

BIBLIOGRAPHY

Aaker, D.A., Kumar, V., Day, G.S. 2001. *Marketing Research*, 7th edition. John Wiley and Sons New York, NY.

Acs, Z.J., Arenius, P., Hay, M., Minniti. 2005. *Global Entrepreneurship Monitor: 2004 Executive report*. Babson College: London.

Agmen-Smith, M. 2003. What's in the franchise agreement? *Franchise New Zealand*, 12(3), 30-35.

Ahmad, R., Buttle, F. 2002. Customer retention management: A reflection of theory and practice, *Marketing Intelligence and Planning*, 20(3), 149-161.

Albrecht, K., Zemke, R. 1985. *Service America*. Dow Jones: Illinois.

Allinson, C.W., Chell, E., Hayes, J. 2000. Intuition and entrepreneurial behaviour. *European Journal of Work and Organisational Psychology*, 9(1), 31-43.

Amos, J.R., James, H. 2003. Leadership and relationships in franchising. *Franchising World*, 35(6), 20-22.

Andersen, B., Fagerhaug, T., Randmoel, S., Prenninger, J. 1999. Benchmarking for best practice. *Journal of Business and Industrial Marketing*, 14(5), 378-389.

Andersen, B., Randmoel, S. 1997. Questionnaire for the benchmarking visits. *SMArTMAN SME Document*, Trondheim, Norway.

Andersen, B., Pettersen, P.G. 1995 *The Benchmarking Handbook: Step-by-Step Instructions*. Chapman & Hall: London.

Anderson, E.W., Mittal, V. 2000. Strengthening the satisfaction-profit chain. *Journal of Service Research*, 3, 107-120.

- Andersson, T.D. 1992. Another model of service quality: a model of causes and effects of service quality tested on a case within the restaurant industry, in Kunst, P., Lemmink, J. (Eds). *Quality Management in Service*, van Gorraum, Assen, 41-48.
- Andrade, S. 2003. Using customer relationship management strategies. *Applied Clinical Trials*, 4, 37-53.
- Andreassen, T.W 1997. Satisfaction, loyalty and reputation as indicators of customer orientation in the public sector. *International Journal of Public Sector Management*, 7(2), 16-34.
- Appiah-Adu, K. 1999. Marketing effectiveness and customer retention in the service sector. *The Service Industry Journal*, 19(3), 26-41.
- Babakus, E., Mangold, W.G. 1992. Adapting the SERVQUAL scale to hospital services: an empirical investigation. *Health Services Research*, 26(2), 767-786.
- Bagozzi, R.P. 1994. *Measurement in Marketing Research: Basic Principles of Questionnaire Design*. In, Bagozzi, R.P. (ed: 1994). *Principles of Marketing Research*. Blackwell Business: Cambridge.
- Bahia, K., Nantel, J. 2000. A reliable and valid measurement scale for the perceived service quality of banks. *International Journal of Bank Marketing*, 18(2), 84-91.
- Baldinger, A.L., Rubinson, J. 1996. Brand loyalty: the link between attitude and behaviour. *Journal of Advertising Research*, 36(6), 22-34.
- Baldrige National Quality Programme (NIST) 2004. *Criteria for Performance Excellence*, URL: <http://www.baldrige.nist.gov>
- Ballantyne, D., Christopher, M., Payne, A. 1995. Improving the quality of services marketing: service (re)design is the critical link. *Journal of Marketing Management*, 11, 7-24.
- Banwari, M., Walfied, L. 1998. Why do customers switch? The dynamics of satisfaction versus loyalty. *The Journal of Services Marketing*, 12(3), 177-194.

- Bassi, L.J., Vanburen, M.E. 1997. Sustaining high-performance in bad times. *Training and Development*, 51(6), 31-42.
- Berry, L.L. 1983. Relationship marketing. *American Marketing Association*, 25-28.
- Berry, L.L., Zeithaml, V.A., Parasuraman, A. 1985. Quality counts in services too. *Business Horizons*, 28(3), 44-52.
- Best, J.W., Kahn, J.V. 1998. *Research in Education*, 8th edition. Allyn and Bacon: Boston.
- Bird, B. 1989. *Entrepreneurial Behaviour*. Scott Foresman and Company: Glenview, IL.
- Bitner, M.J. 1990. Evaluating service encounters: the effects of physical surroundings and employee responses. *Journal of Marketing*, 54(4), 69-82.
- Blazey, M.L. 1997. *Insights to Performance Excellence*, American Society for Quality (ASQ), Quality Press: Milwaukee, WI.
- Bloemer, J.M.M., de Ruyter, K., Wetzels, M. 1999. Linking perceived service quality and service loyalty: a multi-dimensional perspective. *European Journal of Marketing*, 33(11/12), 1082-1106.
- Bloemer, J.M.M., Kasper, H.D.P. 1995. The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*, 16, 311-329.
- Bloom, B, V. 2003. Cooperation: The key to building lasting franchise relationships. *Franchising World*. 35(1), 27-29.
- Blythe, J. 1997. *The Essence of Consumer Behaviour*, Prentice-Hall: London.
- Bolting, C.P. 1989. How do customers express dissatisfaction and what can services marketers do about it? *Journal of Services Marketing*, 3(2), 117-128.

Bolton, B., Thompson, J. 2004. *Entrepreneurs, Talent, Temperament, Technique*, 2nd Edition, Butterworth Heinemann: Oxford.

Bolton, B., Thompson, J. 2003. *The Entrepreneur in Focus*, Thomson: London.

Bolton, B., Thompson, J. 2000. *Entrepreneurs, Talent, Temperament, Technique*, Butterworth Heinemann: Oxford.

Bolton, R.N., Drew, J.H. 1991. A longitudinal analysis of the impact of service changes on customer attitudes. *Journal of Marketing*, 55(1), 1-9.

Boone, L.E., Kurtz, D.L. 1999. *Contemporary Business 2000*, The Dryden Press: Orlando, FL.

Borland, K.W. 2001: Qualitative and quantitative research: a complementary balance. *New Directions for Institutional Research*, 112, 5-13.

Boulding, W., Kalra, A., Staelin, R., Zeithaml, V.A. 1993. A dynamic process model of service quality: from expectations to behavioural intentions. *Journal of Marketing Research*, 30, 7-27.

Bowen, J.T., Chen, S. 2001. The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213-217.

Bowen, J.T., Shoemaker, S. 1998. Loyalty: a strategic commitment. *Cornell and Hotel Restaurant Administration Quarterly*, 39(1), 12-25.

Brien, C.J., Correll, M.J., Olsson, M.J., Hall, R.E., Sutton, D.J. 1995. *Quantitative Methods in Business*, Prentice Hall: Sydney.

Brinker, B. 1999. Intellectual capital tomorrow's asset, today's challenge. *CPA Working Paper*, URL <http://www.cpavision.org/vision/>.

Brockhaus, R.H. 1982. The psychology of the Entrepreneur. In *Encyclopaedia of Entrepreneurship*. (Kent, C.A., Sexton, D., Vesper, K. eds), Prentice Hall: New Jersey.

Brown, T.J., Churchill, G.A., Peter, J.P. 1993. Improving the measurement of service quality. *Journal of Retailing*, 69(1), 127-139.

Buckingham, M., Coffman, C. 1999. *First, Break all the Rules*. Simon and Schuster: London.

Buono, A.F. 1997. Enhancing strategic partnerships. *Journal of Organisational Change Management*, 10(3), 251-266.

Butscher, S.A., Muller, L.R. 1999. “Kundenbindung durch Kundenclubs”, in Hinterhuber, H.H., Matzler, K. (Eds), *Kundenorientierte Unternehmensführung*, Gablen: Wiesbaden.

Buttle, F. 1996. SERVQUAL: review, critique, research agenda. *European Journal of Marketing*, 30(1), 8-32.

Brooks, R. 2000. Why loyal employees and customers improve the bottom line. *Association for Quality and Participation*, 6(4), 40-44.

Burns, P., Dewhurst, J. 1989. *Small Business and Entrepreneurship*. Macmillan Education: New York.

Busenitz, L.W. 1999. Entrepreneurial risk and strategic decision making: It's a matter of perspective. *Journal of Applied Behavioural Science*, 35(3), 325-40.

Butler, G., McManus, F. 1998. *Psychology*, Oxford University Press.

Bygrave, W.D. 1997. *The Portable MBA in Entrepreneurship*, 2nd Edition, John Wiley: London.

Bygrave, W.D., Reynolds, P.D., Autio, E. 2004. *Global Entrepreneurship Monitor, 2003 Executive Report*, Babson College: London.

Carland, J.W., Hoy, F., Boulton, W.F., Carland, J.C. 1984. Differentiating entrepreneurs from small business owners: a conceptualization. *Academy of Management Review*, 9(2), 354-359.

Carland, J.W. 1982. *Entrepreneurship in a Small Business Setting: An Exploratory Study*. Unpublished doctoral dissertation. Athens GA: University of Georgia.

Carman, J.M. 1990. Consumer perceptions of service quality: an assessment of the SERVQUAL dimensions. *Journal of Retailing*, 66(1), 33-55.

Carr, M. Database Marketing: Talking direct to our listening customers. *Marketing Intelligence and Planning*, 12(6), 12-14.

Caruana, A., Money, H., Berthon. 2000. Service quality and satisfaction - the moderating role of value. *European Journal of Marketing*, 34(11), 1338-1352.

Chaston, I. 2000. *Entrepreneurial Marketing: Competing by Challenging Convention*, Macmillan: United Kingdom.

Chaston, I. 2000a. Relationship marketing and the orientation customers require of suppliers. *The Services Industries Journal*, 20(3), 147-166.

