



Color Me Mine satisfaction detail report

March 2017





Satisfaction is Everything!

This report contains a detailed breakdown of your system's overall franchisee satisfaction. It covers the critical areas of training, support, marketing, operations, communication, franchisee/franchisor relations, financial opportunity, and general overall satisfaction. If you have any questions about this data or you would like more information about our marketing and consulting services, please give us a call at 866-397-6680. We look forward to helping you exceed your business goals.

Happy Franchising!

Michelle Rowan
President
Franchise Business Review, LLC

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The Benchmark of Franchisee Satisfaction

The **Franchisee Satisfaction Index (FSI)™** is the industry standard by which the health of a franchise company can be measured and tracked over time. Established by Franchise Business Review in 2007, FSI is a collective assessment of the critical areas of franchisee satisfaction.

Franchise Business Review has surveyed over 900 of today's leading franchise brands, representing tens of thousands of franchise owners. This data makes our Franchise Satisfaction Index a powerful tool for evaluating franchises, tracking operational performance and predicting future success.

The eight areas of franchisee satisfaction included in the FSI are:

Training & Support

Business success is all about execution. The critical areas of franchisee training and support provide the foundation that makes long-term success possible.

Franchise System

Proven systems and established procedures are why most people invest in a franchise. These are the things that make a franchise run smoothly, maintain a competitive advantage and achieve greater success over time.

Leadership, Core Values and Franchisee Community

Building a successful business and making money are important to every franchise owner, but much of the long-term satisfaction and day-to-day enjoyment of a business comes from the strength of the relationship between franchisors and franchisees. Strong relationships can overcome many business challenges.

Financial Opportunity

While the financial goals of franchisees vary widely, making a living and earning a reasonable return on their investment is something that most share in common.

General Satisfaction

General satisfaction is where the rubber meets the road. Has the experience of owning a franchise lived up to the expectations of the franchisee? Would they recommend you to others? And most importantly, would they do it again?

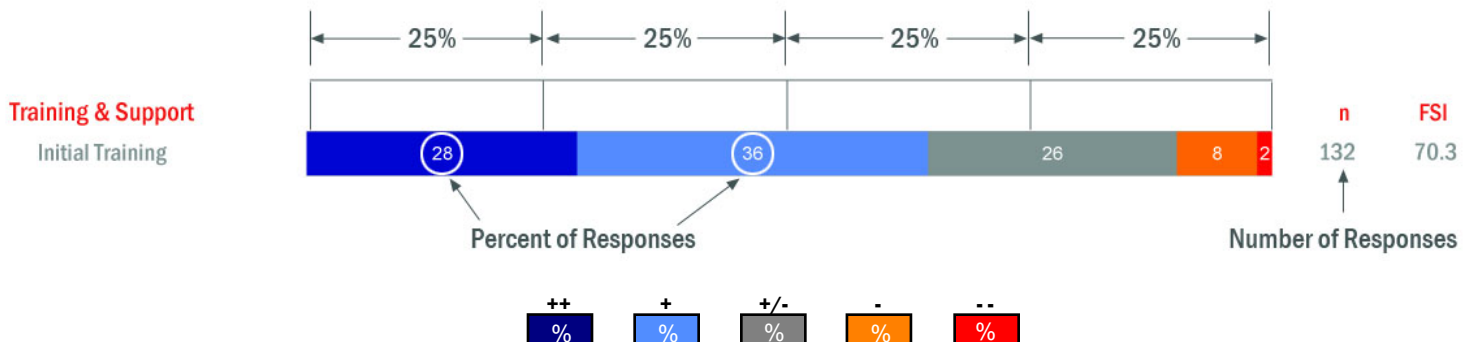
Understanding FSI

FSI can range from 0 to 100% and represents a weighted average of positive responses to a specific question or a group of questions within one of the areas being measured for satisfaction. If you were to simply add up all the positive responses to a question, giving the same value to an "excellent" response that you give to a "good" or "very good" response, you would paint an overly optimistic picture. FSI provides a realistic view of favorable satisfaction ratings by weighting more positive responses and discounting lesser responses to any given question. FSI ratings provide a reference point or benchmark to help gauge the overall level of franchisee satisfaction or satisfaction in a specific area.

Understanding the Survey Summary

This Franchise Business Review report was created with color-coded bar charts designed to make it easy for you to interpret your survey data. Each of our standard survey questions is asked on a 5-point scale. All positive responses are represented on the bar chart in blue, with very positive responses (++) in dark blue and positive responses (+) in light blue. Neutral responses (+/-) are shown in grey. Negative responses (-) are shown in orange and the most negative responses (-) in red.

Included on the bar charts are the percent of responses for each question, shown by a white number. The vertical gray lines indicate quartile segments (25% of the responses) for easy visual comparison from question to question. Each chart also includes the total number of responses (n) and Franchisee Satisfaction Index (FSI).



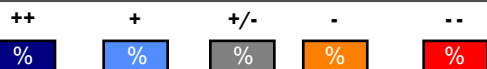
Survey Summary

Participation Statistics:

76 participants invited

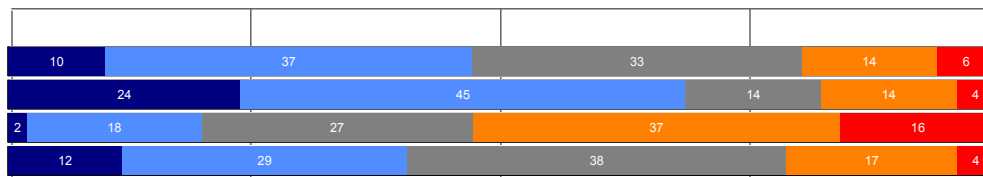
53 (70%) participants responded

51 (67%) participants completed at least 50%



Training & Support

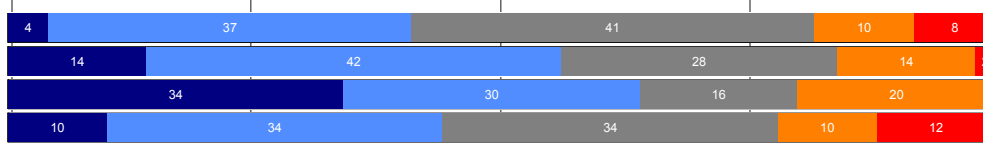
Training & Support
Marketing & Promotions
Effective Technology
Communications



n	FSI
51	57.8
51	67.6
51	38.2
52	56.7
55.1	

Franchise System

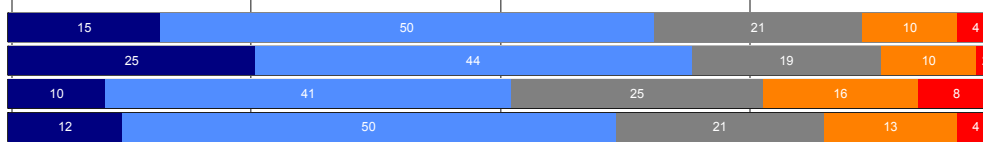
Ops & Systems
Products & Services
Competition
Innovation



49	54.6
50	63.0
50	69.5
50	55.0
60.5	

Leadership

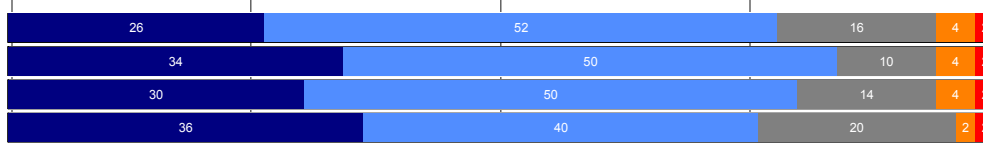
Clear Vision
Team Culture
Involves Franchisees
Effective in Driving



52	65.9
52	70.2
51	57.4
52	63.0
64.1	

Core Values

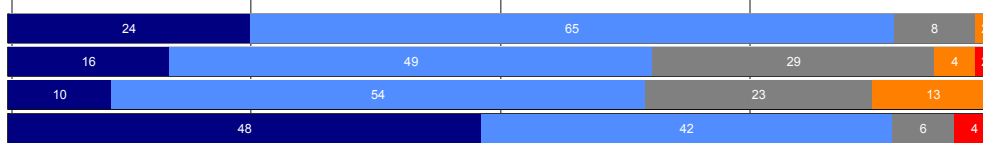
Trust
Respect
Honesty & Ethics
Cares About My Success



50	74.0
50	77.5
50	75.5
50	76.5
75.9	

Franchisee Community

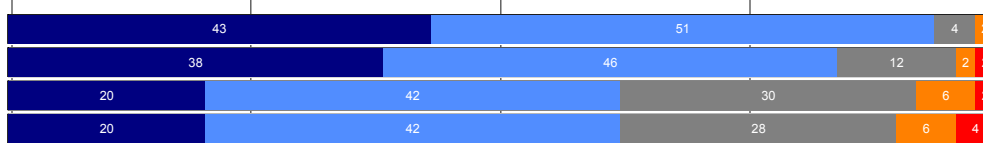
Supportive of Brand
Supportive of Management
Active Community
Supportive of Each Other



49	78.1
49	68.4
48	65.6
48	82.3
73.6	

Self-Evaluation

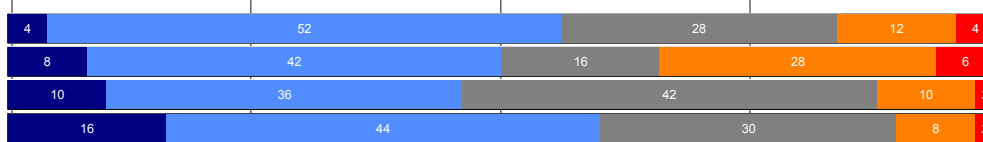
Enjoy the Business
Enjoy the Organization
Active Participant
Valued Member



49	83.7
50	79.0
50	68.0
50	67.0
74.4	

Financial Opportunity

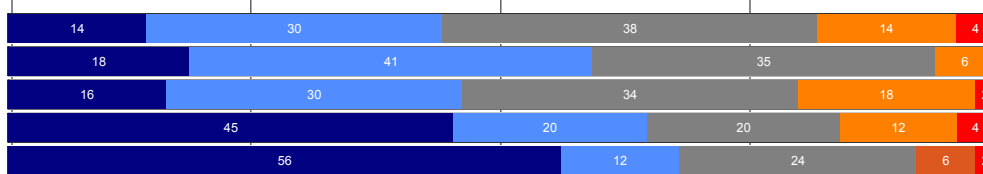
Fees
Total Investment
Financial Picture
Long-Term Growth



50	60.0
50	54.5
50	60.5
50	66.0
60.3	

General Satisfaction

Overall Opportunity
My Overall Performance
Overall Satisfaction
Do It Again
Recommend



50	59.0
49	67.9
50	60.0
51	72.5
50	78.5

Overall Company FSI: 66.4

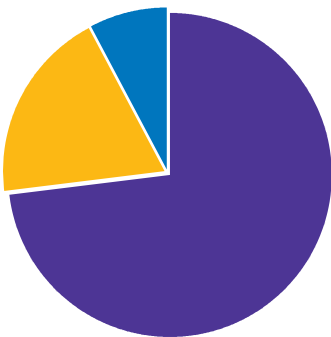
Market Information

How Long have you owned
your franchise(s)?



