELY. (n=206)



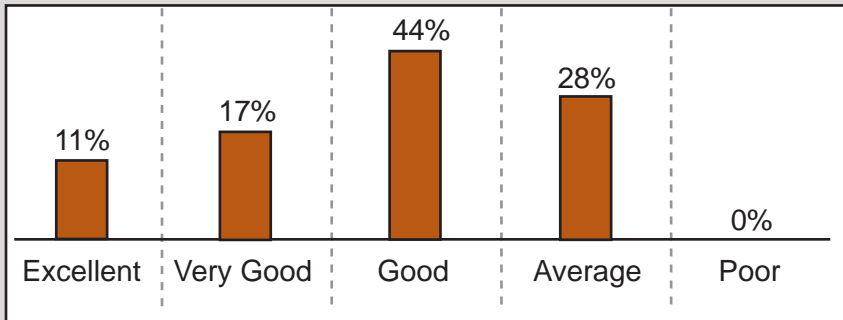
Q: I AM ABLE TO COMMUNICATE DIRECTLY AND EFFECTIVELY WITH SENIOR MANAGEMENT. (n=208)



Q: MY FRANCHISOR HAS BEEN HELPFUL IN IMPROVING MY BUSINESS. (n=202)



General Opinion of Franchise Opportunity



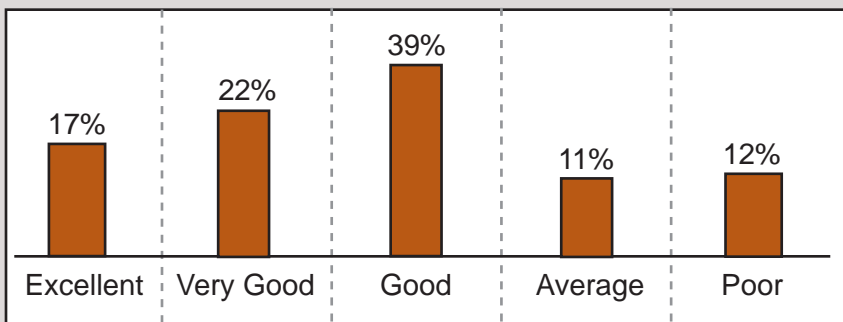
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Q: IN GENERAL, HOW WOULD YOU RATE THE OPPORTUNITY PROVIDED BY THIS FRANCHISE SYSTEM? (n=207)

Combined scores of "excellent" + "very good" + "good" responses

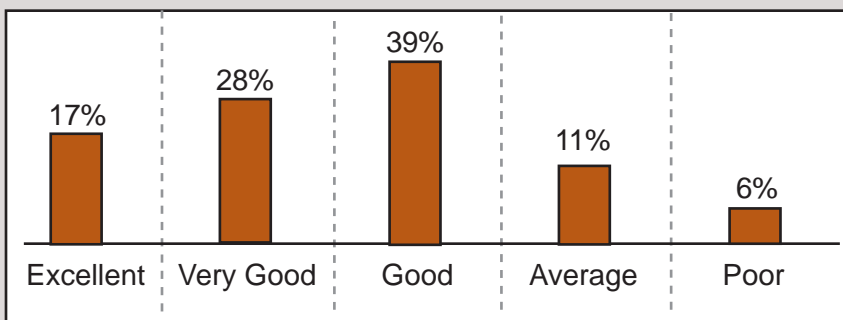
= 72%



Q: THE LONG TERM GROWTH POTENTIAL FOR MY BUSINESS IS? (n=206)

Combined scores of "excellent" + "very good" + "good" responses

= 78%



Q: HOW WOULD YOU RATE YOUR FRANCHISE BUSINESS COMPARED TO THE LOCAL COMPETITION? (n=208)

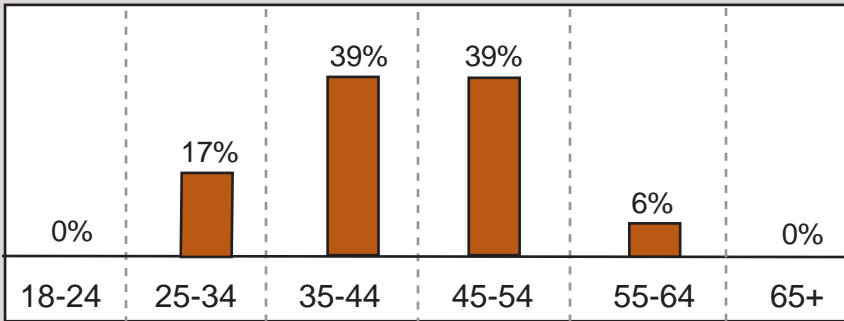
Combined scores of "excellent" + "very good" + "good" responses

