



PRESS RELEASE

Outstanding franchise system: Gold for Fressnapf

Krefeld, Germany, 11th November 2008 – Fressnapf has been awarded the F&C Gold Award by the International Centre for Franchising and Cooperation (F&C) in Münster, Germany.

The award was granted for the first time in 2008 to franchise systems achieving outstanding results in the F&C partner satisfaction survey. F&C surveyed over 6,000 partners from 127 franchise systems and retail cooperatives.

“Fressnapf achieved particularly good results in business success, market presence, franchisor performance and field staff support,” says F&C Managing Director Martin Ahlert. “With a return customer rate of 95 percent and a recommendation rate of 88 percent, Fressnapf performed above average,” says Ahlert.

F&C set clear rules for all participating companies – More than half of all franchise partners of a company had to take part. Partners’ overall satisfaction with their respective systems was an important basis for evaluation. Average scores had to have been at least 2.5 (on a scale of 1-7, 1 = extremely satisfied, 7 = extremely dissatisfied) and average scores for partners only partially satisfied must not have been worse than 4.0. The survey addressed in detail satisfaction with everyday work, relationships with employees, the franchisor and other partners, business success, market presence of the system, franchisor performance, support from franchise headquarters and field employees, as well as the relationship between fees, prices and performance.

Further information:

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