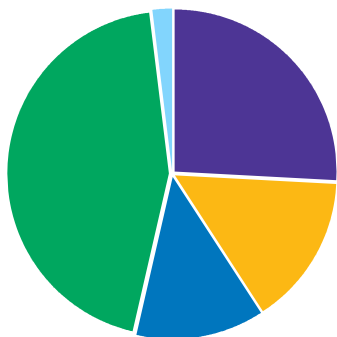
less than 2 years	19.2%
2 - 5 years	17.3%
6 - 9 years	34.6%
10+ years	28.8%
Total:	100.0%

Units Owned



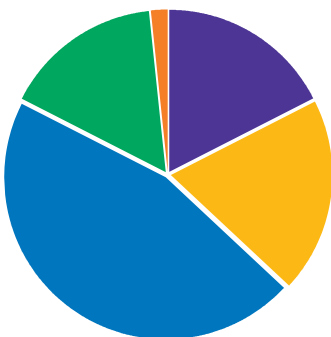
single unit / territory	73.1%
2 units / territories	19.2%
3 units / territories	7.7%
4 units / territories	0.0%
5+ units / territories	0.0%
Total:	100.0%

Geographic Location



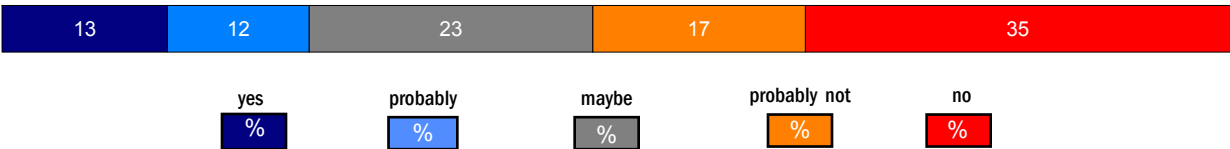
Northeast US	25.9%
Midwest US	14.8%
South US	13.0%
West US	44.4%
Canada	0.0%
International	1.9%
Total:	100.0%

Market Size



Major Metro (500,000+ population)	17.5%
Large Market (250,000 - 499,999 population)	19.3%
Medium Market (100,000 - 249,999 population)	45.6%
Small Market (50,000 - 99,999 population)	15.8%
Very Small Market (Under 50,000 population)	1.8%
Total:	100.0%

Do you plan on buying any Additional units/territories in the future?



Business Lifestyle

Average Work Hours each week



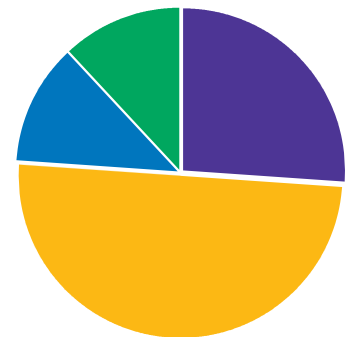
less than 30 hours/week	18.0%
30 - 40 hours/week	28.0%
40 - 50 hours/week	22.0%
50 - 60 hours/week	22.0%
60+ hours/week	10.0%
Total:	100.0%

How often are you required to work Evenings?



almost always	8.0%
a couple times/week	34.0%
a couple times/month	30.0%
almost never	28.0%
Total:	100.0%

How often are you required to work Weekends?



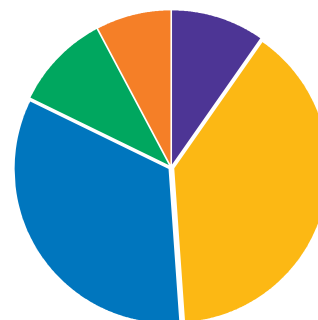
almost always	26.0%
a couple times/month	50.0%
a couple times/year	12.0%
almost never	12.0%
Total:	100.0%

How much Flexibility do you have with your work schedule?



very flexible	29.4%
somewhat flexible	27.5%
flexible	43.1%
not flexible	0.0%
Total:	100.0%

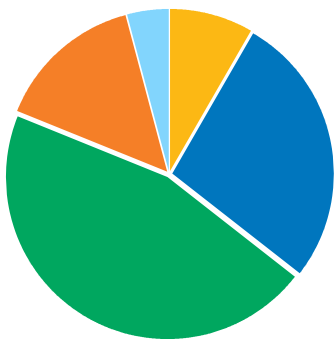
Work-Life Balance



very balanced	9.8%
balanced	39.2%
not so balanced	33.3%
not balanced	9.8%
workaholic by choice	7.8%
Total:	100.0%

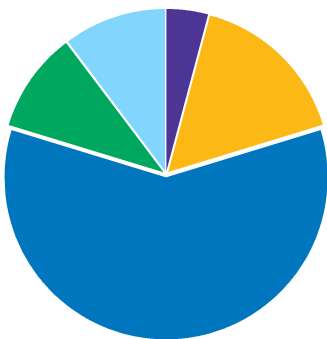
Franchisee Demographics

Age Group



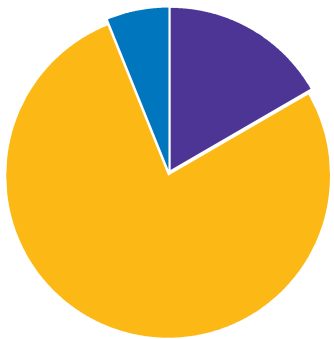
18 - 24	0.0%
25 - 34	8.3%
35 - 44	27.1%
45 - 54	45.8%
55 - 64	14.6%
65 +	4.2%
Total:	100.0%

Ethnicity



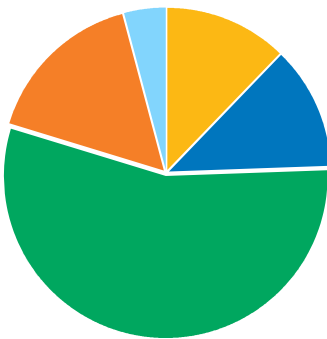
African American	4.1%
Asian	16.3%
Caucasian	59.2%
Hispanic	10.2%
Native American	0.0%
Other	10.2%
Total:	100.0%

Gender








male	16.7%
female	77.1%
male and/or female partnership - completing survey	6.2%
Total:	100.0%






Education










did not graduate high school	0.0%
high school graduate	12.2%
associate degree	12.2%
bachelor degree	55.1%
masters degree	16.3%
doctorate degree	4.1%
Total:	100.0%






Additional Questions

		n	%
Initial Training:			
excellent		8	16.0%
very good		16	32.0%
good		15	30.0%
average		6	12.0%
poor		5	10.0%

The Home Office staff is readily available to re-train/review programs when needed:			
strongly agree		11	22.0%
agree		27	54.0%
neutral		11	22.0%
disagree		0	0.0%
strongly disagree		1	2.0%































License Partner Promotions:			
excellent		5	9.8%
very good		20	39.2%
good		19	37.3%
average		5	9.8%
poor		2	3.9%

CMM Promotions:			
excellent		5	10.0%
very good		15	30.0%
good		17	34.0%
average		9	18.0%
poor		4	8.0%

Online POS Support:			
excellent		18	36.0%
very good		10	20.0%
good		13	26.0%
average		8	16.0%
poor		1	2.0%

Gift Card/Credit Card Support:			
excellent		3	5.9%
very good		15	29.4%
good		25	49.0%
average		7	13.7%
poor		1	2.0%

Additional Questions

		n	%
Website Support:			
excellent		1	2.0%
very good		8	16.0%
good		11	22.0%
average		13	26.0%
poor		17	34.0%
Party/Event Booking Support:			
excellent		4	8.0%
very good		12	24.0%
good		15	30.0%
average		11	22.0%
poor		8	16.0%
Data Collection/Financial Analysis Support:			
excellent		8	16.3%
very good		14	28.6%
good		15	30.6%
average		8	16.3%
poor		4	8.2%
Information is accessible on the support center:			
strongly agree		7	14.0%
agree		25	50.0%
neutral		17	34.0%
disagree		0	0.0%
strongly disagree		1	2.0%
The President's weekly critical issue reports are useful:			
strongly agree		9	17.6%
agree		27	52.9%
neutral		11	21.6%
disagree		3	5.9%
strongly disagree		1	2.0%
The Home Office staff is responsive when support is needed and problems arise:			
strongly agree		19	36.5%
agree		28	53.8%
neutral		4	7.7%
disagree		0	0.0%
strongly disagree		1	1.9%

Additional Questions

		n	%
The Home Office staff is knowledgeable and effective in helping to improve my business:			
strongly agree		13	25.5%
agree		28	54.9%
neutral		7	13.7%
disagree		2	3.9%
strongly disagree		1	2.0%

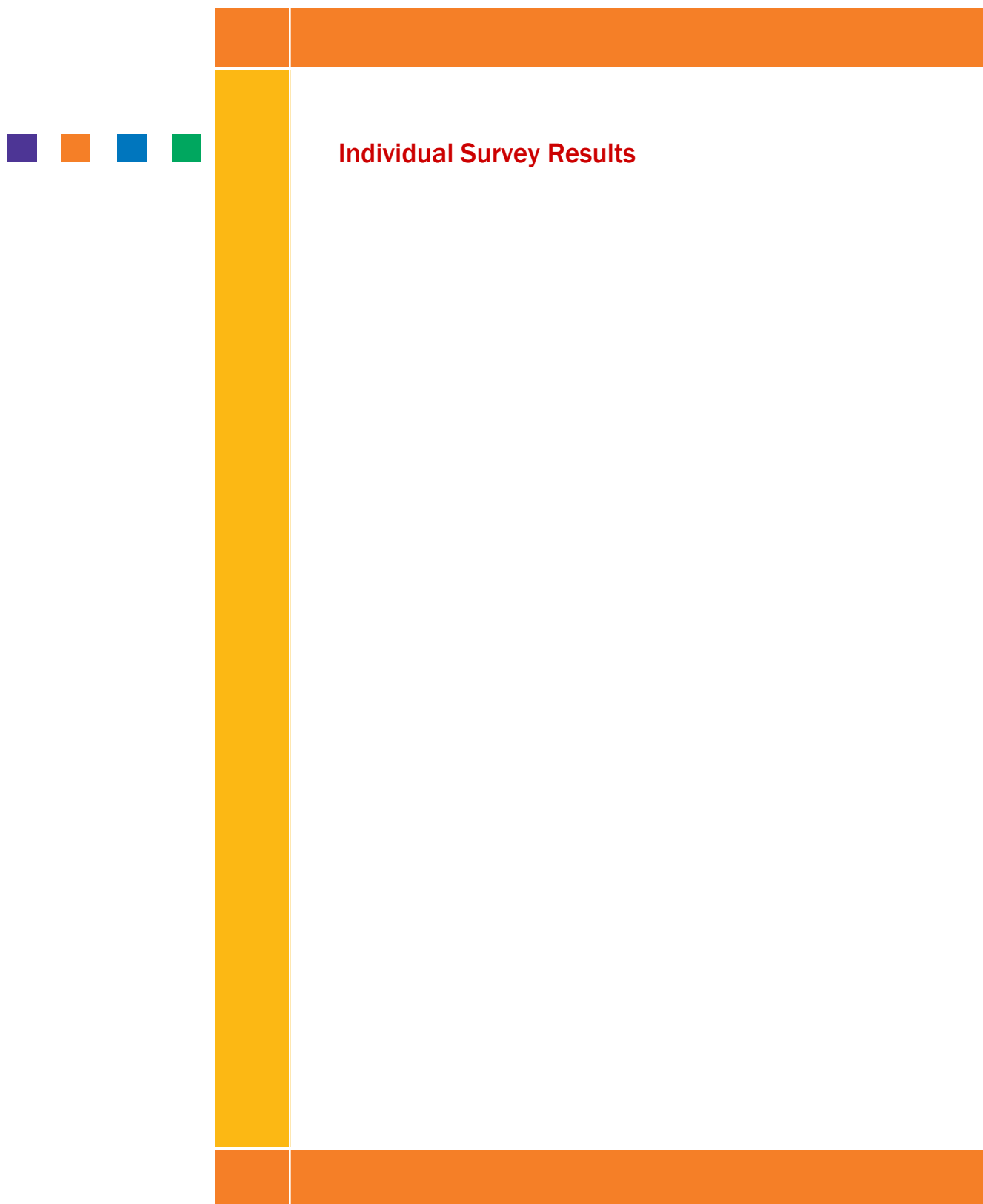
Did you attend the annual convention last month?			
yes		36	70.6%
no		15	29.4%