Chisnall, P.M. 1985. *Marketing: A Behavioural Analysis*, McGraw-Hill Book Company (UK): Maidenhead.

Christopher, M. 1998. *Logistics and Supply Chain Management: Strategies for Reducing Cost and Improving Service*, Pitman Publishing: London.

Christopher, M. 1977. *Marketing Logistics*, Butterworth-Heinemann: Oxford.

Churchill, G.A. 1996. *Basic Marketing Research*, 3rd edition, The Dryden Press: Orlando.

Churchill, G.A. 1995. *Marketing Research: Methodological Foundations*, 6th edition, The Dryden Press: Chicago, IL.

Coakes, S.J., Steed, L.G. 2004. *SPSS: Analysis without Anguish, version 11.0 for windows*, John Wiley & Sons: Sydney.

Competitions Board. Report Number 45 n-d-1995 Pretoria. Department of Trade and Industry.

Cooper, D.R., Emory, C.W. 1995. *Business Research Methods*, 5th Edition, Irwin: Chicago.

Cooper, D.R., Schindler, P.S. 1998. *Business Research Methods*, McGraw-Hill: Boston.

Cooper, R., Slagmulder, R 1997. *Target Costing and Value Engineering*, Productivity Press: Portland, OR.

Covin, J.G., Slevin, D.P. 1991. A conceptual model of entrepreneurship as firm behaviour. *Entrepreneurship Theory and Practice* Fall, 7-25.

Covin, J.G., Slevin, D.P. 1989. Strategic management of small firms in hostile and benign environments. *Strategic Journal*, 10, 75-87.

Cromie, S. 2000. Assessing entrepreneurial implications: some approaches and empirical evidence. *European Journal of Work and Organisational Psychology*, 9 (1), 7-30.

Cronin. J.J., Taylor, S.A. 1994. SEVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality. *Journal of Marketing*, 58(1), 125-131.

Cronin. J.J., Taylor, S.A. 1992. Measuring service quality: a re-examination and extension. *Journal of Marketing*, 56(7), 55-68.

Crosby, L.A. 2002. Exploring some myths about customer relationship management. *Managing Service Quality*, 12(5), 271-277.

Dant, R.P., Paswan, A.K., Stanworth. 1996. Ownership redirection trends in franchising. *International Journal of Entrepreneurial Behaviour & Research*, 2(3), 48-67.

Das, T.K., Teng, B.S. 1998. Between trust and control: developing confidence in partner cooperation in alliances. *Academy of Management Review*, 23(3), 491-512.

Davies, A.J., Kochhar, A.K. 2000. A framework for the selection of best practices. *International Journal of Operations and Production Management*, 20(10), 1203-1217.

Deakins, D., Freel, M. 2003. *Entrepreneurship and Small Firms*, 3rd Edition, McGraw-Hill Education: Berkshire.

De Ryker, K., Bloemer, J. 1999. Customer loyalty in extended service settings, *International Journal of Service Industry Management*, 10(3), 320-336.

Deshpande, R., Webster, F.E. 1989. Organisational culture and marketing: defining the research agenda. *Journal of Marketing*, 53, 3-15.

De Vaus, D.A. 1995. *Surveys in Social Research*, 4th edition, Allen and Unwin: NSW.

Dhir, S., Bruno, D. 2004. Global franchising: Making good business sense, *Franchising World*, April, 20-21.

Diamantopoulos, A., Schlegelmilch, B.B. 1997. *Taking the Fear out of Data Analysis*, The Dryden Press: London.

Dickie, S. 1993. *Franchising in America: the development of a business method*, The University of North Carolina Press: North Carolina.

Diller, H. 1997. Was leisten Kundenclubs. *Marketing ZFP*, 19(1), 33-41.

- Dillman, D.A. 2000. *Mail and Internet Surveys, the Tailored Design Method*, 2nd Edition, John Wiley & Sons: New York.
- Dillon, W.R., Madden, T.J., Firtle, N.H. 1993. *Essentials of Marketing Research*, Irwin: Homewood, IL.
- Dilts, J.C. 2000. The citizens volunteers assisting SME's in Russia democracy Corp, *Journal of Small Business Management*, 38(1), 108-114.
- Dinesh, D., Palmer, E. 1998. Management by objectives and the balanced scorecard: will Rome fall again? *Management Decision*, 36(6), 363-369.
- Duffy, D.L. 2003. Internal and external factors which affect customer loyalty. *Journal of Consumer Marketing*, 20(5), 480-485.
- Duffy, D.L. 1998. Customer loyalty strategies. *Journal of Consumer Marketing*, 15(5), 435-448.
- Eccles, G., Durand, P. 1998. Complaining customers, service recovery and continuous improvement. *Managing Service Quality*, 8(1), 68-71.
- Edwards, K. 1990. The interplay of affect and cognition in attitude formation and change. *Journal of Personality and Social Psychology*, 59, 202-216.
- Edwards, M.R., Ewen, A.J. 1996. 360 degree feedback: the powerful new tool for employee feedback and performance improvement. *AMACOM*, 221-246.
- Ennew, C.T., Banerjee, A.K., Li, D. 2000. Managing word of mouth communication: empirical evidence from India. *International Journal of Bank Marketing*, 18(2), 75-83.
- Escover, J.L. 1993. Productivity plus. *Management Decision*, 31(7), 74-86.

Fayerman, M. 2002. Customer relationship management. *New Directions Institutional Research*, 113, 57-67.

File, K.M., Judd, B.B., Prince, R.A. 1992. Interactive marketing: The influence of participation on positive word-of-mouth and referrals. *Journal of Services Marketing*, 6(4), 116-129.

Fink, A. 1995a. *How to report on surveys*, Sage Publications: London.

Fink, A. 1995b. *How to ask survey questions*, Sage Publications: London.

Fink, A. 1995c. *How to analyze survey data*, Sage Publications: London.

Fink, A. 1995d. *How to sample in surveys*, Sage Publications: London.

Franceschini, F., Cignetti, M., Caldara, M. 1998. Comparing tools for service quality evaluation. *International Journal of Quality Science*, 3(4), 356-367.

Franchise Association of South Africa (FASA) 2002. *The Franchising Handbook of Southern Africa*, FASA: Johannesburg.

Frederick, H.H., Thompson, J., Mellalieu, P.J. 2004. *New Zealand Perspectives of International Entrepreneurship* in Dana, L (ed), *Handbook of Research on International Entrepreneurship*, Edward Elgar Publishing: Cheltenham.

Frederick, H.H. 2001. Communication behaviour amongst entrepreneurs. *International Association for Media and Communication Research*, Budapest.

Frith, R.J. 2004. State of Franchising 2004: Leadership makes the difference. *Franchising World*, 36(1), 4-6.

Frost, F.A., Kumar, M. 2000. Interservqual- an internal adaptation of the GAP model in a large service organisation. *Journal of Services Marketing*, 14(5), 351-377.

- GAO Report 1996. Airline deregulation: barriers to entry continue to limit competition in several key domestic markets, October.
- Garret, J. 1998. *Gallup's discoveries about leaders. At work together*, Spring Harvest Conference, Sheffield.
- Gartner, W.B. 1989. Some Suggestions for Research on Entrepreneurial Traits and Characteristics, *Entrepreneurship Theory and Practice*, (Fall), 27-38.
- Gartner, W.B. 2001. Who is an Entrepreneur, is the Wrong Question. *American Journal of Small Business*.
- George, W.R. 1990. Internal marketing and organisational behaviour: a partnership in developing customer-conscious employees at every level. *Journal of Business Research*, 20(1), 63-70.
- Germann, S. 2002. Franchise relationships and quality control. *Franchising World*, 34(6), 39-42.
- Gibb, A. 1998. In *Management Development for Small and Medium Enterprises Setting out the Challenge*, TEC National Council Policy Paper, July.
- Gibson, R. 1998. *Rethinking the Future*, Nicholas Brealey: Naperville.
- Gill, J., Johnson, P. 1991. *Research Methods for Managers*, Paul Chapman Publishing: London.
- Goleman, D. 1996. *Emotional Intelligence*, Bloomsbury: London.
- Gomez-Mejia, L. 1990. Increasing productivity: performance appraisal and reward systems. *Personnel Review*, 19(2), 117-131.
- Goodman, J.A., Broetzmann, S.M., Ward, D.S. 1993. Preventing TQM problems: measured steps toward customer-driven quality improvement. *National Productivity Review*, 12(4), 555-571.

- Gould, G. 1995. Why it is customer loyalty that counts (and how to measure it). *Managing Service Quality*, 7(4), 4-26.
- Gremler, D., Brown, S. 1999. The loyalty ripple effect: appreciating the full value of customers. *International Journal of Service Industry Management*, 10(3), 271-291.
- Griffen, J. 1996. The internet's expanding role in building customer loyalty. *Direct Marketing*, 59(7), 50-53.
- Gronroos, C. 1984. A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36-43.
- Grote, D. 1999. Performance appraisal reappraised. *Harvard Business Review*, March-April.
- Grove, S.J., Fiske, R.P. 1992. Observational data collection methods for services marketing: an overview. *Journal of the Academy of Marketing Science*, 20, 117-214.
- Gulati, R. 1995. Does familiarity breed trust? The implication of repeated ties for contractual choice in alliances. *Academy of Management Journal*, 38, 85,112.
- Gwinner, K.P., Gremler, D.D., Bitner, M.J. 1998. Relational benefits in service industries: The customer perspective. *Journal of the Academy of Marketing Science*, 26(2), 101-114.
- Hair, J.F., Bush, R., Ortinau, D.J. 2000. *Marketing Research: A Practical Approach to the New Millennium*, McGraw-Hill: Boston.
- Hall, D. 1999. *In the Company of Heroes: An Insiders' Guide to Entrepreneurs at Work*, Kogan: London.
- Halloran, J.W. 1994. *Entrepreneurship*, McGraw-Hill: New York.