= 84%

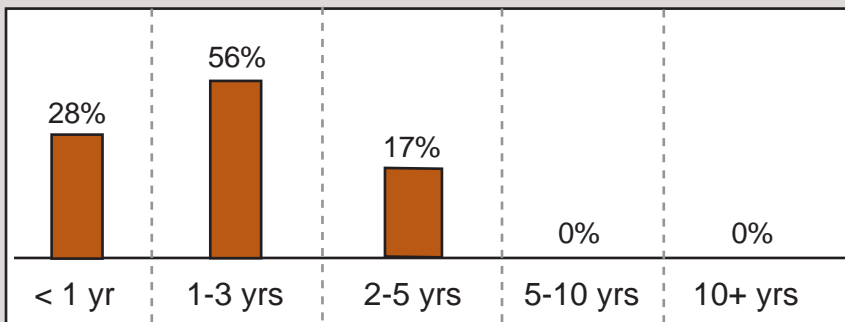




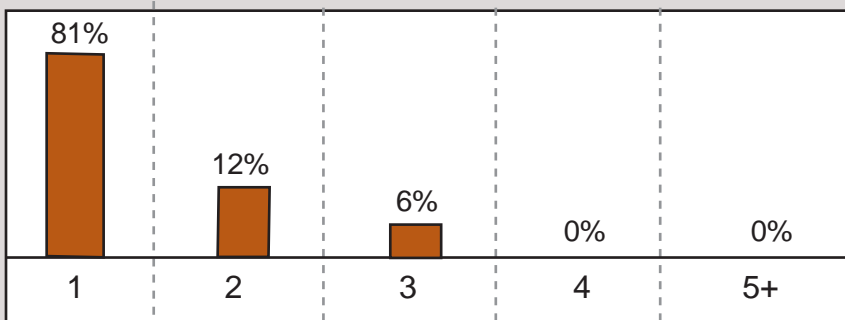
Personal Profile



Q: WHICH AGE GROUP DO YOU FIT IN? (n=208)



Q: HOW LONG HAVE YOU OWNED THIS FRANCHISE? (n=206)



Q: HOW MANY STORES, OUTLETS OR TERRITORIES OF THIS FRANCHISE DO YOU OWN? (n=208)



Personal Profile

Little to none	6%
Part-time or volunteer work	6%
2-4 years of entry level management	11%
5-10 years of middle management	17%
More than 10 years of business experience	61%

Some High School or Less	0%
High School Graduate	6%
Some college or current college student	22%
College graduate or beyond	72%

*(n=#) represents the total respondents who answered that specific question.

FranSurvey® does not endorse any franchise companies. Investing in a franchise is an important decision. FranSurvey® research services are intended to provide basic, high-level information about franchise opportunities from current franchisees and should not replace the standard due diligence performed by any investor. FranSurvey® recommends that prospective franchise buyer consult a lawyer, accountant, and/or other professionals before signing any franchise agreement. See terms and conditions on FranSurvey.com for more information.

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Q: PRIOR TO OPENING THIS FRANCHISE MY BUSINESS EXPERIENCE COULD BE BEST DESCRIBED AS? (n=207)

Q: WHAT WAS THE LAST LEVEL OF SCHOOL YOU COMPLETED? (n=206)



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Methodology

FranSurvey® sent a study-solicitation notification, to all two-hundred fifty-four (254) Joe's Deli franchise owners. The study was completed in January 2007. Joe's Deli personnel gave franchisee contact information to **FranSurvey®**. The notification included the URL (web address) of the **FranSurvey®** franchisee satisfaction online survey as well as a numeric "pass code" to insure no duplication of responses.

Franchise owners were encouraged by the company and by **FranSurvey®** to complete the survey and were assured that their individual responses to the questionnaire would never be revealed to anyone outside of **FranSurvey®**, including Joe's Deli management.

Franchisees logged onto the online survey questionnaire, entered their individual "pass code", completed and submitted the survey. Two-hundred eight (208) of the two-hundred fifty-four (254) total franchisees, or 82%, responded and took the survey. **FranSurvey®** has no reason to believe that non-respondents answers would vary substantially from those of respondents.

The maximum error range on this study is plus or minus 0.9% at the ninety five percent confidence level.

On our reports we offer a "**Quick Score**"* for 7 questions, which is the total of the positive scores. Based on our experience and after surveying thousands of franchisees, we require a minimum baseline grade of 66% or two-thirds of the franchisees. Simply stated, "You can't please all the people all the time". But, it is reasonable to expect that a minimum of two out of three existing franchisees would rate a good opportunity positively on these seven questions.

To become **FranSurvey® Certified** and designated as a **World-Class Franchise™** you must obtain a "Quick Score" (positive grade) from at least **two-thirds** or **66%** of the company's franchisees on all of these **7 questions...no exceptions!**

As a FranSurvey Certified franchise, Joe's Deli has proven they are among the elite who have mastered both the art and science of franchising. This is a franchise opportunity definitely worthy of serious consideration.

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