Overall satisfaction on the guest speaker:			
excellent		18	50.0%
very good		7	19.4%
good		9	25.0%
average		1	2.8%
poor		1	2.8%

Overall satisfaction on the facilities/location:			
excellent		8	22.2%
very good		12	33.3%
good		12	33.3%
average		3	8.3%
poor		1	2.8%

I left the convention with actionable and useful information to implement in my business:			
strongly agree		14	38.9%
agree		18	50.0%
neutral		3	8.3%
disagree		1	2.8%
strongly disagree		0	0.0%

Topics to discuss during the next convention:			
technology		30	85.7%
marketing		22	62.9%
operations		20	57.1%
communications		13	37.1%
training		15	42.9%
product development		21	60.0%



Individual Survey

Mary/Daniel Angulo/Garcia

, FL

Units: Owned:single unit / territory

Future Development: yes

Market: Medium Market (>250K pop)

Tenure: less than 2 years

Age: 45 - 54

Ethnicity: Hispanic

Region: South US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Partner with Corporate to have deals for all franchisees

Additional Questions

Initial Training: excellent

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: excellent

CMM Promotions: very good

Online POS Support: excellent

Gift Card/Credit Card Support: excellent

Website Support: very good

Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: very good

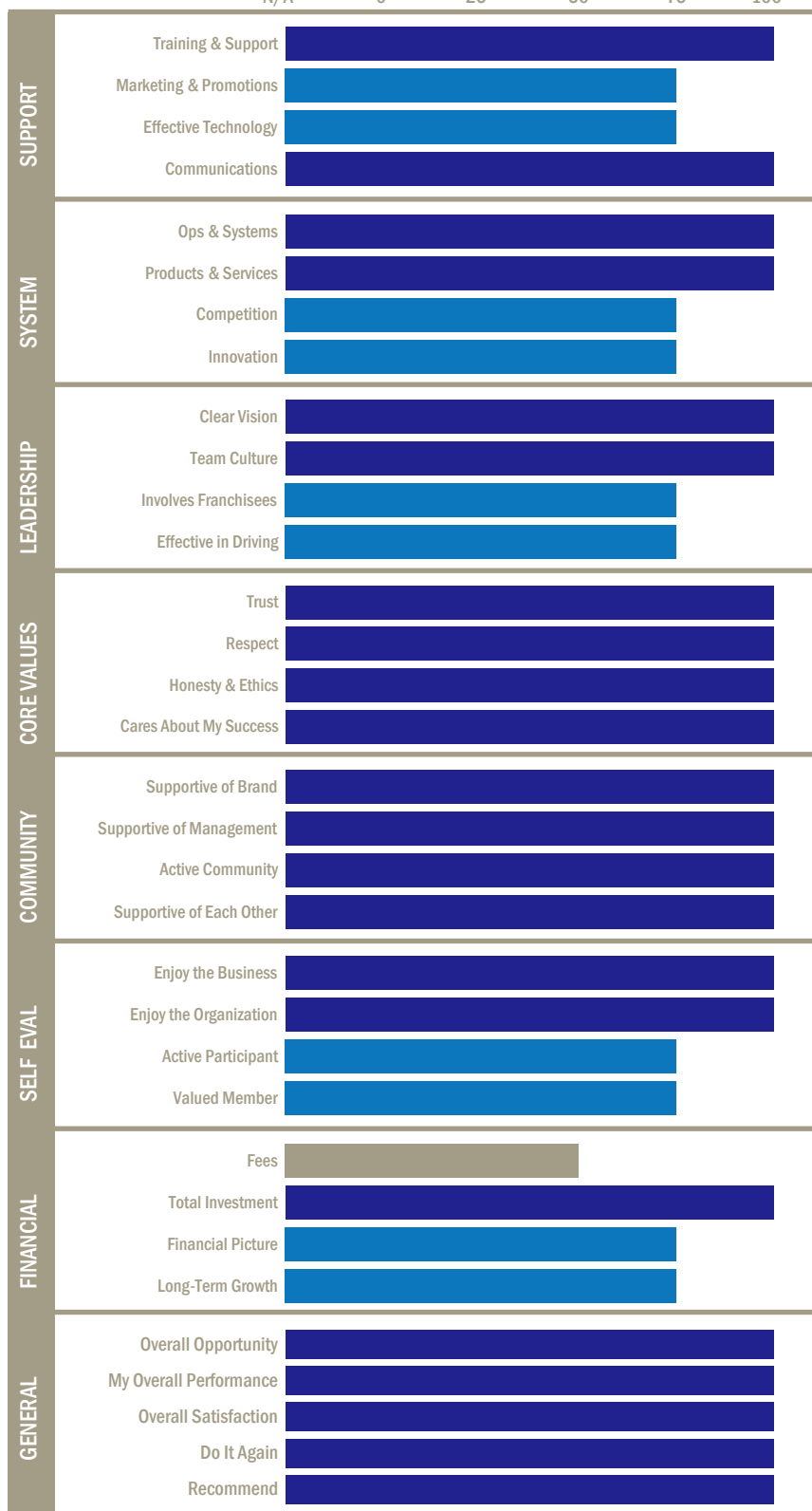
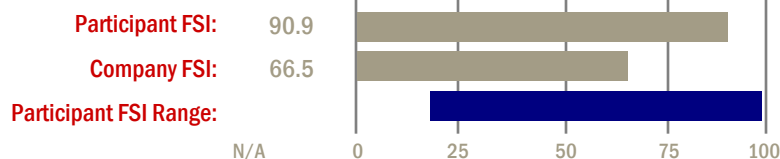
Information is accessible on the support center: strongly agree

The President's weekly critical issue reports are useful: strongly agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes



Individual Survey (cont.)

Mary/Daniel Angulo/Garcia

Additional Questions

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: average

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

- technology
- operations
- product development

Individual Survey

Michael/Tom/Joey

, CA

Units: Owned:2 units / territories

Future Development: probably

Market: Medium Market (>250K pop)

Tenure: 10+ years

Age: 55 - 64

Ethnicity: Caucasian

Region: West US

Gender: male

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

National advertising

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: excellent

CMM Promotions: very good

Online POS Support: very good

Gift Card/Credit Card Support: good

Website Support: good

Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: agree

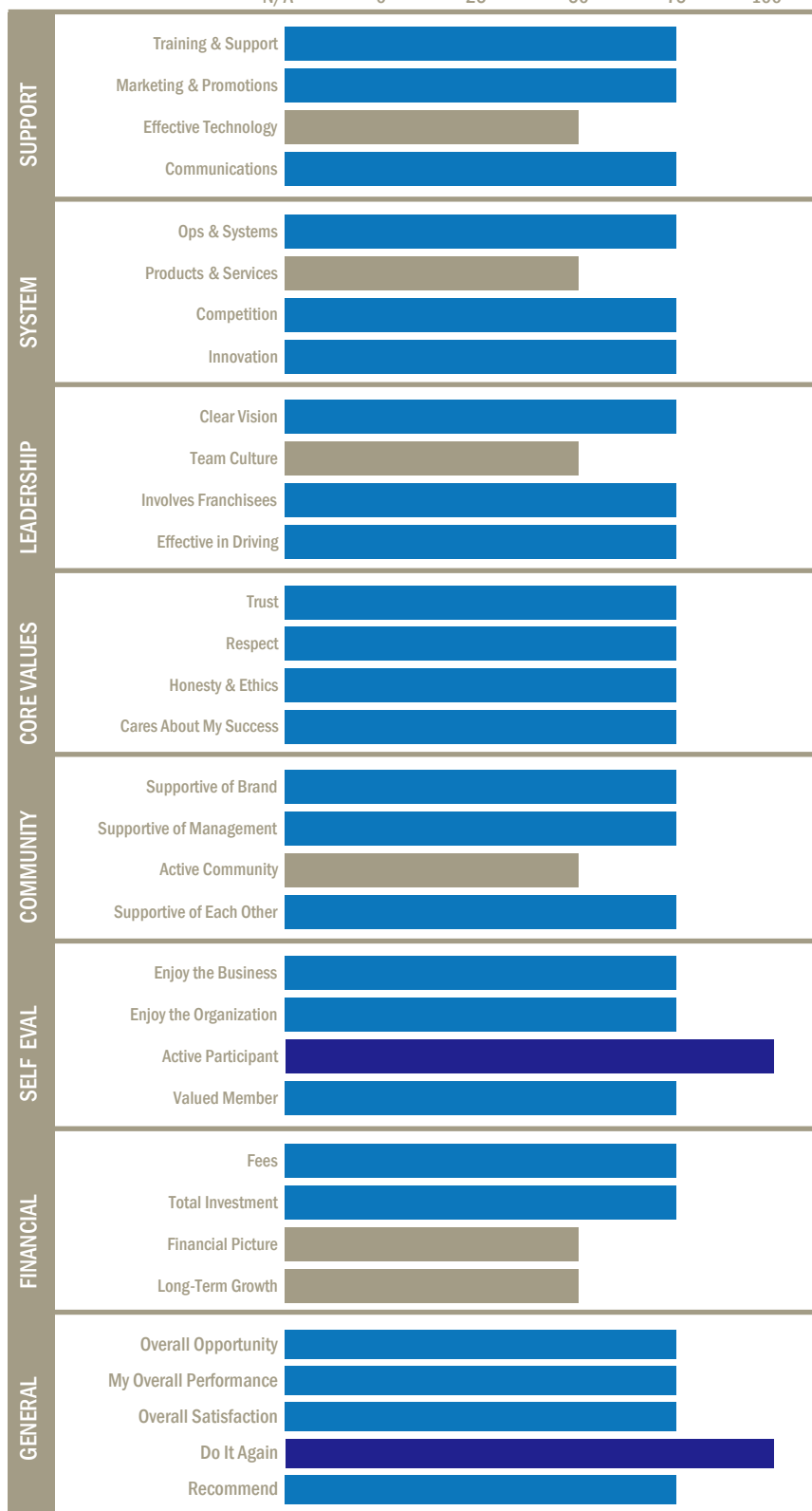
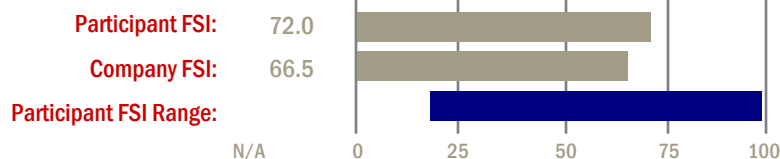
The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent



Individual Survey (cont.)

Michael/Tom/Joey

Additional Questions

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

marketing

operations

communications

training

product development

Individual Survey

Vicki/Katie Burgess/Summerford

, TX

Units: Owned:single unit / territory

Future Development: probably

Market: Major Metro (500K+ pop)

Tenure: 2 - 5 years

Age: 45 - 54

Ethnicity: Caucasian

Region: South US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Would be nice if we got company discounts or royalty relief on Duncan products. Specifically the paint and ceramics. We pay the same amount as any other PYOP, yet at the end of the month we also have to pay royalties back to the company we bought product from. Doesn't seem right.

