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From the Editor

'Multi' is a word that keeps cropping up throughout this edition of the magazine, and, I've noticed lately, within the franchise community in general. It seems over the last couple of years a seismic shift has occurred in the way franchisees are thinking, and many are no longer satisfied buying just one franchise, or even one system, but there is a new trend for multi-franchisees in multi-systems. It's a smart move. These franchisees are becoming entrepreneurs in their own right, by using the franchisor's proven business models to build their own empires. Multi-unit/multi-system appears to be the way of the future, and can be a win/win for both franchisors and franchisees (see Rod Nuttall from the Commonwealth Bank's article on page 40). Some systems, e.g Wok Me (page 30) will only take on multi-franchisees as part of their model, and our cover story on Pack & Send (page 11) looks at how 25 per cent of its retail network is under multi-store ownership.

Once again, our annual Food Franchises feature (beginning on page 63) will have you salivating at the feast of tasty franchise opportunities in this original and thriving franchise sector. To complement this feature article, Phil Blain from BDC takes an in-depth look at why food franchising has been so successful in Australia on page 72.

If you are in the market to buy a franchise, then our Top 10 Franchise Systems feature (starting on page 51) is one to definitely take notice of, because these systems have been rated by their current franchisees. More than 2000 franchisees from 65 systems took part in the survey by Ian Krawitz of topfranchise.com.au and the results will give prospective franchisees a good insight into what systems are the best from a franchisee's point of view.

As usual, this issue is jam-packed with expert advice and profiles of franchise systems, all designed to give you the right information you need when making the important decision about which franchise to choose.



Louise Mitchell
Editor

*"I am 44 years old, and still do not know what I want to do when I grow up!
But I do know what I enjoy doing, and that is the secret to choosing the right franchise."*

Janine Allis

Director/Founder Boost Juice

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