- Hallowell, R. 1996. The relationship of customer satisfaction, customer loyalty, and profitability: an empirical study. *International Journal of service Industry Management*, 7(4), 27-42.
- Hamel, G., Prahalad, C.K. 1995. *Competing for the Future*, Harvard Business School Press: United Kingdom.
- Hanenborg, L. 2003. Good franchise relationships require a solid foundation. *Franchising World*, 35(7), 35-38.
- Hansemark., O.C., Albinsson, M. 2004. *Managing Service Quality*, 14(1), 40-57.
- Hart, W.L., Heskett, J.L., Sasser, W.E. 1990. The profitable art of service recovery. *Harvard Business Review*, July-August, 148-156.
- Hasan, H., Tibbits, H. 2000. Strategic management of electronic commerce: an adaptation of the balanced scorecard. *Internet Research: Electronic Networking Applications and Policy*, 10(5), 439-450.
- Hayes, B.O. 1997. *Measuring Customer Satisfaction: Survey Designs, Use, and Statistical Analysis Methods*, 2nd edition, ASQC Quality Press: Milwaukee, WI.
- Hayes, L.O. 1993. Quality is worth \$ 11,000 in the bank, *Restaurant Hospitality*, March, 68.
- Haywood, M. 1989. Managing word of mouth communications. *The Journal of Services Marketing*, 3(2), 55-67.
- Headley, D.E., Miller, S.J. 1993. Measuring service quality and its relationship to future consumer behaviour. *Journal of Health Care Marketing*, 13(4), 32-39.
- Heinonen, K. 2004. Reconceptualizing customer perceived value: the value of time and place. *Managing Service Quality*, 14(2), 205-215.

Helm, S. 2003. Calculating the value of customers' referrals. *Managing Service Quality*, 13(2), 124-133.

Hernon, P. 2004. *Research Methods*, in Lewis-Beck, M.S., Bryman, A., Liao, T.F. *The Sage Encyclopaedia of Social Science Research Methods*, Sage Publications: Thousand Oaks, CA.

Heskett, J.L. 2002. Beyond customer loyalty. *Managing Service Quality*, 12(6), 355-357.

Heskett, J.L. 2001. *Planet Feedback: The Voice of One...The Power of Many (A)*, Case No. 9-901-051, Harvard Business School Publishing, Boston, MA.

Heskett, J.L., Sasser, W.E., Hart. 1990: *Service Breakthroughs: Changing the Rules of the Game*. The Free Press: New York.

Heskett, J.L., Sasser, W.E., Schlesinger, L 1997. *The Service Profit Chain*, Free Press: New York.

Heskett, J.L., Jones, T.O., Loveman, G.W., Sasser, W.E., Schlesinger, L 1994. Putting the service profit chain to work. *Harvard Business Review*, March-April.

Hisrich, R.D. 1990. *Entrepreneurship/Intrapreneurship*, *American Psychologist*, February, 209-222.

Hisrich, R.D., Brush, C. 1984: The Women Entrepreneurs. *Journal of Small Business Management*, 22 (1), 31-37.

Hisrich, R.D., Peters, M.P., Shepherd, D.A. 2004. *Entrepreneurship*, 6th edition, Irwin McGraw Hill: Boston.

Hisrich, R.D., Peters, M.P. 1998. *Entrepreneurship*, 4th Edition, Irwin McGraw Hill: Boston.

- Ho, C.K., Cheng, W.L. 1999. Quest for value mix. *Managing Service Quality*, 9(3), 204-208.
- Hogg, G., Carter, S., Dunne, A. 1998. Investing in people: internal marketing and corporate culture. *Journal of Marketing Management*, 4, 879-895.
- Holt, K. 1983. *Product Innovation Management*. Butterworth: London.
- Honeycutt, A. 1989. Maximising the employee productivity factor. *International Journal of Manpower*, 10(4), 28-39.
- Hopkinson, G.C., Hogarth-Scott, S. 1999. Franchise relationships quality: micro-economic explanations. *European Journal of Marketing*, 33(9), 827-843.
- Hornaday, J.A. 1982. *Research about Living Entrepreneurs*. In *Encyclopaedia of Entrepreneurship* (C.A. Kent., D.L. Sexton., K. Vesper. Eds), Prentice-Hall: New Jersey.
- Hough, J. 2002. International business opportunities; in Nieman, G., Hough, J., Niewenhuizen, C. (Eds). Van Schaik Publishers: Pretoria.
- Hough, J. 1986. *Power and Authority and their Consequences in Franchise Organisations- A Study of the Relationship between Franchisors and Franchisees*, Unpublished PhD Thesis, University of Westminster: London.
- Hung-Chang, C. 2002. A study on the cognitive and affective components of service quality. *Total Quality Management*, 13(2), 265-274.
- Hunger, J.D., Wheelen, T, L. 2003. *Essentials of Strategic Management*, 3rd Edition, Prentice Hall: New Jersey.
- Imrie, B.C., Cadogen, J.W., McNaughton, R. 2002. The service quality construct on a global stage. *Managing Service Quality*, 12(1), 10-18.
- International Franchising Association 1997. *Franchising Industry Report*, IFA:USA.

- Jamieson, D. 1994. The TQM Magazine, 6(5), 11-13.
- Janes, J. 2001. Survey research design. *Library Hi Tech*, 19(4), 419-421.
- Janes, J. 1999. Survey construction. *Library Hi Tech*, 17(3), 321-325.
- Jarrar, Y.F., Zairi, M. 2000. Internal transfer of best practice for performance excellence: a global survey. *Benchmarking: An International Journal*, 7(4), 239-246.
- Johnson, D.M. 2004: In the mainstream, multi-unit and multi-concept franchising, *Franchising World*, April.
- Johnson, J. 2003. Franchise relationships are products of conscious effort. *Restaurant News*, November 2-3.
- Jones, T.O., Sasser, W.E. 1995. Why satisfied customers defect. *Harvard Business Review*, November-December, 88-99.
- Joseph, W.B. 1996. Internal marketing builds service quality. *Journal of Health Care Marketing*, 16(1), 54-59.
- Judd, V.C. 1987. Differentiate with the 5th P: People. *Industrial Marketing Management*, 16, 241-247.
- Justis, R.T., Judd, R.J. 2002. *Franchising*, 2nd Edition, Dame Publications: USA.
- Justis, R.T., Judd, R.J. 1989. *Franchising*, South Western Publishing: Cincinnati.
- Kang, G.D., James, J., Alexandris, K. 2002. Measurement of internal service quality: application of the SERVQUAL battery to internal service quality. *Managing Service Quality*, 12(5), 278-291.
- Kao, R.W.Y., Kao, K.R., Kao, R.R. 2002. *Entrepreneurism for the Market Economy*, Imperial College Press: London.

Kao, R.W.Y 1993. Entrepreneurship. *Journal of Creativity and Innovation*, 1(3), 69-71.

Kaplan, R.S. 2000. *The Strategy Focussed Organisation: How balanced scorecard companies thrive in the new business environment*, Harvard Business School Press: Cambridge, MA.

Kaplan, R.S., Norton, D.P. 1996a. Using the balanced scorecard as a strategic management system. *Harvard Business Review*, January-February, 75-85.

Kaplan, R.S., Norton, D.P. 1996b. *The Balanced Scorecard: Translating Strategy into Action*, Harvard Business School Press: Cambridge, MA.

Kaplan, R.S., Norton, D.P. 1993. Putting the balanced scorecard to work. *Harvard Business Review*, September, 134-147.

Kaufmann, D.J., Robbins, D.E. 1991. Now Read This. *Entrepreneur*, 1(10), 100-105.

Keaveney, S.M. 1995. Customer switching behaviour in service industries: an exploratory study. *Journal of Marketing*, 59(4), 71-81.

Kent, C.A. 1984. *The Environment of Entrepreneurship*, Lexington Books: Kentucky.

Kets de Vries, M.F.R. 1997. *Creative rebels with a cause* in Birley, S. and Muzyka, D. (Eds), *Mastering Enterprise*, Financial Times/Pitman: London.

Kets de Vries, M.F.R. 1997a. The Entrepreneurial Personality: A Person at the Crossroads. *Journal of Management Studies*, February, 34-57.

Kirby, D.A. 2003. *Entrepreneurship*, McGraw Hill Education: Berkshire.

Kirton, M. 1976: Adaptors and Innovators: A description and Measure. *Journal of Applied Psychology*, 61, 622-9.

- Kirzner, L.M. 1973. *Competition and Entrepreneurship*, Chicago University Press: Chicago, IL.
- Klein, K.E. 2002. The pros and cons of a franchise. *Business Week Online*, 1-3.
- Knight, R.M. 1986. Franchising from the franchisor and franchisee points of view, *Journal of Small Business Management*, July, 8-15.
- Knox, S., Maklan, S. 1998. *Competing on Value*, Financial Times: London.
- Koh, H.C. 1996. Testing hypotheses of entrepreneurial characteristics. *Journal of Managerial Psychology*, (11), 12-25.
- Kotler, P. 2000. *Marketing Management*, The Millennium Edition, Prentice Hall: New Jersey.
- Kotter, J.P. 1999. *What Leaders Really Do*, Harvard Business School Press: Boston.
- Kuei, C., Lu, M.H. 1997. An integrated approach to service quality improvement. *International Journal of Quality Science*, 2(1), 24-36.
- Kumar, P. 1999. The impact of long-term client relationships on the performance of business service firms. *Journal of Service Research*, 2(1), 4-18.
- Kuratko, D.F., Hodgetts, R. M. 2004. *Entrepreneurship, Theory, Process, Practice*, 6th Edition, Thomson/South-Western: London.
- Kuratko, D.F., Hodgetts, R.M. 1992. *Entrepreneurship, a Contemporary approach*, 2nd Edition, The Dryden Press: Orland, FL.
- Lancaster, K. 1971. *Consumer Demand: A New Approach*, Columbia University Press: New York, NY.
- Lane, C. 1996. The constitution of trust: Supplier relations in Britain and Germany. *Organisation Studies*, 17, 365-395.