Additional Questions

Initial Training: poor

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: very good

CMM Promotions: average

Online POS Support: average

Gift Card/Credit Card Support: average

Website Support: average

Party/Event Booking Support: excellent

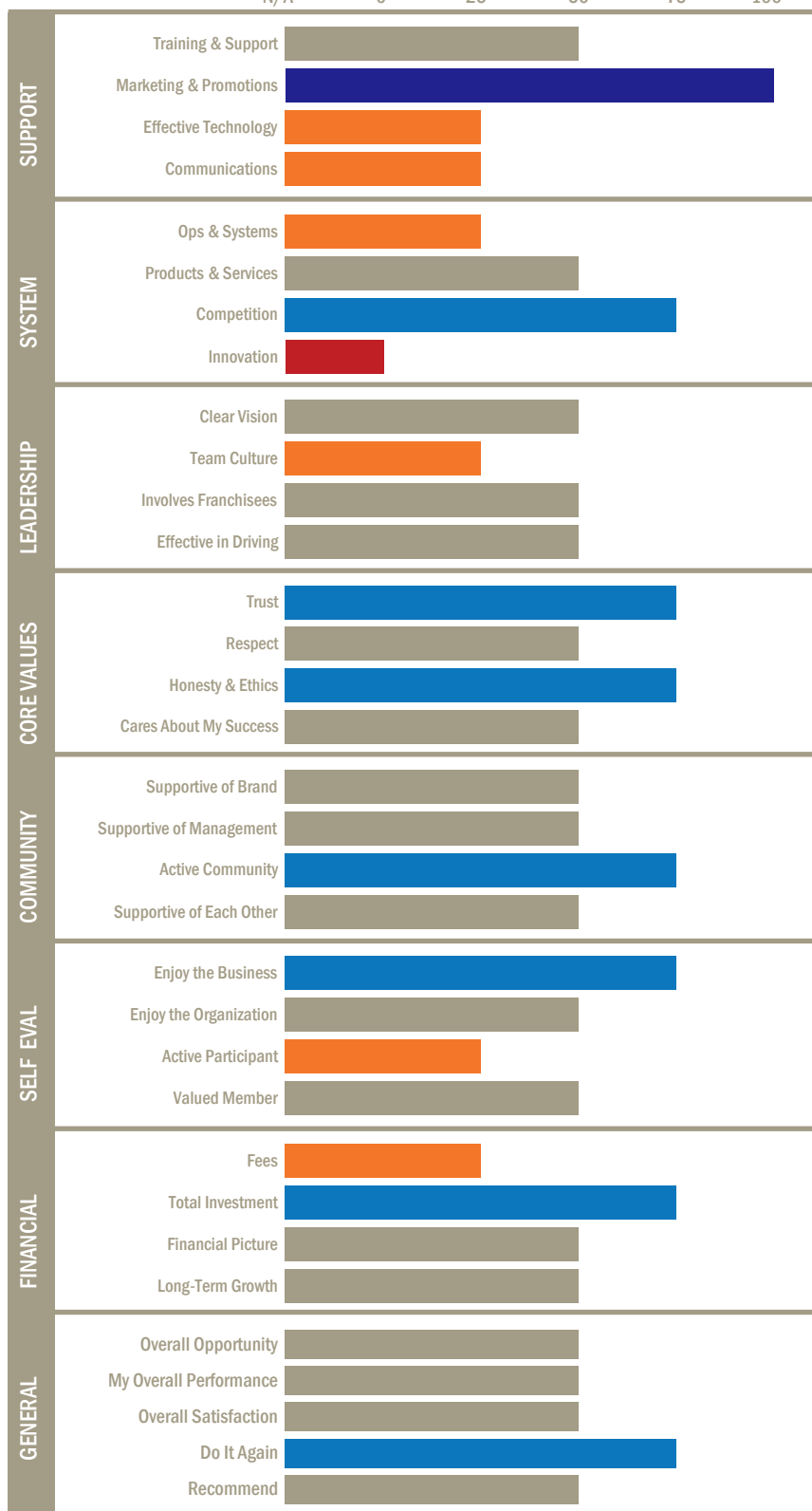
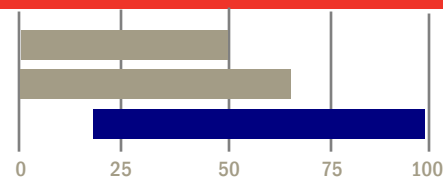
Data Collection/Financial Analysis Support: average

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: neutral

The Home Office staff is responsive when support is needed and problems arise: neutral

Participant FSI: 50.8
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Vicki/Katie Burgess/Summerford

Additional Questions

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: good

Overall satisfaction on the facilities/location: average

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

product development

Individual Survey

Tracy DuCharme

, CO

Units: Owned:single unit / territory

Future Development: maybe

Market: Large Market (>500K pop)

Tenure: 6 - 9 years

Age: 45 - 54

Ethnicity: Caucasian

Region: West US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Offer profitable retail items we can sell in our studios.

Additional Questions

Initial Training: good

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: excellent

CMM Promotions: excellent

Online POS Support: excellent

Gift Card/Credit Card Support: excellent

Website Support: average

Party/Event Booking Support: excellent

Data Collection/Financial Analysis Support: excellent

Information is accessible on the support center: strongly agree

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

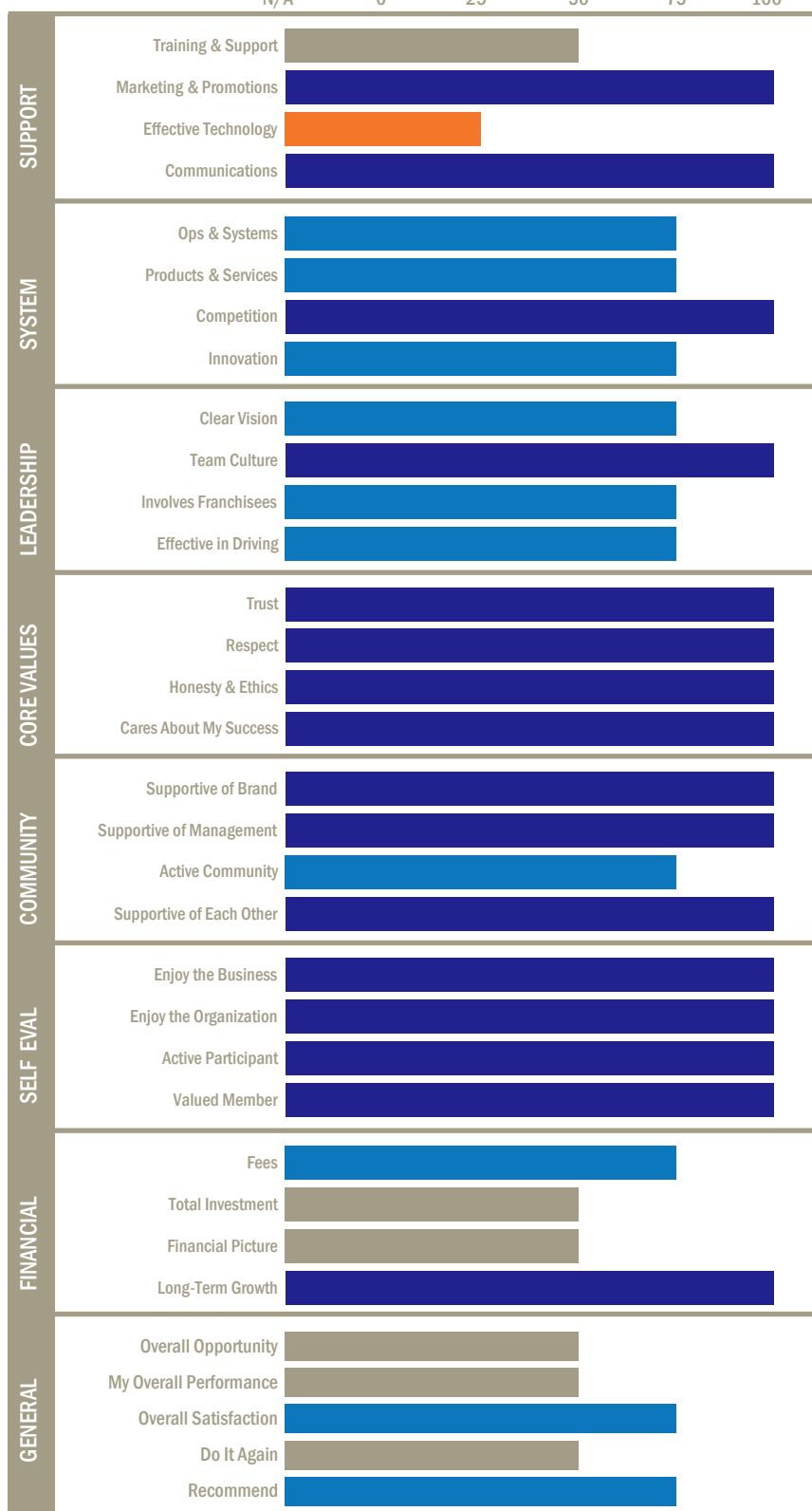
Did you attend the annual convention last month? yes

Participant FSI: 81.1

Company FSI: 66.5

Participant FSI Range:

N/A 0 25 50 75 100



Individual Survey (cont.)

Tracy DuCharme

Additional Questions

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: excellent

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

- technology
- marketing
- operations
- product development

Individual Survey

Heather Kamin

, MN

Units: Owned:single unit / territory

Future Development: maybe

Market: Large Market (>500K pop)

Tenure: 6 - 9 years

Age: 25 - 34

Ethnicity: Caucasian

Region: Midwest US

Gender: female

Comments

Training, Support, Marketing

Sean and Mark are my two go-to people at the franchise. They fix any issues immediately and are readily available!

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Bigger advertising presence.

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: good

CMM Promotions: very good

Online POS Support: excellent

Gift Card/Credit Card Support: poor

Website Support: very good

Party/Event Booking Support: very good

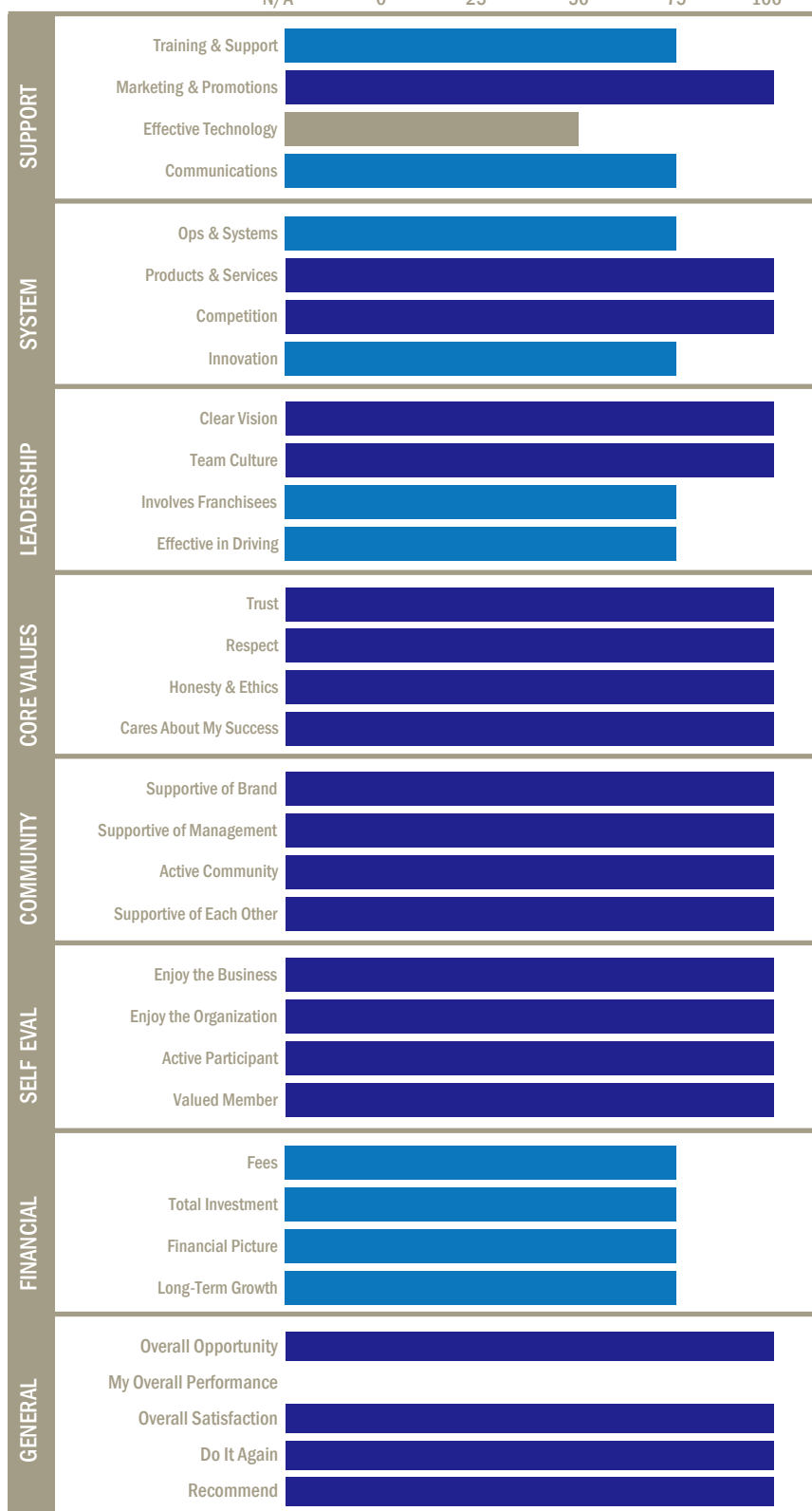
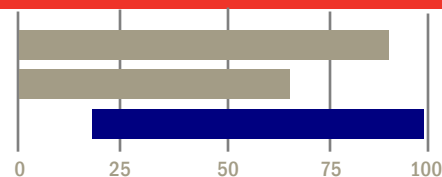
Data Collection/Financial Analysis Support: excellent

