

BRW.

BOOM FRANCHISES

BRW Magazine January 2005

The seventh-fastest-growing franchise, Essential Beauty, is a fledgling chain of beauty salons. The business was started in Adelaide in 1990 by Melissa Gav and began franchising in 2000. She has 17 franchisees and salons in Perth, Adelaide and Melbourne and turned over \$1.2 million in 2003-04. Gav and others in her industry could be the next big thing in franchising. Some franchising industry observers believe the wellness, health and beauty sector is ripe for franchising.

MORE IN STORE

Growth in franchisees' outlet numbers

RANK	FRANCHISE CHAIN	OUTLET NUMBER AT 30/06/04	AVERAGE STORE GROWTH OVER 3 YEARS (%) 2003-04 (\$m)	TOUR/ 10/06/04	FOUNDED IN AUST.
1	Beast Juice	100	587.5	6.8	Yes
2	Oparto Chicken & Burgers	68	759.3	54.0	Yes
3	Essential Beauty	17	212.5	1.2	Yes
4	Erolita spa	11	156.7	0.5	Yes
5	Inward Bookkeeping Company*	29	146.7	0.3	Yes
6	Nando's*	120	93.6	48.3	No
7	CleanFastic International*	7	85.0	21.0	No
8	Cartridge World	503	80.7	123.7	Yes
9	Branite Transformations	108	78.9	163.0	Yes
10	Storia Jean's Coffees	197	75.8	107.7	No
11	BENT	4	66.7	1.9	Yes
12	Jumping J-Jays	24	59.4	2.2	Yes
13	Mrs Fields Cookies	16	57.7	ND	No
14	Workforce Extensions	7	55.0	17.1	Yes
15	Formwood Women's Health Clubs	59	54.9	65.9	Yes
16	Elle Roche*	40	47.9	6.5	Yes
17	Jamaica Blue	58	36.7	31.5	Yes
18	The Coffee Club	85	32.4	85.0	Yes
19	Expense Reduction Analysts	53	31.4	6.1	Yes
20	PoolWays	151	27.5	10.0	Yes
21	All Baba Lebanese Cuisine	39	25.2	20.6	Yes
22	Muffin Break	216	23.1	114.0	Yes
23	Worldwide Online Printing	59	22.4	43.0	Yes
24	Michel's Patisserie	290	20.9	180.0	Yes
25	Baker's Delight	677	18.5	510.7	Yes
26	United Home Services	66	18.4	2.6	No
27	Dominos Pizza	292	18.2	232.9	Yes
28	Bramby's Bakeries	237	17.4	168.0	Yes
29	Cookie Man	41	15.1	19.5	Yes
30	Pack & Send	55	14.8	13.8	Yes

* Average store growth over two years

† Financial year March 1, 2003 to February 28, 2004 ND: Not disclosed

FASTEST-GROWING FRANCHISES

Top 30 franchises by turnover growth

RANK	FRANCHISE CHAIN (SECTOR)	TURNOVER 2003-04 (\$m)	TURNOVER GROWTH (%)**	NUMBER OF OUTLETS AT 30/06/04	AVERAGE STORE COST (\$K) 2003-04	FOUNDED IN AUSTRALIA	STATE NO	LISTED	CHIEF EXECUTIVE
1	Beast Juice (RT)	6.8*	226.2	100	299,000	Yes	Yc	No	Janine Mills
2	Cartridge World (RT)	129.7	145.6	503	130,000	Yes	Sl	No	Bryce Stokes, Paul Wheeler
3	Branite Transformations (CI)	350.8	123.5	108	80,000	Yes	NSW	No	Colin Mackenzie
4	Workforce Extensions (PRD)	17.1	125.2	7	70,000	Yes	Yc	No	Michael McTernan
5	Slingsy The Mattress Specialists (RT)	15.0	98.2	32	88,000	Yes	QLD	No	Malcolm Long
6	ABC Learning Centres (E)	90.0*	88.5	351	ND	Yes	Ql	Yes	Talia Green
7	Essential Beauty (RT)	1.2	88.8	17	250,000	Yes	Sl	No	Melissa Gav
8	Woolworths (CI)	121.7	78.9	104	400,000	No	NSW	No	John Irvine
9	Bright Eyes Franchising (RT)	6.8*	68.2	56	126,000	Yes	QLD	No	Beff Barber
10	Oparto Chicken & Burgers (RT)	54.0	65.1	68	450,000	Yes	NSW	No	Jeff Fisher
11	Hubbess Warehouse (RT)	25.0	59.5	40	300,000	Yes	Mc	No	Joseph and Anthony Gairford
12	RAM (ACR)	1.9	52.7	4	150,000	Yes	VIC	No	Nicole Collier
13	Expense Reduction Analysts (PRD)	6.1	47.8	53	79,000	No	NSW	No	Stanley Jett
14	Safety Systems* (MCR)	481.0	47.4	683	200,000	No	QLD	No	Tray Staineswood
15	Formwood Women's Health Clubs (P)	62.9	42.4	59	450,000	Yes	Mc	No	Clara Williams
16	The Coffee Club (RT)	83.0	42.5	85	400,000	Yes	QLD	No	Immanuel Okoro
17	CleanFastic International (PRD)	21.0	41.1	187	400,000	No	NSW	No	Shaun Beale
18	Worldwide Online Printing (RT)	43.0	40.1	59	200,000	Yes	VIC	No	Clare Dentham
19	Sam's Sealoff (RT)	69.8	38.2	15	ND	Yes	QLD	Yes	Nicholas Noubouss
20	Jumping J-Jays (RT)	1.8	36.9	24	150,000	Yes	NSW	No	John Newson
21	Workpage Choice (RT)	302.5	36.2	299	35,200	Yes	NSW	Yes	Wesley O'Rourke
22	Blackboard* (PRD)	290.2	36.2	153	280,000	No	VIC	No	Eric White
23	PoolWays (PRD)	30.9	28.8	151	79,000	Yes	QLD	No	John O'Brien
24	Nando's* (MCR)	48.3	28.8	158	150,000	Yes	VIC	No	Bernice Pickar
25	BBK (PRD)	8.1	25.5	19	65,000	Yes	NSW	No	Michael Toome
26	All Baba Lebanese Cuisine (RT)	20.6	25.3	29	281,000	Yes	NSW	No	Robert Marjoni
27	Lallop's Patisserie (RT)	6.5	24.7	26	275,000	Yes	NSW	No	Alex Grant
28	Michel's Patisserie (RT)	186.0	24.2	290	218,000	Yes	NSW	No	Paul Carroll
29	Car Care (P)	6.9	22.8	181	25,000	Yes	NSW	No	Alex Franklin
30	Jamaica Blue (ACR)	31.5	22.2	58	290,000	Yes	NSW	No	James Fitzgibbon

SECTOR CODES: (RT) Retail trade (CI) Construction (PRD) Property and business services (ACR) Accommodation, cafe, restaurant (P) Personal and other services

(IT) Information technology (FR) Financial and insurance (EDS) Cultural and recreational services (RR) Retail entertainment

* Estimates ** Average turnover growth over three years † Financial year March 1, 2003 to February 28, 2004 ND: Not disclosed

† Where the franchise is not a retail operation, the number of franchisees has been corrected ‡ Represents turnover earned by franchisee (does not include franchisee's turnover)

 essentialbeauty