- Lanning, M.J. 1998. *Delivering Profitable Value*, Capstone: Oxford.
- Larson, A. 1992. Network dyads in entrepreneurial settings: A study of the governance of exchange relationships. *Administrative Science Quarterly*, 37, 76-104.
- Larson, J.K., Rogers, E.M. 1986. *Silicon Valley Fever*, Unwin Counterpoint: Phoenix.
- Lau, R.S.M. 2000. Quality of work life and performance- an ad hoc investigation of two key elements in the Service Profit Chain Model, *International Journal of Service Industry Management*, 11 (5), 422-437.
- Lee, H., Lee, Y., Yoo, D. 2000. The determinants of perceived service quality and its relationship with satisfaction. *Journal of Services Marketing*, 14(3), 217-231.
- Levering, R., Moskowitz, M. 1999. The 100 best companies to work for in America. *Fortune*, 118-144.
- Lewis, M.C., Lambert, D.M. 2001. A model of channel member performance, dependence, and satisfaction. *Journal of Retailing*, 67(2), 205-225.
- Lewis, J. 1995. *The Connected Corporation*, The Free Press: New York.
- Li, Y.N., Tan, K.C., Xie, M. 2003. Factor analysis of service dimension shifts in the information age. *Managerial Auditing Journal*, 18(4), 297-302.
- Lindsay, N.J., McStay, D. 2004. Should franchises be entrepreneurial? The influence of entrepreneurial orientation on franchise performance, *AGSE Babson Research Exchange*, Melbourne.
- Lings, I.N., Brooks, R.F. 1998. Implementing and measuring the effectiveness of internal marketing. *Journal of Marketing Management*, 14, 325-351.
- Lord, S. 2003. Good reasons to buy a franchise. *Franchise New Zealand*, 12(3), 7-10.

- Lovemore, G.W. 1998. Employee satisfaction, customer loyalty, and financial performance: an empirical examination of the service profit chain in retail banking. *Journal of Service Research*, 1, 18-31.
- Low, J., Siesfeld, T., Larcker, D. 1999. Capital thinking. *Forbes*, 199(9), 141-145.
- Luk, T.K. 1997. An examination of the role of marketing culture in service quality. *International Journal of Contemporary Hospitality Management*, 9(1), 13-20.
- Lumpkin, G.T., Dess, G.G. 1996. Clarifying the entrepreneurial construct and linking it to performance. *Academy of Management Review*, 21(1), 135-72.
- Maas, G. 2002. Entering the family business; in Nieman, G., Hough, J., Nieuwenhuizen (Eds). *Entrepreneurship: A South African Perspective*, Van Schaik Publishers: Pretoria.
- Mack, R., Mueller, R., Crotts, J., Broderick, A. 2000. Perceptions, corrections and defections: implications for service recovery in the restaurant industry. *Managing Service Quality*, 10(6), 339-346.
- Macky, K., Johnson, G. 2003. *Managing Human Resources in New Zealand*, 2nd edition, McGraw Hill: North Ryde, NSW.
- Madhok, A. 1995. Revisiting multinational firms' tolerance for joint ventures: A trust-based approach. *Journal of International Business Studies*, 26, 117-137.
- Malhotra, N.K., Hall, J., Shaw, M., Oppenheim, P. 2001. *Marketing Research: an Applied Orientation*, 2nd edition. Prentice Hall: Frenchs Forest, NSW.
- Maranto, D., Reynoso, J. 2003. Understanding the service profit chain in Latin America: managerial perspective from Mexico. *Journal of Service Quality*, 13(2), 134-147.
- Maritz, P.A. 2005. Entrepreneurial orientation in a franchised system. *International Business and Economy Conference, Conference proceedings*, January: Hawaii.

Maritz, P.A. 2004. Relationship and co-branding alliance in perspective. *Academy of World Business, Marketing and Management Development, Conference proceedings*, July: Gold Coast.

Maritz, P.A. 2004a. Tri-nations entrepreneurial scorecard. *International Journal of Entrepreneurship and Small Business*, 1(3/4), 230-238.

Maritz, P.A. 2003a. Investigating customer service levels to achieve competitive advantage in the SME home entertainment rental industry. *Small Enterprise Association of Australia and New Zealand (SEAANZ), Conference proceedings*, September: Ballarat.

Maritz, P.A. 2003b. Service profit chain implementation towards achieving competitive advantage. *Australia and New Zealand Association of Management (ANZAM), Conference proceedings*, December: Perth.

Maritz, P.A. 2002. Investigating customer service levels to achieve competitive advantage. *Unpublished MBA Dissertation*, Thames Valley University: London.

Maritz, P.A., Nieman, G.H. 2005. The franchise system as entrepreneurial options. *AGSE Regional Entrepreneurship and Innovation Research Exchange, Conference proceedings*, February: Melbourne.

Martins, J.H., Loubser, M., van Wyk, H deJ. 1996. *Marketing Research, a South African Approach*, University of South Africa: Pretoria.

Mazis, M.B., Ahtola, O.T., Klippel, R.E. 1975. A comparison of four multi-attribute models in the prediction of consumer attitudes. *Journal of Consumer Research*, 2(6), 38-52.

McAlexander, J.H., Kaldenberg, D.O., Koenig, H.F. 1994. Service Quality Measurement. *Journal of Health Care Marketing*, 14(3), 34-39.

McClelland, D.C. 1961. *The Achieving Society*. Van Nostrand: Princeton NJ.

McDougall, D., Wyner, G., Vazdauskas, D. 1997. Customer valuation as foundation for growth. *Managing Service Quality*, 7, 5-11.

McGrath, R., MacMillan, I. 2000. *The Entrepreneurial Mindset*. Harvard Business School Press: Boston.

Mehta, S.C., Durvasula, S. 1998. Relationship between SERVQUAL dimensions and organisational performance in the case of a business-to-business service. *Journal of Business and Industrial Marketing*, 13(1), 40-53.

Mells, G., Boshoff, C., Deon, N. 1997. The dimensions of service quality: The original European perspective revisited. *The Service Industries Journal*, 17(1), 173-189.

Mendelsohn, M. 2004. Legal update: franchising in Europe. *Franchising World*, 36 (2), 72-74.

Mendelsohn, M. 2003. *The Guide to Franchising*, 6th Edition, Reprinted 2003 by Thompson Learning: London.

Mendelsohn, M. 2001. Challenges to growth: nothing new under the sun. *Franchising World*, 33(8), 16.

Mendelsohn, M. 1999. European and UK franchise surveys offer useful information. *Franchise World*, 31(4), 52.

Mendelsohn, M. 1997. South Africa continues warm welcome for franchising. *Franchising World*, 29(5), 46.

Mendelsohn, M. 1995. Learning from the U.S. experience. *Franchising World*, 33 (8), 16.

Mendelsohn, M. 1994. Back to basics, *Franchising World*, 26(6), 62.

Mendelsohn, M. 1992. *The Guide to Franchising, 5th Edition*, Cassel: London.

Meyer, G.D., Heppard, K.A. 2000. *Entrepreneurship as Strategy*, Sage Publications, London.

Meyer, D.G., Cooke, W.N. 1993. US labour relations in transition: emerging strategies and company performance. *British Journal of Industrial Relations*, 31(4), 531-552.

Michael, S.C. 2003. First mover advantage through franchising. *Journal of Business Venturing*, 18(1), 61.

Miller, D. 1983. The correlates of entrepreneurship in three types of firms. *Management Science*, 29, 770-791.

Mockler, R.J. 2001. Making decisions on enterprise-wide strategic alignment in multinational alliances. *Management Decision*, 39(2), 90-98.

Monckton, H.A. 1969. *The History of the English Public House*, Bodley House Publishing: London.

Morris, M.H., Kuratko, D.E. 2002. *Corporate Entrepreneurship*. Harcourt College Publishers: Orlando, FL.

Morris, M.H. 1998. *Entrepreneurial intensity*. Quorum Books: Westport.

Mouton, J. 2001. *How to succeed in your master's and doctoral studies: A South African resource book*. Van Schaik Publishers: Pretoria.

Mulhern, T., Duffy, D. 2004. Building loyalty at things remembered. *Journal of Consumer Marketing*, 21(1), 62-66.

Nel, P.S., van Dyk, P.S., Haasbroek, G.D., Schultz, H.B., Sono, T., Werner, A. 2004. *Human Resources Management, 6th Edition*, Oxford University Press: Cape Town.

- Nelson, R.E. 1988. Social network analysis as intervention tool. *Group and Organisational Studies*, 1(3), 39-58.
- Neuman, W.L. 1997. *Social Research Methods*, 3rd Edition: Allyn and Bacon: London.
- Nieman, G.H., Pretorius, M. 2004. *Managing Growth: A Guide for Entrepreneurs*, Juta and Company: Cape Town.
- Nieman, G.H., Hough, J., Nieuwenhuizen, C. 2003. *Entrepreneurship: A South African Perspective*, Van Schaik Publishers: Pretoria.
- Nieman, G.H., Bennett, A (Eds).2002. *Business Management: A Value Chain Approach*, Van Schaik: Pretoria.
- Nieman, G.H. 1998. *The Franchise Option: How to Franchise your Business*, Creda Communications: Eppindust 2, SA.
- Nunnally, J.C., Bernstein, I.H. 1994. *In Psychometric Theory*, Mcgraw-Hill: New York.
- O'Dell, J., Grayson, P. 1997. Identifying and transferring best practices. *Best Practice White Paper*, APQC, Houston, TX.
- Oliver, R.L. 1997. *Satisfaction, a Behavioural Perspective on the Consumer*, McGraw-Hill: New York.
- O'Neill, M., Palmer, A. 2003. An exploratory study of the effects of experience on consumer perceptions of the service quality construct. *Managing Service Quality*, 13(3), 187-196.
- Orford, J., Wood, E., Fischer, C., Herrington, M., Segal. 2003. *Global Entrepreneurship Monitor: South African Executive Report 2003*, UCT Graduate School of Business, Ince: Cape Town.