Information is accessible on the support center: strongly agree

The President's weekly critical issue reports are useful: disagree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

Participant FSI: 90.6
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Heather Kamin

Additional Questions

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month?

no

Individual Survey

Stefanie & Kaleigh Lambe

, NY

Units: Owned:2 units / territories

Future Development: maybe

Market: Medium Market (>250K pop)

Tenure: 2 - 5 years

Age: 45 - 54

Ethnicity: Caucasian

Region: Northeast US

Gender: female

Comments

Training, Support, Marketing

Sometimes it takes too long to get any marketing materials ready so that we can begin advertising the promotion. I wish the marketing materials had access to change titles of names as well. Like Summer Camps instead of Summer Workshops. That type of thing. We all name our events differently but they may be similar content.

Competition, Products/Services, Creativity

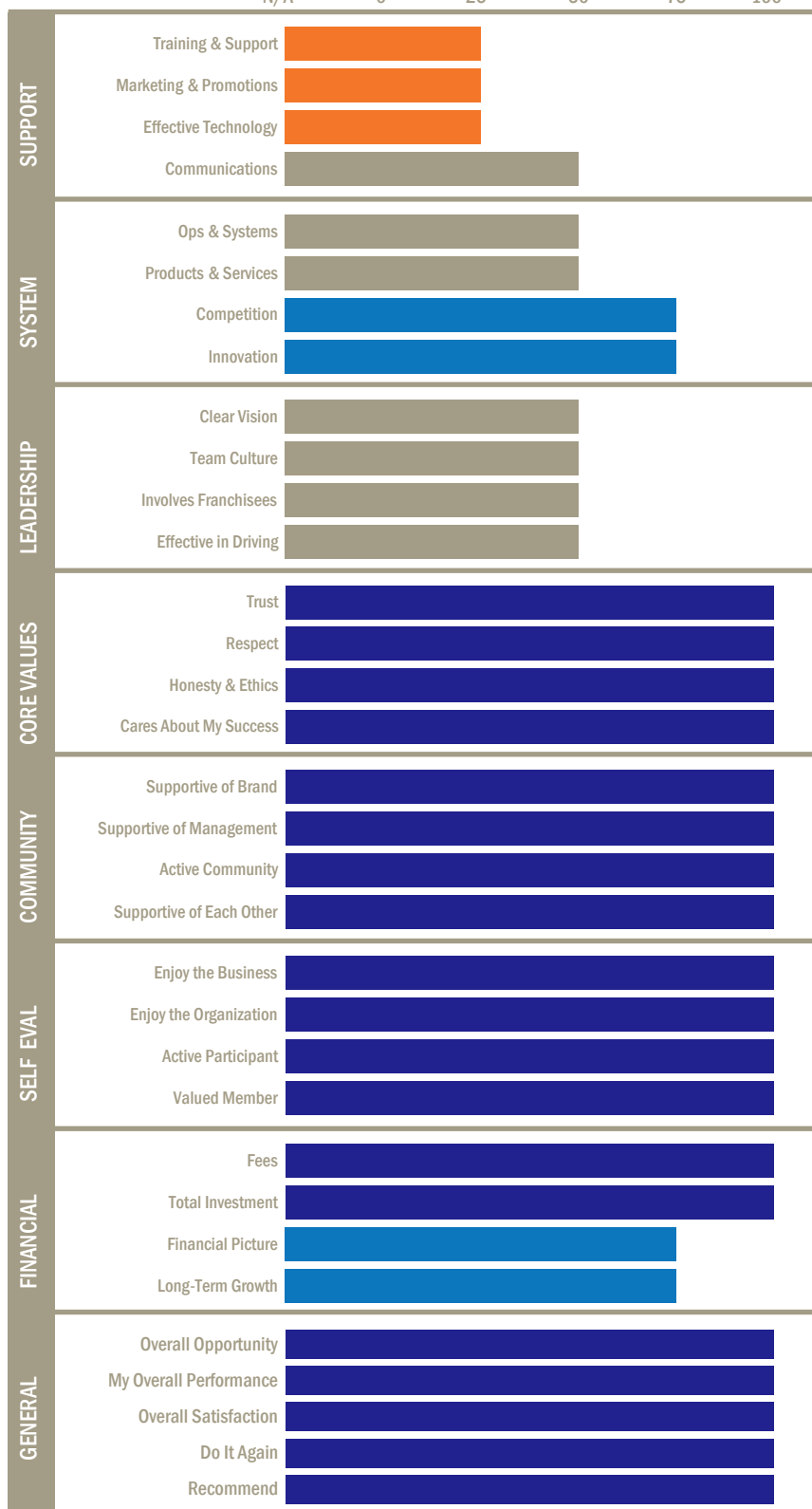
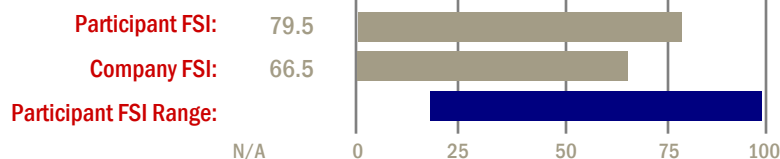
I would like there to be a better form of communication when changes are going to occur that may effect the studio owner financially..

We invested a lot of time and money into new Mayco paints and creating new paint tiles for each studio table only to find out a few months later that we were changing to Duncan colors. Not an issue but I would have held off on that effort until the new paints were released.

If you could make one recommendation to Senior

Management, what would it be?

Better team building needs to occur especially to the franchise owners that want to be more involved. I loved the part of the annual meeting where we could hear from other studio owners how they have successful programs working and then we could ask questions about what they do. We need much more off that. New ideas, new programs and classes ect.....



Individual Survey (cont.)

Stefanie & Kaleigh Lambe

Comments

Please give any constructive feedback you have related to your franchisor's Core Values:

Not a doubt in my mind that Mike is 100 percent behind me and will help any way he can. I trust him completely.

Please give any constructive feedback you have related to your Franchisee Community:

I love the Color Me Mine Facebook page for getting answers from other owners as to what they do. Love that support system and we love supporting other owners when we can assist as well. Makes for good ties and bonding.....

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

More help with advertising and helping us to work out the issues of minimum wage increasing. We need to have a better system in place for showing customers techniques and cashing them out via a more self service style in order to cut down on the number of staff....

Additional Questions

Initial Training: average

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: good

Online POS Support: average

Gift Card/Credit Card Support: good

Website Support: poor

Party/Event Booking Support: excellent

Data Collection/Financial Analysis Support: excellent

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: strongly agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: neutral

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: good

Overall satisfaction on the facilities/location: excellent

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

technology

operations

communications

training

product development

Individual Survey

Pauline Liu

, NJ

Units: Owned:single unit / territory

Future Development: no

Market: Medium Market (>250K pop)

Tenure: 10+ years

Age: 45 - 54

Ethnicity: Asian

Region: Northeast US

Gender: female

Comments

Training, Support, Marketing

Color Me Mine party event/booking support is really poor. I tried to set up for 2 years but was always gave up.

PlaceFull contacted me in Fall Of 2016, I decided to use an outside vendor and I was up and running in a week.

PlaceFull support is excellent!

Additional Questions

Initial Training: excellent

The Home Office staff is readily available to re-train/review

programs when needed: neutral

License Partner Promotions: average

CMM Promotions: average

Online POS Support: average

Gift Card/Credit Card Support: very good

Website Support: poor

Party/Event Booking Support: poor

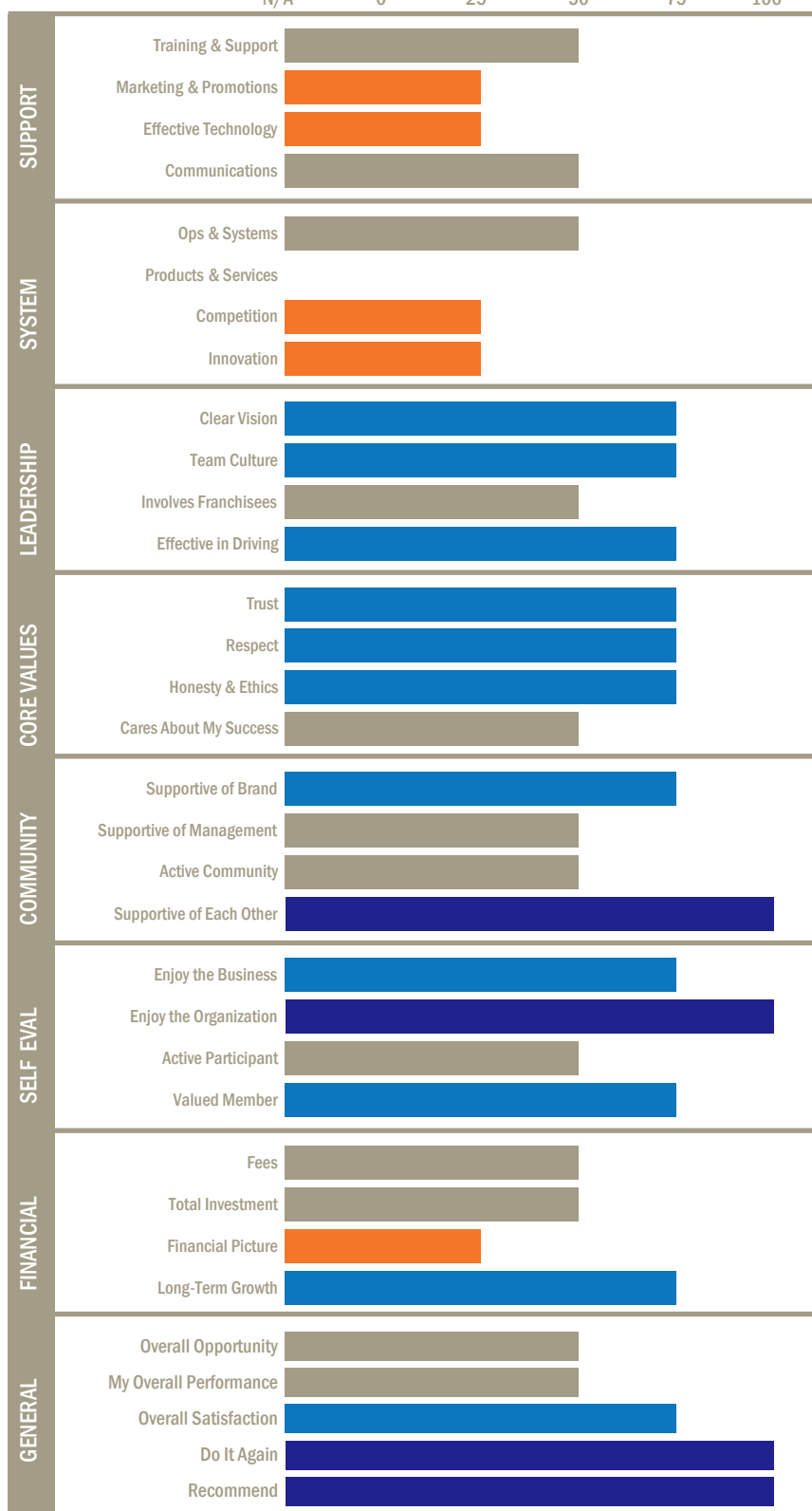
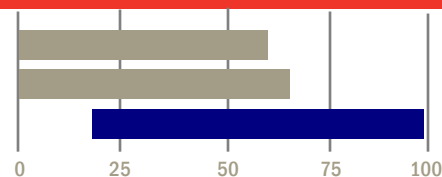
Data Collection/Financial Analysis Support: good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful:
neutral

