

2024 Abistar Brands Franchisee Satisfaction Surveys

			Abistar Brands				
			Abistar Brands Overall	Molly Wally's	Masterminds	All the Buttons	Ultra-Kick
<b>Overall (average)</b>		<b>Core 33 Benchmark Questions</b>	<b>60</b>	<b>67</b>	<b>58</b>	<b>44</b>	<b>72</b>
n (participants)			186	42	49	74	21
Order	Survey Section	Question					
1	Training & Support	Training & Support (overall)	50	57	47	24	71
2	Training & Support	Training and Support Programs:	53	52	55	27	76
3	Training & Support	Marketing and Promotional Programs:	43	49	42	20	60
4	Training & Support	Effective Use of Technology:	47	52	47	17	73
5	Training & Support	System-Wide Communications:	57	75	47	32	76
6	Franchise System	Franchise System (overall)	55	61	56	34	69
7	Franchise System	Operational Procedures and Systems:	47	58	47	20	64
8	Franchise System	Quality of Products and Services:	58	54	65	35	77
9	Franchise System	Local Market Competitiveness:	66	76	65	60	64
10	Franchise System	Innovation and Creativity:	50	56	49	23	71
11	Leadership	Leadership (overall)	57	67	53	27	79
12	Leadership	Senior Management promotes a Clear Vision for the company:	62	74	56	32	85
13	Leadership	Senior Management encourages a strong Team Culture:	61	71	57	28	87
14	Leadership	Senior Management Involves Franchisees in important company decisions:	46	54	43	24	65
15	Leadership	Senior Management is Effective in Driving our company forward:	58	69	56	26	80
16	Core Values	Core Values (overall)	63	71	64	28	89
17	Core Values	I Trust my franchisor:	58	67	61	21	85
18	Core Values	I Respect my franchisor:	67	75	69	34	90
19	Core Values	I believe my franchisor acts with a high level of Honesty and Integrity:	62	70	63	24	92
20	Core Values	My franchisor Cares about My Success:	64	71	63	35	89
21	Field Support	Field Support (overall)	82	84	82	71	89
22	Field Support	My [field support] is helpful and knowledgeable:	79	83	81	65	85
23	Field Support	My [field support] is accessible and responsive:	85	86	86	78	90
24	Field Support	My [field support] understands my business and personal goals:	80	82	80	66	92
25	Field Support	My [field support] cares about my success:	84	86	86	74	89
26	Franchisee Community	Franchisee Community (overall)	73	75	72	67	78
27	Franchisee Community	My fellow franchisees are Supportive of the Brand:	77	74	75	78	79
28	Franchisee Community	My fellow franchisees are Supportive of Management:	58	69	57	34	74
29	Franchisee Community	My fellow franchisees Actively Participate in company programs and events:	72	73	68	67	82
30	Franchisee Community	My fellow franchisees are Supportive of Each Other:	83	82	88	88	75
31	Self-Evaluation	Self-Evaluation (overall)	75	74	70	79	78
32	Self-Evaluation	I enjoy Operating this business:	77	77	76	80	74
33	Self-Evaluation	I enjoy Being Part of this organization:	75	81	69	70	81
34	Self-Evaluation	I am an Active Participant in this organization:	76	79	70	73	81
35	Self-Evaluation	I feel that I am a Valued Member of this organization:	65	71	56	58	75
36	Financial Opportunity	Financial Opportunity (overall)	55	59	50	59	51
37	Financial Opportunity	The Fees I pay to my franchisor are fair:	49	48	49	46	52
38	Financial Opportunity	The Total Investment into my business has been consistent with my expectations and any information provided to me by my franchisor:	51	59	45	55	46
39	Financial Opportunity	Today, the overall Financial Picture of my business could best be described as:	54	68	44	67	38
40	Financial Opportunity	The Long-Term Growth opportunity for my business is:	65	62	63	68	67
41	General Satisfaction	General Satisfaction (overall)	57	71	51	44	62
42	General Satisfaction	Overall, how would you rate your Franchisor and the Opportunity provided by this franchise system?	53	69	50	29	64
43	General Satisfaction	Overall, how would you rate Your Performance as a franchisee?	58	71	44	67	51
44	General Satisfaction	Overall, how would you rate Your Satisfaction with this franchise?	53	61	53	36	64
45	General Satisfaction	If you could Do It All Over Again, would you still invest in this franchise?	61	83	52	48	63
46	General Satisfaction	Would you Recommend this franchise to others?	60	74	54	40	70