Ostgard, T.A., Birley, S. 1996. New venture growth and personal networks, *Journal of Business Research*, 36(1), 37-50.

Ottaviano, M. 2004. The development of a tool to improve corporate innovation capability, *AGSE-Babson Research Exchange*, Melbourne.

Page, C., Meyer, D. 2000. *Applied Research Design for Business and Management*, McGraw-Hill: NSW, Australia.

Palmer, A. 2001. *Principles of Services Marketing*, 3rd edition, McGraw-Hill: Berkshire.

Parasuraman, A., Ziethaml, V.A., Berry, L.L. 1998. A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, March, 12-40.

Parasuraman, A., Ziethaml, V.A., Berry, L.L. 1994. Alternative scales for measuring service quality: a comparative assessment based on psychometric and diagnostic criteria. *Journal of Retailing*, 70(3), 201-230.

Parasuraman, A., Ziethaml, V.A., Berry, L.L. 1985. A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 41-50.

Patel, B. 2000. Franchise-advisory councils need tune-up to be effective. *Hotel and Hotel Management*, 215(10), 56.

Patel, D. 2001. It's time to evaluate, review and revise fair-franchising issues. *Hotel and Motel Management*, 216(9), 21-23.

Peck, H., Payne, A., Christopher, M., Clark, M. 1999. *Relationship Marketing: Strategy and Implementation*, Butterworth Heinemann: Oxford.

Perry, T.S. 2002. Technical and social bonds in franchise relationships. *Journal of Business and Industrial Marketing*, 17(1), 27-39.

Peter, T. 1989. *Thriving on Chaos*, Pan Books: New York.

Peterson, A., Dant, R. 1990. Perceived advantages of the franchise option from the franchisee perspective: Empirical insights from a service franchise. *Journal of Small Business Management*, 28(3), 46-61.

Pinchot 111, G. 1985. *Intrapreneuring*, Harper and Row: New York.

Pizam, A., Ellis, T. 1999. Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management*, 11(7), 326-339).

Plymire, J. 1992. Complaints as opportunities. *Journal of Product and Brand Management*, 1(4), 27-38.

Porter, M.E. 2001. Strategy and the internet. *Harvard Business Review*, March 2001, 63-79.

Porter, M.E. 1996. What is strategy? *Harvard Business Review*, November, product no.4134.

Porter, M.E. 1998. *On Competition*, Harvard Business School Press: Boston.

Porter, M. 1995: *Competitive Advantage, Creating and Sustaining Superior Performance*, Free Press: New York.

Price, S. 1997. *The Franchise Paradox, New Directions, Different Strategies*, Cassel: London.

Pritchard, M.P., Howard, D.R. 1997. The loyal traveller: examining a typology of service patronage. *Journal of Travel Research*, Spring, 2-10.

Quinn, J.B. 1992. *Intelligent Enterprise*, The Free Press: New York.

- Ranaweera, C., Neely, A. 2003. Some moderating effects on the service quality-customer retention link. *International Journal of Operations and Production Management*, 23(2), 230-248.
- Ranaweera, C., Prbhu, J. 2003. The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting. *International Journal of Service Industry Management*, 14(4), 374-395.
- Reichheld, F.F. 2001. *Loyalty Rules!* Harvard Business School Press: Boston.
- Reichheld, F.F. 1996. Learning from customer defectors. *Harvard Business Review*, March-April, 56-69.
- Reichheld, F.F. 1993. Loyalty-based management. *Harvard Business Review*, 64-73.
- Reichheld, F.F., Sasser, W.E. 1990. Zero defections. *Harvard Business Review*, Sept-Oct, 105-111.
- Reynolds, P.D., White, S.B. 1997. *The Entrepreneurial Process: Economic Growth, Men, Women and Minorities*, Quorum: Westport.
- Ring, P.S., Van de Ven, A.H. 1994. Development process of cooperative interorganisational relationships. *Academy of Management Review*, 19, 90 -118.
- Roberts, E.B. 1991. *Entrepreneurs in High-Technology*, Oxford University Press.
- Robinson, S. 1999. Measuring service quality: current thinking and future requirements. *Marketing Intelligence and Planning*, 17(1), 21-32.
- Robinson, W. 2004. Who goes where, *Franchise New Zealand*, 12(4), 79-83.
- Rogers, J.D., Clow, K.E., Kash, T.J. 1994. *Journal of Services Marketing*, 8(1), 14-26.
- Ronstadt, R.C. 1996. *Entrepreneurship*. South Western: New York.

- Rotter, J.B. 1996. *Generalised Expectancies for Internal versus External Control of Reinforcement*. Psychological Monographs 80 (whole No. 609).
- Rust, R.T., Oliver, R.L. 2000. Should we delight the customer? *Journal of Academy Sciences*, 28(1), 86-94.
- Rust, R.T., Stewart, G.L. 1996. The satisfaction and retention of frontline employees, a customer satisfaction measurement approach. *International Journal of Service Industry Management*, 7(5), 62-80.
- Ruyter, K., Bloemer, J. 1999. Customer loyalty in extended service settings, *International Journal of Service Industry Management*, 10(3), 320-336.
- Sampson, S.E. 1998. Gathering customer feedback via the internet: instruments and prospects. *Industrial Management and Data Systems*, 98(2), 71-82.
- Saunders, M., Lewis, P., Thornhill, A. 1997. *Research Methods for Business Research*, Pitman: London.
- Schaper, M., Volery, T. 2004. *Entrepreneurship and Small Business, a Pacific Rim Perspective*, Wiley and Sons: Queensland.
- Schermerhorn, J.R. 2002. *Management*, 7th Edition, John Wiley & Sons: New York.
- Seid, M. 2002. Franchisees as entrepreneurs, in Klein, K.E. 2002. The pros and cons of a franchise, 1-3.
- Schlesinger, L.A., Zornitsky, J.J. 1991. Job satisfaction, service capability, and customer satisfaction: an examination of linkages and management implications. *Human Resources Planning*, 14(2), 141-149.
- Schlesinger, L.A., Heskett, J.L. 1991. The service-driven service company? *Harvard Business review*, September-October, 71-81.

Schneider, B., Bowen, D.E. 1995. *Winning the service game*, Harvard Business School Press: Boston, MA.

Schneider, B., Bowen, D.E. 1985. Employee and customer perceptions of service in banks: replication and extension. *Journal of Applied Psychology*, 70, 423-433.

Schumpeter, J. 1949: *The Theory of Economic Development*, Harvard University Press. (Original German edition, 1911).

Schvanaveldt, S.J., Enkawa, T., Miyakawa, M. 1991. Consumer evaluation perspectives of service quality: evaluation factors and two-way model of quality. *Total Quality Management*, 2(2), 11-30.

Shapiro, A. 1975. Entrepreneurship and economic development, *Project ISEED, LTD. Milwaukee, WI: Center for Venture Management*, Summer, 187.

Sherden, W.A. 1994. When customers leave. *Small Business Report*, November, 45.

Sherman, A., Dewis, K. 2003. Guidelines for investing in, or acquiring, an established franchising system. *Venture Economics*, 9(12), 34-37.

Siegel, W. 1983. *Franchising*, John Wiley & Sons: New York.

Siegel, S. 2002. Fostering franchise relations. *Franchising World*, 34(6), 4-6.

Silvestro, R. 2002. Dispelling the modern myth: employee satisfaction and loyalty drive service profitability. *International Journal of Operations and Production Management*, 22(1), 30-49.

Silvestro, R., Cross, S. 2000. Applying the service profit chain in a retail environment: challenging the satisfaction mirror. *International Journal of service Industry Management*, 11(3), 244-268.

Sim, K.L., Koh, H.C. 2001. Balanced scorecard: a rising trend in strategic performance measurement. *Measuring Business Excellence*, 5(2), 18-27.

Soderland, M. 1998. Customer satisfaction and it's consequences on customer behaviour revisited. *International Journal of Service Industry Management*, 9(2), 169-188.

Solomon, J. 1998. Companies try measuring cost savings from new types of corporate benefits. *The Wall Street Journal*, B1.

Spinelli, S. 1997. *Franchising*, in Bygrave, W.D. (Ed). *The Portable MBA in Entrepreneurship, 2nd Edition*, John Wiley: New York.

Stanworth, J. 1977. *A Sstudy of Franchising in Britain*, University of Westminster: London.

Stevens, G. 1989. Integrating the supply chain. *International Journal of Physical Distribution and Materials Management*, 19(8), 3-8.

Stokes, D., Lomax, W. 2002. Taking control of word of mouth marketing: the case of an entrepreneurial hotelier. *Journal of Small Business and Enterprise Development*, 9(4), 349-357.

Storbacka, K., Strandvik, T., Gronroos, C. 1994. Managing customer relationships for profit: the dynamics of relationship quality. *Managing Customer Relationships*, 5(5), 21-38.

Strauss, B. 1995. Internal services: classification and quality management. *Journal of Service Industry Management*, 6(2), 62-78.