**The Home Office staff is responsive when support is
needed and problems arise:** strongly agree

Participant FSI: 60.9
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Pauline Liu

Additional Questions

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: good

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

technology

marketing

Individual Survey

Joel Medina

, CO

Units: Owned:single unit / territory

Future Development: yes

Market: Small Market (>100K pop)

Tenure: less than 2 years

Age: 45 - 54

Ethnicity: Hispanic

Region: West US

Gender: male

Comments

Training, Support, Marketing

Having just gone through training in July 2016. I think a more advanced class of pos training for inventory control, label making and detailed reports is a must. Mark was very helpful once i was in my store but it was a little nerve racking.

Competition, Products/Services, Creativity

I have none

If you could make one recommendation to Senior Management, what would it be?

I have none

Please give any constructive feedback you have related to your franchisor's Core Values:

I have none

Please give any constructive feedback you have related to your Franchisee Community:

The Colorado stores are trying to be more open to assistance from each other.

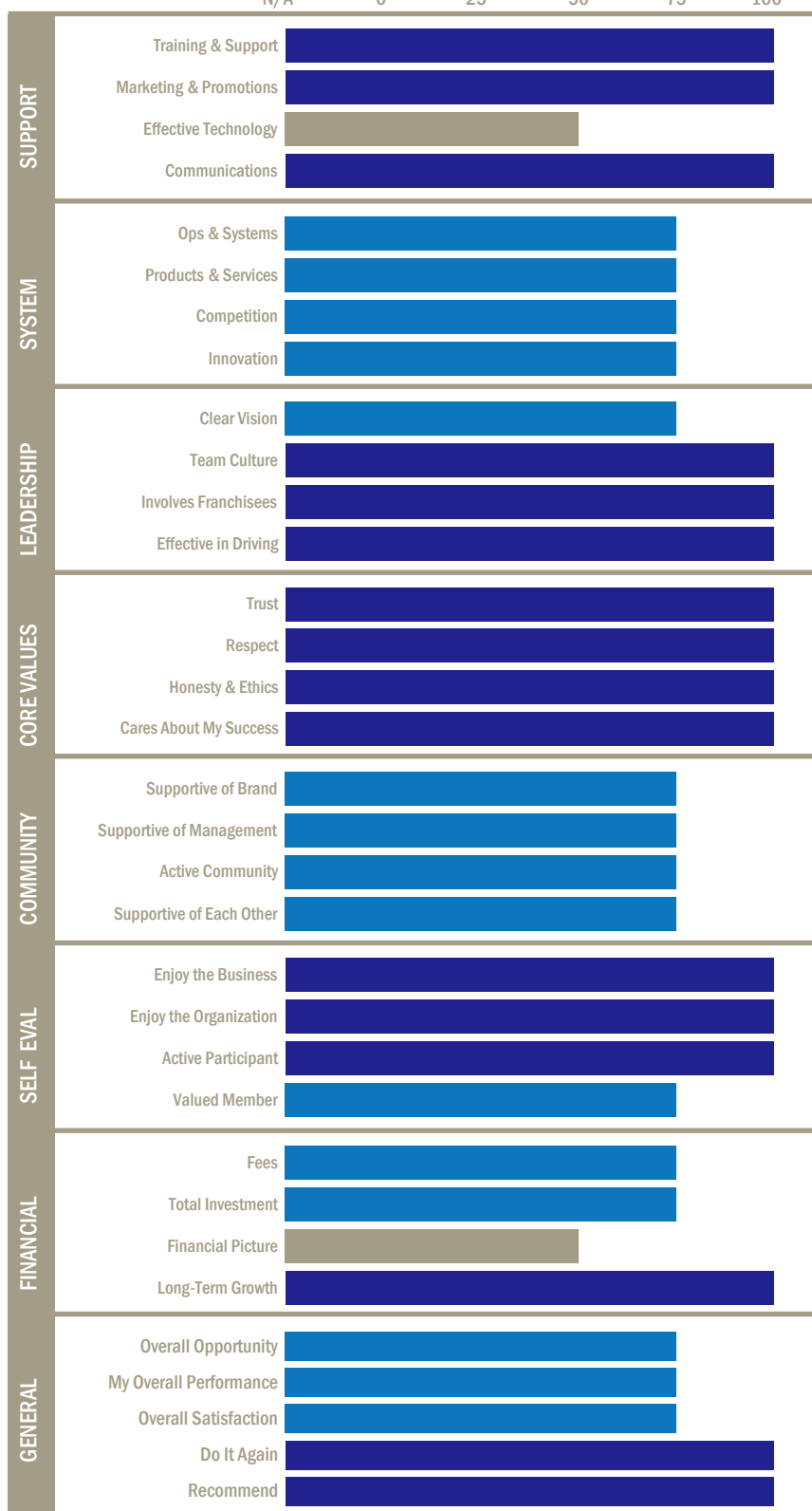
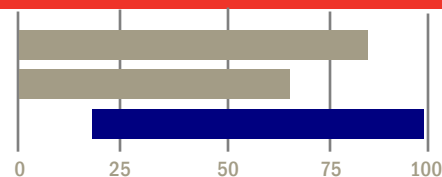
What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Maybe some assistance in renegotiation of lease with mall.

Financial Opportunity

I have none

Participant FSI: 85.6
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Joel Medina

Additional Questions

Initial Training: excellent

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: very good

Online POS Support: excellent

Gift Card/Credit Card Support: very good

Website Support: good

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: strongly agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: excellent

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

technology

marketing

operations

training

Individual Survey

Kelly Meyer

, CO

Units: Owned:single unit / territory

Future Development: maybe

Market: Large Market (>500K pop)

Tenure: less than 2 years

Age: 35 - 44

Ethnicity: Hispanic

Region: West US

Gender: female

Comments

Additional Questions

Initial Training:

very good

The Home Office staff is readily available to re-train/review

programs when needed: agree

License Partner Promotions: excellent

CMM Promotions: excellent

Online POS Support: good

Gift Card/Credit Card Support: good

Website Support: poor

Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful:

agree

The Home Office staff is responsive when support is

needed and problems arise: strongly agree

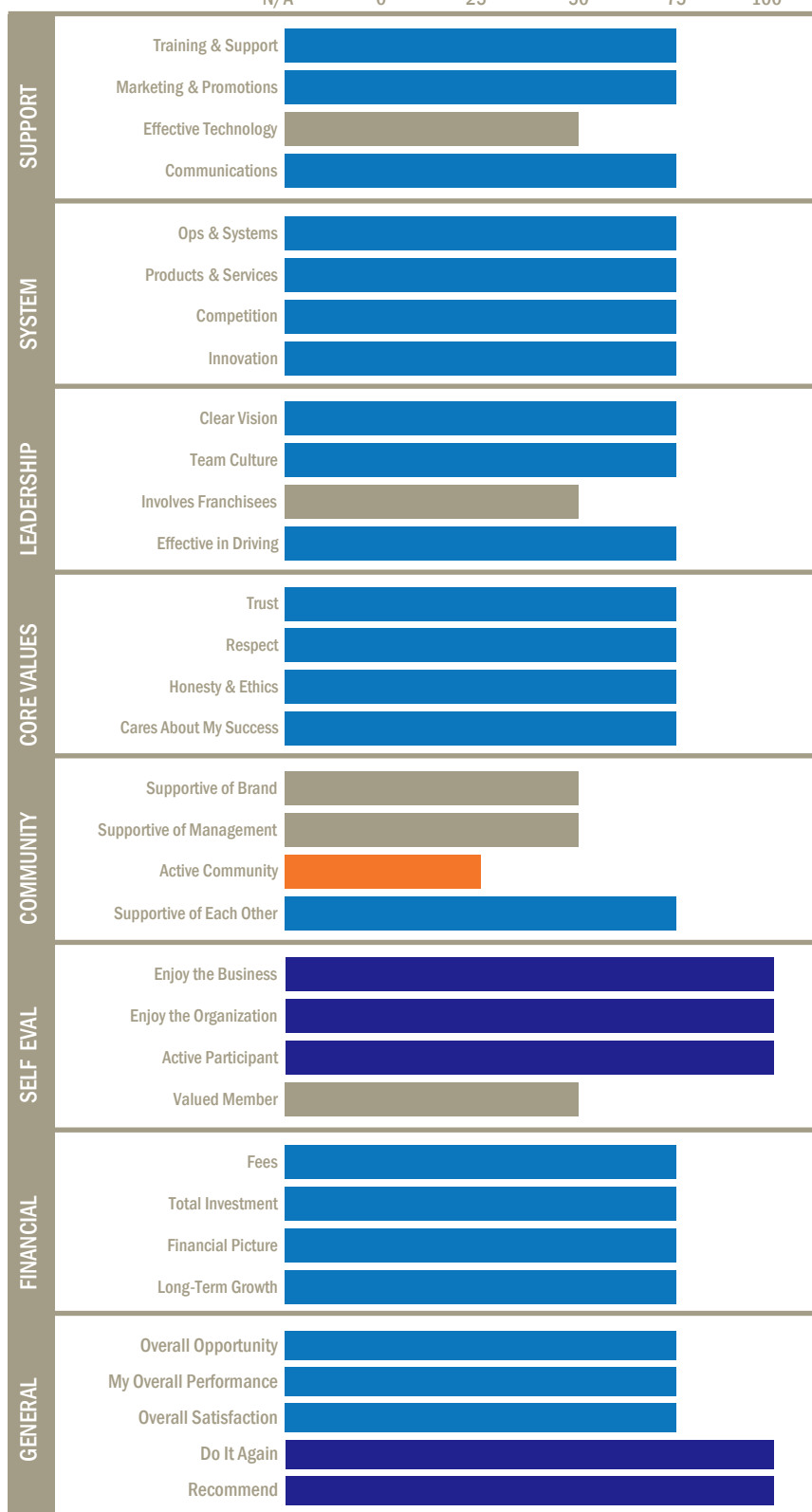
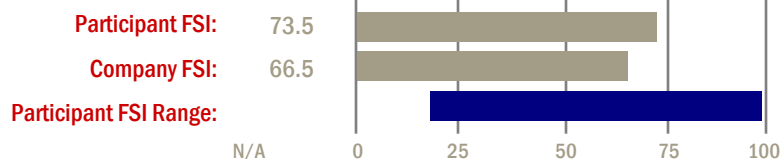
The Home Office staff is knowledgeable and effective in

helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: excellent



Individual Survey (cont.)

Kelly Meyer

Additional Questions

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

technology

marketing

operations

communications

training

product development

Individual Survey

Sue Miller

, PA

Units: Owned:single unit / territory

Future Development: no

Market: Small Market (>100K pop)

Tenure: 6 - 9 years

Age: 55 - 64

Ethnicity: Caucasian

Region: Northeast US

Gender: female

Comments

Training, Support, Marketing

All of the office staff tackles any issues I have in a very timely manner.

Competition, Products/Services, Creativity

I am working on utilizing the online party booking option that has been available. I was unable to connect with the previous situation and am pleased with the addition of Placefull. I am receiving great support in getting Placefull up and running. I just need more hours in the day to complete the tasks at hand!

Please give any constructive feedback you have related to your franchisor's Core Values:

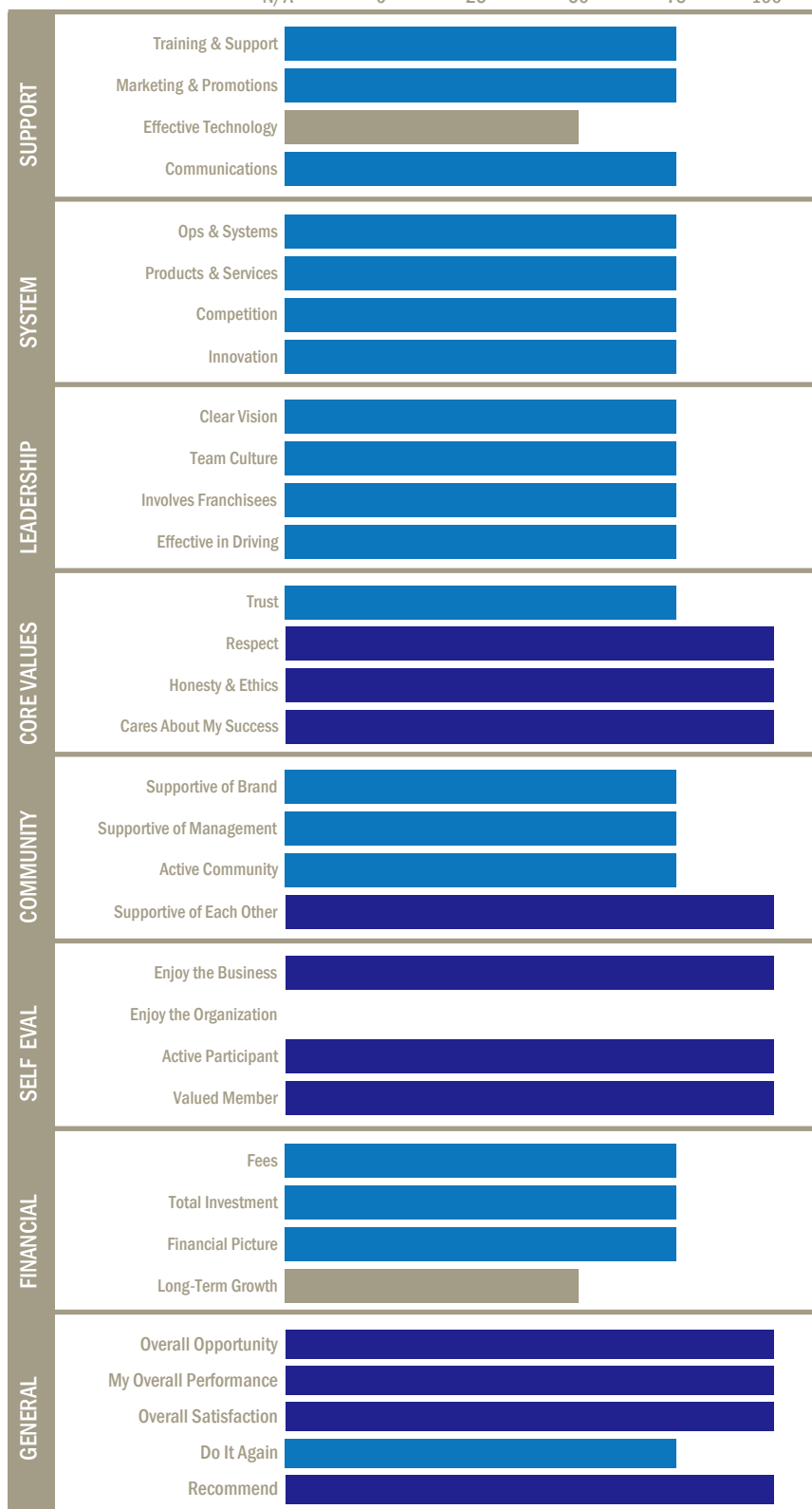
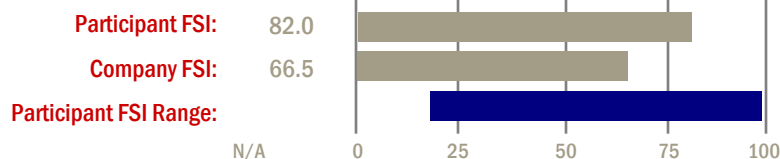
Everyone is always at the ready to help. I have been having difficulties with the glaze transition. That is my only complaint at this time. I wish there had been better testing done before making the franchises the guinea pigs where the glaze is concerned. I have been promised that the glaze issue will be fixed but it continues to be a huge frustration. The glaze is the back bone of my business.

Please give any constructive feedback you have related to your Franchisee Community:

The facebook page has been very helpful in communicating with fellow franchisees.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Better glaze!



Individual Survey (cont.)

Sue Miller

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: very good

CMM Promotions: very good

Online POS Support: excellent

Gift Card/Credit Card Support: good

Website Support: good

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: strongly agree

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

- technology
- marketing
- operations
- communications
- training
- product development

Individual Survey

Jennifer&Arthur Murphy

, CA

Units: Owned:single unit / territory

Future Development: no

Market: Medium Market (>250K pop)

Tenure: 6 - 9 years

Age: 55 - 64

Ethnicity: African American

Region: West US

Gender: male

Comments

Competition, Products/Services, Creativity

Quality of Products: The colored glaze (paint) is in question, because of the problems with some colors(31, 41, 43, 67, 101). We have gone back to the MAYCO glaze for these five colors. The rest of the DUNCAN colors are fine.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Continue to be the supportive team they have always been. Organize a 2nd ANNUAL meeting in Las Vegas for 2018 around the same date range. The hotel was clean and affordable, if possible somewhere on the strip but returning to the same hotel would be OK.

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: good

Online POS Support: very good

Gift Card/Credit Card Support: very good

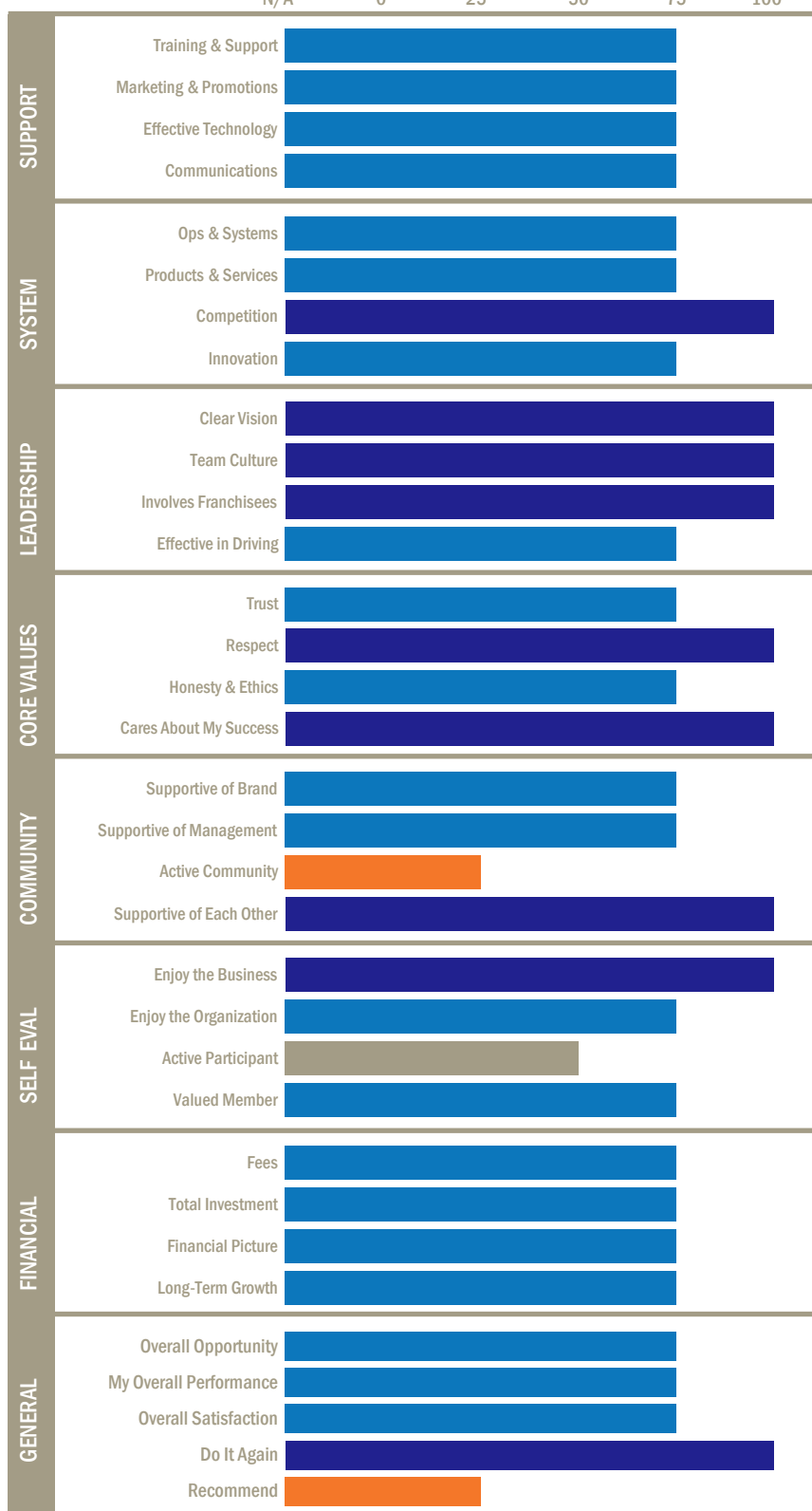
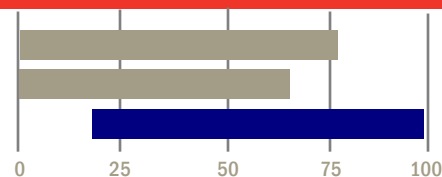
Website Support: average

Party/Event Booking Support: average

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: agree

Participant FSI: 78.0
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Jennifer&Arthur Murphy

Additional Questions

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: good

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

- technology
- operations
- communications
- product development

Individual Survey

Shlpa Patel-Paul

, IN

Units: Owned:single unit / territory

Future Development: no

Market: Medium Market (>250K pop)

Tenure: 10+ years

Age: 45 - 54

Ethnicity: Asian

Region: Midwest US

Gender: female

Comments

Training, Support, Marketing

We are just too behind on technology and social media

Competition, Products/Services, Creativity

We need to focus on being the technology and social media leader in our industry

If you could make one recommendation to Senior Management, what would it be?

Redesigning our studios and adding more and more non-pottery offerings is important but more important is the use of & focus on technology & social media (mobile website, instagram, pinterest, facebook)

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Being acquired by Duncan we should get more advantages, discounts, exclusivity with their products & services. Duncan needs to adopt us 100% and give access to all of their technology, products & services.