Strauss, B., Chojnacki, K., Decker, A., Hoffman, F. 2001. Retention effects of a customer club. *International Journal of Service Industry Management*, 12(1), 7-19.

Struwig, F.W, Stead, G.B. 2001. *Planning, designing and reporting research*, Pearson Education: Cape Town.

Sudman, S., Blair, E. 1998. *Marketing Research: A problem-solving approach*, 1st Edition, McGraw-Hill: Boston.

Sundaram, C.S., Jurowski, C., Webster, C. 1997. Service failure recovery efforts in restaurant dining: the role of criticality of service consumption. *Hospitality Research Journal*, 20(3), 137-149.

Sureshchandar, G.S., Rajendran, C., Anantharaman, R.N. 2002. The relationship between service quality and customer satisfaction-a factor specific approach. *Journal of Services Marketing*, 16(4), 363-379.

Sydow, J. 1998. Franchise systems as strategic networks studying network leadership in the service sector. *Asia Pacific Journal of Marketing and Logistics*, 10(2), 108-120.

Szarka, J. 1990. Networking and small firms. *International Small Business Journal*, 2(1), 10-22.

Teas, R.K. 1994. Expectations as a comparison standard in measurement of service quality; an assessment of a reassessment. *Journal of Marketing*, 58(1), 28-43.

Teas, R.K. 1993. Expectations, performance, evaluation, and consumers' perceptions of quality. *Journal of Marketing*, 57(4), 18-34.

Temporal, P., Trott, M. 2001. *Romancing the Customer: Maximizing Brand Value Through Powerful Relationship Management*, Wiley & Sons: Singapore.

The Benchmarking Exchange (TBE) 2004. *Benchmarking and Best Practices*, URL: <http://www.benchnet.com/wib.htm>

Thompson, J.L. 1999. The World of the Entrepreneur - a new perspective. *Journal of Workplace Learning: Employee Counselling Today*, 11(6), 209-224.

Thompson, J.L. 2002. *The Character of the New Zealand Entrepreneur*, in Bartercard New Zealand Global Entrepreneurship Monitor 2002.

Tikoo, S. 1996. Assessing the franchise option. *Business Horizons*, 9(3), 78.

Timmons, J.A. 1997. *Opportunity Recognition*, in Bygrave, W.D. (Ed). *The Portable MBA in Entrepreneurship, 2nd Edition*, John Wiley: New York.

Timmons, J.A. 1986. *Growing up Big: Entrepreneurship and the Creation of High Potential Ventures*, in Sexton, D., Smilor, R.W. (Eds). *The Art and Science of Entrepreneurship*, Ballinger: London

Timmons, J.A., Spinelli, S. 2004. *New Venture Creation: Entrepreneurship for the 21st Century*, Irwin McGraw-Hill, Boston.

Tomzcak, T., Dittrich, S. 1999. “ Kundenclubs als Kundenbindungsinstrument” in Bruhn, M., Homburg, C. (Eds), *Handbuch Kundenbindungsmanagement, 2nd Ed*, Gabler: Wiesbaden.

Treacy, M., Wierema, F. 1995. *The Discipline of Market Leaders*, HarperCollins: London.

Trochim, W.M.K. 1997. *Knowledge Base: An Online Research Textbook: Introduction to Evaluation*, Cornell University.

Trubik, E., Smith, M. 2000. Developing a model of customer defection in the Australian banking industry. *Managerial Auditing Journal*, 15(5), 199-208.

Tung-Zong, C., Su-Jane, C. 1998. Market orientation, service quality and business profitability: a conceptual model and empirical evidence. *The Journal of Services Marketing*, 12(4), 246-264.

Utsch, A., Rauch, A. 2000. Innovativeness and initiatives as mediators between achievement orientation and venture performance. *European Journal of Work and Organisational Psychology*, 9(1), 45-62.

Van Der Wagen, L. 1994. *Building Quality Service with Competency Based Human Resource Management*. Butterworth-Heinemann: Port Melbourne.

Van der Wiele, T., Boselie, P., Hesselink, M. 2002. Empirical evidence for the relationship between customer satisfaction and business performance. *Managing Service Quality*, 12(3), 184-193.

Van Rensburg. 2002. *Finding your way in academic writing*. Van Schaik Publishers: Pretoria.

Varey, R.J. 1995. Internal marketing: a review and some interdisciplinary research challenge. *Journal of Service Industry Management*, 6(1), 40-63.

Varney, S. 1996. Database marketing predicts customer loyalty. *Datamation*, 42(17), 50-53.

Vavra, T.G. 1997. *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. ASQ Quality Press: Sydney.

Vilares, M.J., Coelho, P.S. 2003. The employee-customer satisfaction chain in the ECSI model. *European Journal of Marketing*, 37(11), 1703-1722.

VSDA 2001. *An Annual Report on the Home entertainment industry 2001*, Corporate Creative, Inc: Northridge.

Walker, O., Boyd, H., Larreche, J. 1999. *Marketing Strategy-Planning and Implementation*, Mcgraw-Hill: Singapore.

Webster, C. 1990. Towards the measurement of marketing culture of a service firm. *Journal of Business Research*, 21(12), 345-346.

Webster, F.E. 1992. The changing role of marketing in the corporation. *Journal of Marketing*, October, 1-17.

Webster, F.E., Wind, Y. 1972. *Organisational Buying Behaviour*, Prentice Hall: Engelwood Cliffs, NJ.

- Whybrow, P.C. 1999. *A Mood Apart*, Picador: Epping.
- Wicking, N. 1995. Leveraging core competencies, *Business Franchise*, October.
- Wicklund, J. 1999. The sustainability of the entrepreneurial orientation performance relationship. *Entrepreneurship Theory and Practice*, 24(1), 37-48.
- Wilkins, M.J. 2003. Learning from the other guy: benchmarking and best practices. *Control Engineering*, 50(1), 17-23.
- Williams, E. 2000. *Franchising the New Zealand Way*, Institute of Chartered Accountants of New Zealand, Excel: Wellington, NZ.
- Williams, R., Visser, R. 2002. Customer satisfaction: it is dead but will not lie down. *Managing Service Quality*, 12(3), 194-200.
- Williams, S. 1998. *Break-Out: Life beyond the Corporation*, Penguin: London.
- Wilson, A. 1994. Stimulating referrals. *Management Decision*, 32(7), 13-15.
- Wilson, R.M.S., Gilligan, C. 1997. *Strategic Marketing Management: Planning, Implementation and Control*, 2nd Edition, Butterworth Heinemann: Oxford.
- Wisniewski, M 2001. Using SERVQUAL to assess customer satisfaction with public sector services. *Managing Service Quality*, 11(6), 380-388.
- Withane, S. 1991. Franchising and franchise behaviour. An examination of opinions, personal characteristics, and motives of Canadian franchisee entrepreneurs. *Journal of Small Business Management*, 29(1), 22-29.
- Wong, A., Sohal, A. 2003. Service quality and customer loyalty perspectives on two levels of retail relationships. *Journal of Services Marketing*, 17(5), 495-513.
- Woods, B. 1998. *Applying Psychology in Sport*, Hodder and Stoughton: London.

Wright, M., Storey, J. 1994. Recruitment. In Beardwell, I., Holder, L. (eds), *Human Resource Management*, Pitman: London.

Yoon, M.H., Beatty, S.E., Suh, J. 2001. The effect of work climate on critical employee and customer outcomes: an employee-level analysis. *International Journal of Service Industry Management*, 12(5), 500-521.

Yu, Y., Dean, A. 2001. The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12(3), 234-250.

Zairi, M. 2000. Managing customer satisfaction: a best practice perspective. *The TQM Magazine*, 12(6), 289-394.

Zairi, M. 2000a. Managing customer dissatisfaction through effective complaints management systems. *The TQM Magazine*, 12(5), 331-335.

Zeithaml, V.A., Bitner, M.J. 2003. *Services Marketing, Integrating Customer Focus Across The Firm*, 3rd Edition, McGraw-Hill Irwin: New York.

Zeithaml, V.A. 1988. Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(7), 2-22.

Zeithaml, V.A., Berry, L.L., Parasuraman, A. 1996. The behavioural consequences of service quality. *Journal of Marketing*, 60, 31-46.

Zeithaml, V.A., Parasuraman, A., Berry, L. 1990. *Delivering Quality Service: Balancing Customer Perceptions and Expectations*, The Free Press: New York, NY.

Zhao, L., Aram, J.D. 1995. Networking and growth of young technology intense ventures in China. *Journal of Business Venturing*, 10(5), 349-370.

Zimmerer, T.W., Scarborough, N.M. 1996. *Entrepreneurship and New Venture Formation*, Prentice-Hall International: New Jersey.

Zineldin, M. 2000. *TRM Total Relationship Management*, Studentlitteratur: Lund.

Zineldin, M. 1998. Towards an ecological collaborative relationship management, a co-operative perspective. *European Journal of Marketing*, 32(11/12), 1138-1164.

APPENDIX 1: MR. VIDEO FRANCHISED OUTLETS

Region/Province	Owner	Region/Province	Owner
Western Cape			
Athlone	M. Mukudden	Rondebosch	P. Grater
Atlantis	A. Moorhouse	Rylands	M. Mukudden
Belhar*	M. Japhta	Saldanha	F and A. Truter
Bellville 1*	E. Scott	Somerset-West*	K. Joubert
Bellville 2*	E. Scott	Stellenbosch*	K. Joubert
Bothasig*	E. Scott	Strand*	J. Retief
Bishop Lavis*	M. Japhta	Strandfontein*	J. Retief
Brackenfell	A. Grobler	Table View*	E. Scott
Bredarsdorp*	H. van Deventer	Tokai	O. Lawson
Brooklyn	W. Peterson	Vredendal	P. Marais
Cape Gate*	E. Scott	Vredenburg	E. Joubert
Caledon	M. van Rooyen	Vrijzee*	E. Scott
Ceres	L. Joubert	Wellington	P. Beukes
Claremont*	G. Scarles	Woodstock*	D. Bosch
Cravenby*	M. Japhta	Worcester*	D. Bosch
Delft*	M. Japhta		
Durbanville*	J. Wheeler/ G. Fischer	Northern Cape	
EersteRivier	D. Sullivan	Beaconsfield*	V and R. Mckaizer
Elsiesrivier*	E. Scott	Kimberley*	V and R. Mckaizer
Fishhoek	D. Swart	Springbok	W. de Villiers
Flamingo Vlei	G and C. Blackbeard	Upington	K. Loubser
Gardens*	J. Wheeler/ G. Fischer		
Goodwood*	E. Scott	Eastern Cape	
Gordons Bay*	J. Retief	East London	M. Marais
Grabouw	S. Bosch	George*	A. Esterhuizen
Grassy Park*	E. Kotze	George East*	A. Esterhuizen
Helderview*	K. Joubert	Jeffreys Bay	J. van der Linde
Hermanus	J. Visser	Linton Grange	P. Wessels
Hout Bay	L. Kuhlmann/ P. Grater	Lorraine	L and I. Olivier
Kraaifontein 1*	E. Scott	Mossel Bay	T. Vermaas
Kraaifontein 2*	E. Scott	Oudtshoorn	N and L. Breytenbach
Kuilsrivier 1*	E. Scott	Port Elizabeth	R. Clark/ N. Hughes
Kuilsrivier 2*	E. Scott	Uitenhage	C. Lotriet
Lansdowne	I. Safodien	Umtata	B. Mhlungu
Lentegeur*	R. Kloppers/ D. Botha	Umtata 2	E. Mngxali
Malmesbury	J. Slabber	Grahamstown*	R. Mckaiser
Milnerton	V. Esterhuizen	Riversdal	A. Esterhuizen
Modderdam	D. Botha		
Ottery	C. Correia		
Observatory	G and B. Gerber	Namibia	
Paarl*	E. Scott	Windhoek	E. Brand
Panorama*	E. Scott		
Parklands	V. Esterhuizen	Botswana	
Parow*	E. Scott	Francistown	M. Matjola
Plumstead*	G. Scarles		
Ravensmead*	M. Japhta		
Retreat*	E. Kotze		
Rocklands*	D. Botha/ R. Kloppers		
Robertson*	H. van Deventer	* multiple unit franchisee	

APPENDIX 2: PEARSON'S CORRELATION COEFFICIENTS FOR SERVICE VISION CONSTRUCTS AND VARIABLES

TABLE A1: Service profit chain and service quality correlation coefficient analysis

Q	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58
39	1																			
40	.784	1																		
41	.214	.163	1																	
42	-.016	-.054	.616	1																
43	.688	.609	.102	-.090	1															
44	.505	.562	-.032	.020	.488	1														
45	.612	.655	-.004	.032	.609	.715	1													
46	.256	.176	-.050	.091	.289	.583	.343	1												
47	.352	.340	.038	.105	.413	.454	.434	.456	1											
48	.497	.351	.540	.432	.371	.195	.314	.227	.470	1										
49	.504	.511	.127	.063	.521	.543	.553	.318	.393	.280	1									
50	.398	.380	.233	.298	.431	.319	.499	.037	.412	.465	.408	1								
51	.520	.433	.325	.204	.451	.333	.295	.174	.351	.466	.497	.445	1							
52	.554	.663	.067	-.012	.588	.677	.595	.260	.639	.329	.620	.488	.494	1						
53	.568	.628	.140	-.037	.583	.580	.578	.360	.578	.400	.618	.488	.475	.770	1					
54	.420	.518	.192	.050	.539	.575	.455	.264	.610	.411	.642	.494	.530	.842	.819	1				
55	.572	.704	.122	-.005	.519	.568	.610	.195	.502	.309	.533	.478	.510	.779	.809	.786	1			
56	.450	.474	.167	-.044	.514	.586	.443	.347	.530	.388	.542	.320	.539	.768	.695	.787	.667	1		
57	.472	.487	.439	.213	.386	.421	.413	.170	.427	.613	.421	.515	.461	.509	.624	.595	.555	.553	1	
58	.462	.540	.077	-.051	.533	.512	.508	.336	.518	.398	.524	.475	.339	.635	.704	.627	.591	.547	.633	1

Correlation is significant at 0.01 level for all values of 0.260 and above.

Correlation is significant at 0.05 level for all values of 0.207 and above.

TABLE A2: Relationship marketing and service quality correlation coefficient analysis

Q	59	60	61	62	63	64	65	66	67	68	49	50	51	52	53	54	55	56	57	58	
59	1																				
60	.464	1																			
61	.440	.371	1																		
62	.178	.314	.377	1																	
63	.391	.382	.423	.339	1																
64	.542	.317	.474	.077	.471	1															
65	.429	.423	.453	.260	.501	.631	1														
66	.167	.190	.142	.270	.413	.316	.481	1													
67	.012	.260	.109	.323	.278	.116	.231	.278	1												
68	.092	.053	.092	.505	.186	-.228	-.049	.093	.242	1											
49	.315	.325	.380	.173	.351	.504	.554	.220	.190	.001	1										
50	.389	.304	.393	.300	.381	.571	.496	.324	.120	.028	.408	1									
51	.499	.344	.366	.397	.366	.375	.57	.175	.208	.258	.497	.445	1								
52	.423	.316	.425	.119	.503	.732	.688	.566	.318	-.130	.620	.488	.494	1							
53	.515	.340	.424	.194	.480	.690	.648	.421	.231	-.076	.618	.488	.475	.770	1						
54	.473	.381	.400	.196	.503	.574	.671	.544	.247	-.045	.642	.494	.530	.842	.819	1					
55	.435	.387	.412	.217	.544	.700	.670	.500	.313	-.106	.533	.478	.510	.779	.809	.786	1				
56	.504	.350	.300	.022	.314	.553	.494	.401	.202	-.066	.542	.320	.539	.768	.695	.787	.667	1			
57	.459	.421	.397	.416	.331	.560	.441	.314	.216	.234	.421	.515	.461	.509	.624	.595	.555	.553	1		
58	.336	.471	.412	.284	.350	.622	.568	.298	.271	-.071	.524	.475	.339	.635	.704	.627	.591	.547	.633	1	

Correlation is significant at 0.01 level for all values of 0.260 and above.

Correlation is significant at 0.05 level for all values of 0.207 and above.

TABLE A3: Best practice and service quality correlation coefficient analysis

Q	69	70	71	72	73	74	75	76	77	78	49	50	51	52	53	54	55	56	57	58	
69	1																				
70	.707	1																			
71	.340	.358	1																		
72	-.100	-.002	.296	1																	
73	.400	.448	.211	-.166	1																
74	.119	.203	.491	.363	.119	1															
75	.066	.080	.610	.442	.016	.505	1														
76	.460	.392	.482	.288	.256	.474	.437	1													
77	.361	.422	.280	-.097	.472	.289	.108	.472	1												
78	.312	.486	.162	-.163	.392	.093	-.040	.332	.576	1											
49	.097	.173	.382	.389	.005	.382	.473	.412	.124	.053	1										
50	.227	.081	.355	.306	.166	.296	.515	.531	.295	.203	.408	1									
51	.237	.306	.407	.154	.128	.352	.350	.572	.443	.430	.497	.445	1								
52	-.012	.079	.615	.607	-.051	.608	.711	.535	.152	.047	.620	.488	.494	1							
53	.080	.185	.578	.525	-.047	.577	.642	.506	.156	.105	.618	.488	.475	.770	1						
54	.044	.107	.549	.528	.020	.599	.619	.540	.262	.132	.642	.494	.530	.842	.819	1					
55	.042	.165	.604	.554	-.107	.485	.617	.530	.172	.172	.533	.478	.510	.779	.809	.786	1				
56	.029	.142	.485	.582	-.020	.555	.542	.473	.196	.067	.542	.320	.539	.768	.695	.787	.667	1			
57	.330	.335	.522	.289	.242	.406	.560	.655	.430	.385	.421	.515	.461	.509	.624	.595	.555	.553	1		
58	.179	.217	.514	.456	.169	.515	.665	.513	.238	.118	.524	.475	.339	.635	.704	.627	.591	.547	.663	1	

Correlation is significant at 0.01 level for all values of 0.260 and above.

Correlation is significant at 0.05 level for all values of 0.207 and above.



ENTREPRENEURIAL SERVICE VISION IN A FRANCHISED HOME ENTERTAINMENT ENVIRONMENT

The purpose of this project is to research the Mr. VIDEO franchise system. The University of Pretoria (department of Business Management), on behalf of Mr. VIDEO has commissioned the research. The project is part of a study towards a Doctorate of Commerce in the franchised home entertainment industry.

INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRE

1. The questionnaire has been divided into seven sections (A-G) for logical analysis and you are requested to please complete ALL sections.
2. Instructions for completing the questionnaire are provided at the beginning of each section.
3. First impressions usually provide the best answers; please do not linger over a question. Your input is essential and of great value to this research process and it should take about 20 minutes to complete the questionnaire. There are no wrong answers.
4. To respect confidentiality and anonymity, you are not required to state your name on the questionnaire. Once the questionnaire has been processed, the integrated results will be made available to the franchise system.
5. The right-hand side column of the questionnaire is for office use only.
6. Please complete the questionnaire as frankly as possible and answer all the questions. The completed questionnaire may be returned online at <http://www.survey.unitec.ac.nz/mrvideo>; or by return email to amaritz@unitec.ac.nz.
7. Should you have any queries, please direct these to Alex Maritz at amaritz@unitec.ac.nz, alternatively Professor Gideon Nieman at ghnieman@hakuna.up.ac.za; tel (012) 420-3400.

Thank you for your cooperation

AM/MrVideo/PS/UP/GN1.05

UNIVERSITY OF PRETORIA (department of Business Management) RESEARCH QUESTIONNAIRE

SECTION A: Demographic and biographical information

Please answer the questions below by encircling the appropriate code.

1. Gender of Franchisee

Male	1
Female	2

V1			1-3
V2			4

2. Race of Franchisee

White	1
Black	2
Asian	3
Coloured	4

V3		5
----	--	---

3. Region/Province of Franchised Outlets

Gauteng	1
Mpumalanga	2
Limpopo	3
North West	4
Free State	5
KwaZulu Natal	6
Western Cape	7
Eastern Cape	8
Northern Cape	9

V4		6
----	--	---

4. Years as a Franchisee in the Mr. VIDEO franchise system

0-2 years	1
3-5 years	2
6-8 years	3
9+ years	4

V6		8
----	--	---

5. Number of full time employees in your outlet/s as at November 2004

1-2 employees	1
3-5 employees	2
6-8 employees	3
9+ employees	4

V7		9
----	--	---

6. Number of part time employees in your outlet/s as at November 2005

1-2 employees	1
3-5 employees	2
6-8 employees	3
9+ employees	4

V8		10
----	--	----

7. Number of Mr. VIDEO outlets of which you are the Franchisee

1 outlet	1
2 outlets	2
3-5 outlets	3
6+ outlets	4

V9		11
----	--	----

8. Family members (including yourself) active in your franchised outlet/s

1	1
2-3	2
4 +	3

V10		12
-----	--	----

SECTION B: Entrepreneurial orientation

Please indicate your agreement/disagreement with the following statements reflecting your personal viewpoint.

Statements	Strongly disagree 1	Disagree 2	Un-decided 3	Agree 4	Strongly agree 5			
9. I enjoy having the expertise to be able do things others cannot do						V11		13
10. My mind is always full of ideas and I enjoy doing unusual things						V12		14
11. I thrive on uncertainty and take on opportunities to achieve my goals						V13		15
12. I am naturally impatient and often think I am not doing as much as I should						V14		16
13. I set personal targets for myself all the time and check on my progress						V15		17
14. I appreciate you have to influence people and situations to make things happen and I am good at it						V16		18
15. I generally know what's important and so I limit my options and stick with these priority tasks						V17		19
16. When faced with a deadline I find it easy to concentrate my time and effort and meet it						V18		20
17. It matters to me whether I achieve more in life and business than my parents and my close friends						V19		21
18. My motto is 'when the going gets tough, the tough get going' - because setbacks give me stimulation						V20		22
19. I am naturally gregarious, quickly relating to other people, and thinking of things we could work on together						V21		23
20. I pride myself with being able to envision a clear route forward, taking necessary action to achieve that vision						V22		24
21. When I have what I think is a good idea I find I can sell it to other people						V23		25
22. I can trust people to take responsibility for things and I am happy to delegate this responsibility to them						V24		26
23. At heart I am a people person and I enjoy helping others achieve their goals and targets						V25		27
24. When I am part of a team, I play a chairing, co-ordinating role and bring out the best in others						V26		28
25. People would describe me as systematic and organized for I have a keen eye for detail						V27		29
26. I prefer structure and routine and am uncomfortable with constant change and uncertainty						V28		30
27. I get an extra kick at work when other people visibly approve of the way I do things						V29		31
28. I enjoy working closely with people I trust and know well						V30		32

SECTION C: The franchise system

Please indicate your agreement/disagreement with the following statements reflecting your personal viewpoint.

Statements	Strongly disagree 1	Disagree 2	Un-decided 3	Agree 4	Strongly Agree 5
29. In the Mr. VIDEO franchise system, innovation and creativity is solely the responsibility of the franchisor					
30. Franchisees are seen as idea generators in the Mr. VIDEO franchise system					
31. Proactivity and risk taking of franchisees is enhanced in the Mr. VIDEO franchise system					
32. Incremental wealth is stimulated at franchisee level within the Mr. VIDEO franchise system					
33. Good franchise relationships require a conscious effort from franchisee and franchisor					
34. Trust and respect in the Mr. VIDEO franchise system is essential towards fostering a good relationship					
35. Areas of disputes and conflicts are adequately handled within the Mr. VIDEO franchise system					
36. Franchisee contributions and suggestions are encouraged by the franchisor					
37. The Mr. VIDEO franchise system is an entrepreneurial option towards creating and developing new ventures					
38. Overall, the Mr. VIDEO franchise meets my business objectives and expectations					

V31		33
V32		34
V33		35
V34		36
V35		37
V36		38
V37		39
V38		40
V39		41
V40		42

Any other comments you would like to make regarding the Mr. VIDEO franchise system?

V41			43-44
-----	--	--	-------

SECTION D: The service profit chain

Please indicate your agreement/disagreement with the following statements reflecting your personal viewpoint.

Statements	Strongly disagree 1	Disagree 2	Un-decided 3	Agree 4	Strongly Agree 5
39. Customer satisfaction leads to long term profitability of your franchised outlet/s					
40. Employee satisfaction leads to customer satisfaction					
41. The Mr. VIDEO franchise system encourages franchisee best practice exchanges and interaction					
42. The Mr. VIDEO franchise system has optimal customer feedback, complaint and suggestion systems					
43. Empowering employees and enhancing quality of worklife lead to employee loyalty					
44. My outlet/s maintain active relationships with current customers					
45. My outlet/s concentrate on retaining existing customers					
46. My customers are encouraged to purchase related services, such as confectionary and video accessories					
47. My outlet/s implement strategies to encourage referral and word of mouth communication					
48. My outlet/s measure the lifetime value of customers (loyal customers that return time after time)					

V42		45
V43		46
V44		47
V45		48
V46		49
V47		50
V48		51
V49		52
V50		53
V51		54

Any other comments you would like to make regarding the service profit chain?

V52			55-56
-----	--	--	-------

SECTION E: Service quality

Please indicate your agreement/disagreement with the following statements reflecting your personal viewpoint.

Statements	Strongly disagree 1	Disagree 2	Un-decided 3	Agree 4	Strongly Agree 5
49. My outlet/s delivers on customer promises					
50. My outlet/s performs the service right the first time					
51. Employees of my outlet/s are always willing to help customers					
52. Employees of my outlet/s provide prompt service					
53. Customers feel safe in their transactions with my outlet/s					
54. The behaviour of employees in my outlet/s instils confidence in customers					
55. My outlet/s has the customers best interest at heart					
56. My outlet/s has employees who give customers individual attention					
57. My outlet/s physical facilities are visually appealing					
58. It is realistic to expect my outlet's employees to know what the needs of the customer are					

V53		57
V54		58
V55		59
V56		60
V57		61
V58		62
V59		63
V60		64
V61		65
V62		66

Any other comments you would like to make regarding service quality?

V63			67-68
-----	--	--	-------

SECTION F: Relationship marketing

Please indicate your agreement/disagreement with the following statements reflecting your personal viewpoint.

Statements	Strongly disagree 1	Disagree 2	Un-decided 3	Agree 4	Strongly Agree 5
59. My outlet achieves competitive advantage against opposition home entertainment outlets through improved customer interaction and responsiveness					
60. My outlet/s is prone to relationship focus as opposed to transaction focus					
61. Superior supplier relationships add value to my outlet's service offering					
62. The supply chain relationships between the Mr. VIDEO system and the major suppliers are built on trust and reciprocity					
63. Marketing orientation and marketing culture of my outlet/s influence positiveness about the organisation (Mr. VIDEO franchise system)					
64. Retaining existing customers leads to customer loyalty and lifetime customers					
65. Internal marketing initiatives such as enhancing internal quality of work-life are encouraged by my outlet/s					
66. Franchise system relationships between franchisee and franchisor are an integral component of Mr. VIDEO internal marketing and communication					
67. My outlet/s have optimal associations and alliances with other industry participants					
68. Mr. VIDEO Franchise measure franchisee satisfaction levels					

V64		69
V65		70
V66		71
V67		72
V68		73
V69		74
V70		75
V71		76
V72		77
V73		78

Any other comments you would like to make regarding relationship marketing?

V74			79-80
-----	--	--	-------

SECTION G: Industry best practice

Please indicate your agreement/disagreement with the following statements reflecting your personal viewpoint.

Statements	Strongly disagree 1	Disagree 2	Un-decided 3	Agree 4	Strongly Agree 5
69. My outlet/s continually evaluate it's markets and customers					
70. My outlet/s has a developed vision and strategy in the long term					
71. My outlet/s focus product and service offerings on customer satisfaction through meeting or exceeding expectations					
72. My outlet/s believes that strong focus on community involvement drives awareness and loyalty					
73. Direct mail is used as a cost effective tool used to drive frequency of active and inactive customers					
74. Strong relationships and loyalty are developed between employees and customers of my outlet/s through consistency of management and staff					
75. A pleasing outlet is important to keeping your customers coming back					
76. I regularly remodel and update my outlet/s to reinforce a strong and positive image to customers					
77. My outlet/s operating procedures are clearly documented for consistency of execution from staff in an operations manual					
78. Mr. VIDEO franchise encourage the communication of best practice initiatives within the franchise system					

V75		81
V76		82
V77		83
V78		84
V79		85
V80		86
V81		87
V82		88
V83		89
V84		90

Any other comments that you would like to make regarding home entertainment industry best practice?

V85		91-92
V86		93-94

THANK YOU FOR YOUR COOPERATION