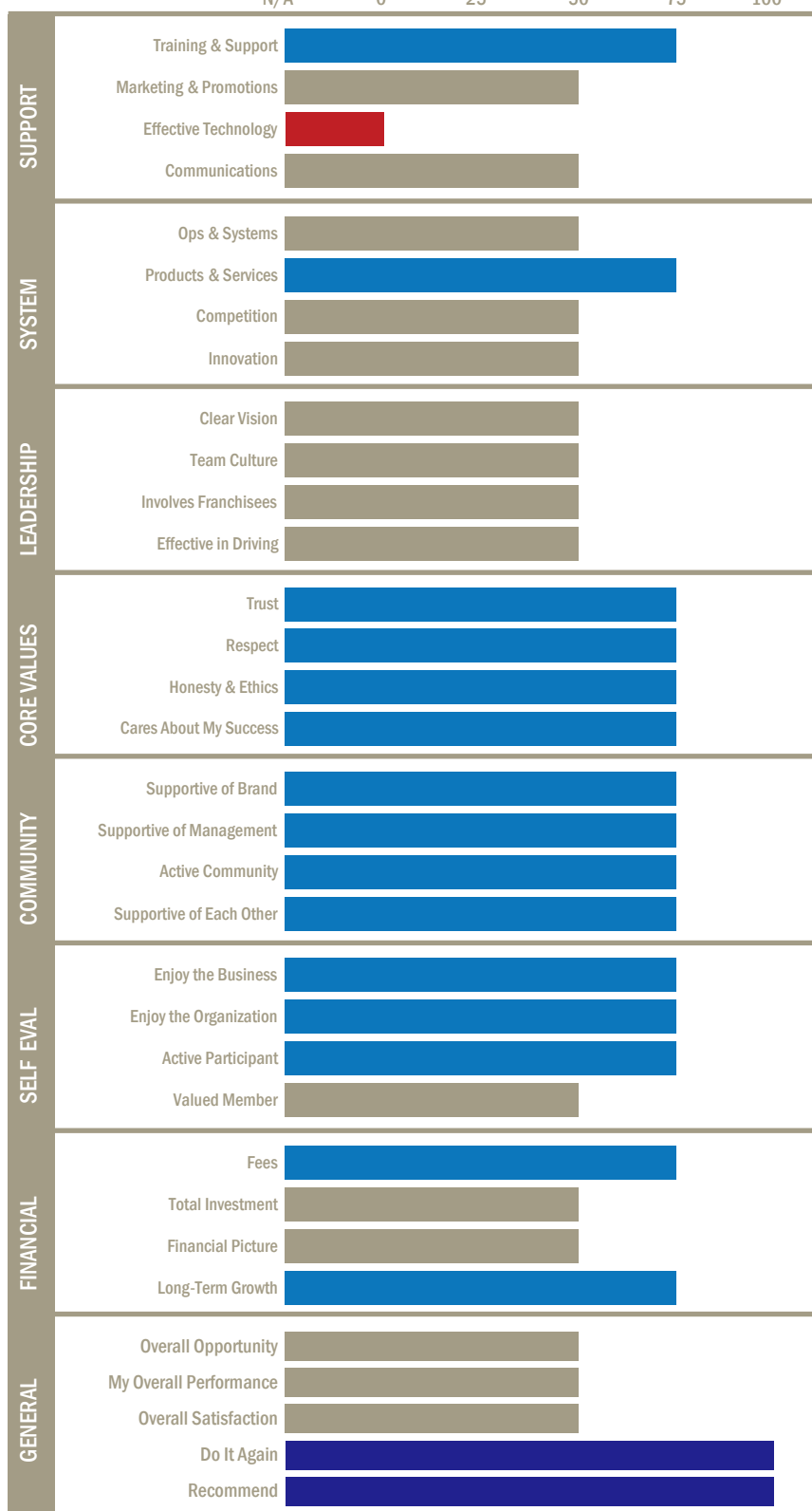
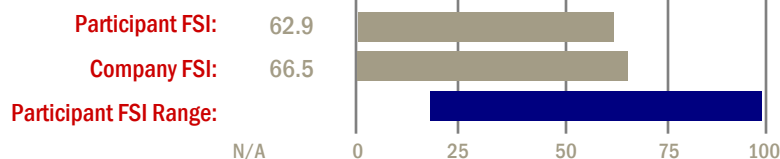
Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: good



Individual Survey (cont.)

Shlpa Patel-Paul

Additional Questions

Online POS Support: very good
Gift Card/Credit Card Support: good
Website Support: good
Party/Event Booking Support: very good
Data Collection/Financial Analysis Support: good
Information is accessible on the support center: agree
The President's weekly critical issue reports are useful: agree
The Home Office staff is responsive when support is needed and problems arise: agree
The Home Office staff is knowledgeable and effective in helping to improve my business: neutral
Did you attend the annual convention last month? yes
Overall satisfaction on the guest speaker: average
Overall satisfaction on the facilities/location: very good
I left the convention with actionable and useful information to implement in my business: agree
Topics to discuss during the next convention:
technology
product development

Individual Survey

Jami Perry

, MA

Units: Owned:single unit / territory

Future Development: no

Market: Small Market (>100K pop)

Tenure: 10+ years

Age: 35 - 44

Ethnicity: Caucasian

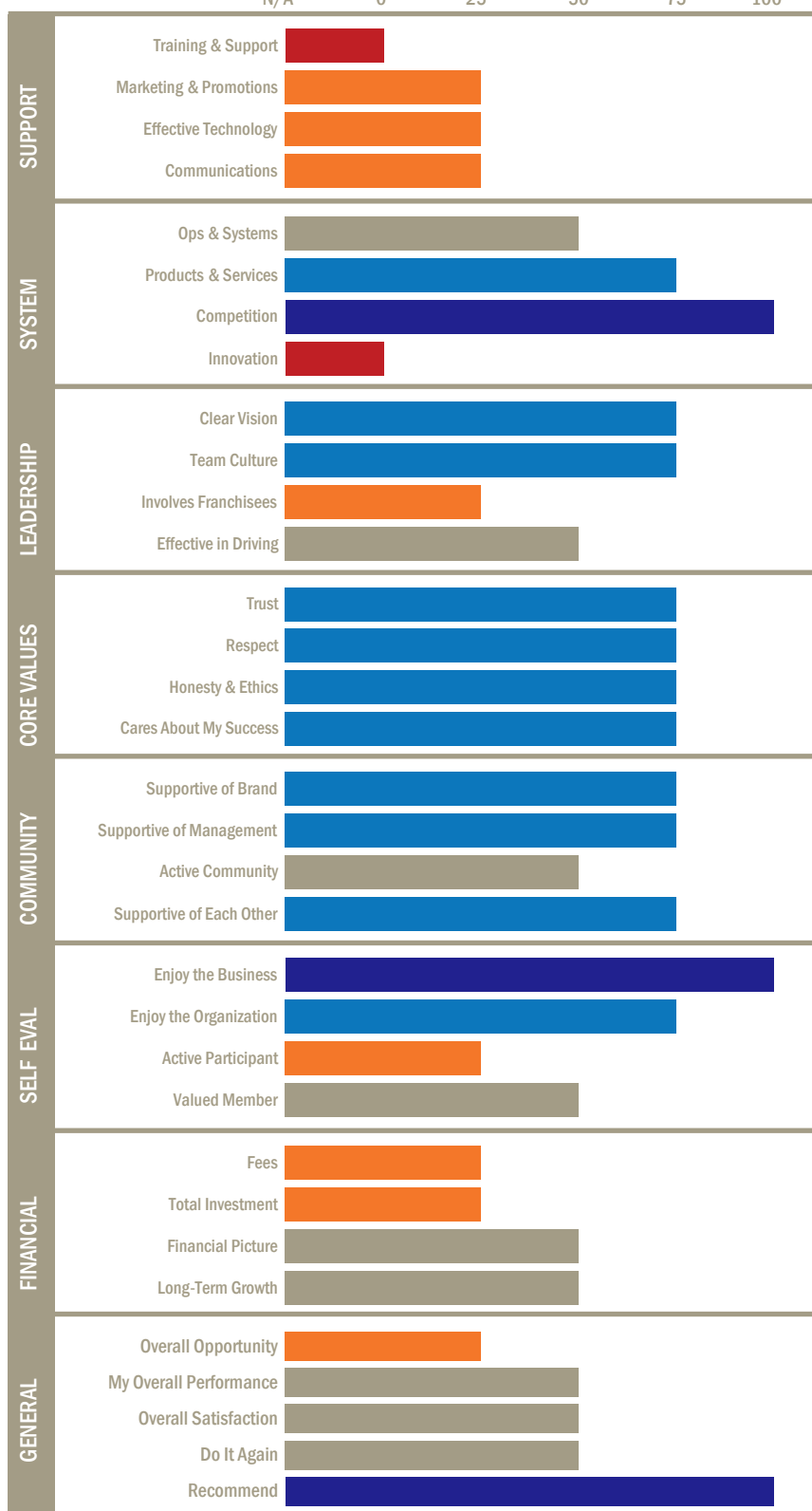
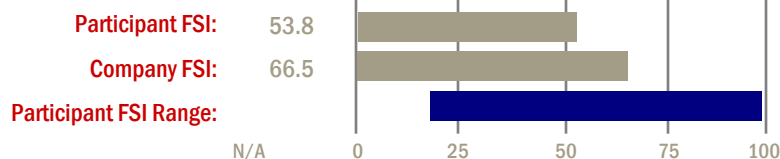
Region: Northeast US

Gender: female

Comments

Training, Support, Marketing

the style guide online is not user friendly it doesn't have basic thumbnail images so finding things is extremely difficult. The sizes of marketing materials are not user friendly to easily print on our own...they are all designed for professional printing. Our marketing is very printshopish not very current or modern. our marketing materials are dated...posters and calendars have the same images that they had going back many many years...we need fresh current images with a consistant "feel" to keep the branding and our studios recognizable but we need new images. We are not as current and up to date on latest trends as the ccsa...we should have things like princess party in a box if you will....start to finish ideas/places to purchase/costs/effective marketing material/webmarketing so the first time studio can easily implement without having to reinvent the wheel. We start a lot of cool things as a franchise and then they just go away...for example meet the studio owner on the color me mine franchise owner webpage...pictures of interiors of studios....window ideas and graphics should be provided and available monthly like other retailers...canvas and board art....we should have amazing images and patterns to choose from to set us apart from independants using social artworking and other sites like that. Ladies Nights should be pushed and design ideas and themes created to help us without us having to buy the book 2 chicks and a brush by the Cates sisters and that every independent studio uses and is hugely successful with....a ladies night planner with designs was started a few years back and some studios participated to test the idea but the projects were horrible.



Individual Survey (cont.)

Jami Perry

Comments

Competition, Products/Services, Creativity

I feel like there is a lot of recreating the wheel.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

get us better pricing on bisque...we do not get better pricing than independants....most companies offer the same 10% discount to independants based upon their purchasing\$\$\$ which I would qualify for.

get us better pricing on bags,paper rolls,aprons,canvas,board art....

find effective promotions that are low cost high return and give me ALL the info to implement it...not just the idea and than we all need to independently do all the same work figuring it out for example dad's daughters and donuts...daddy daughter date night...mother son date night...all super successful in my studio, I host the every 2-3 months and they sell out every time and they are super low cost to me and super easy to pull together.

Please provide further details on why you were unable to attend the convention:

could not afford it

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: good

CMM Promotions: poor

Online POS Support: excellent

Gift Card/Credit Card Support: average

Website Support: average

Party/Event Booking Support: average

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: strongly agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: neutral

Did you attend the annual convention last month?

no

Individual Survey

Jane Quigley

, NJ

Units: Owned:single unit / territory

Future Development: no

Market: Small Market (>100K pop)

Tenure: 6 - 9 years

Age: 55 - 64

Ethnicity: Caucasian

Region: Northeast US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Better advertising as a whole group.

Financial Opportunity

Keeping up with the fast changing social media with the help Corporate.

Additional Questions

Initial Training: average

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: good

Online POS Support: excellent

Gift Card/Credit Card Support: good

Website Support: average

Party/Event Booking Support: average

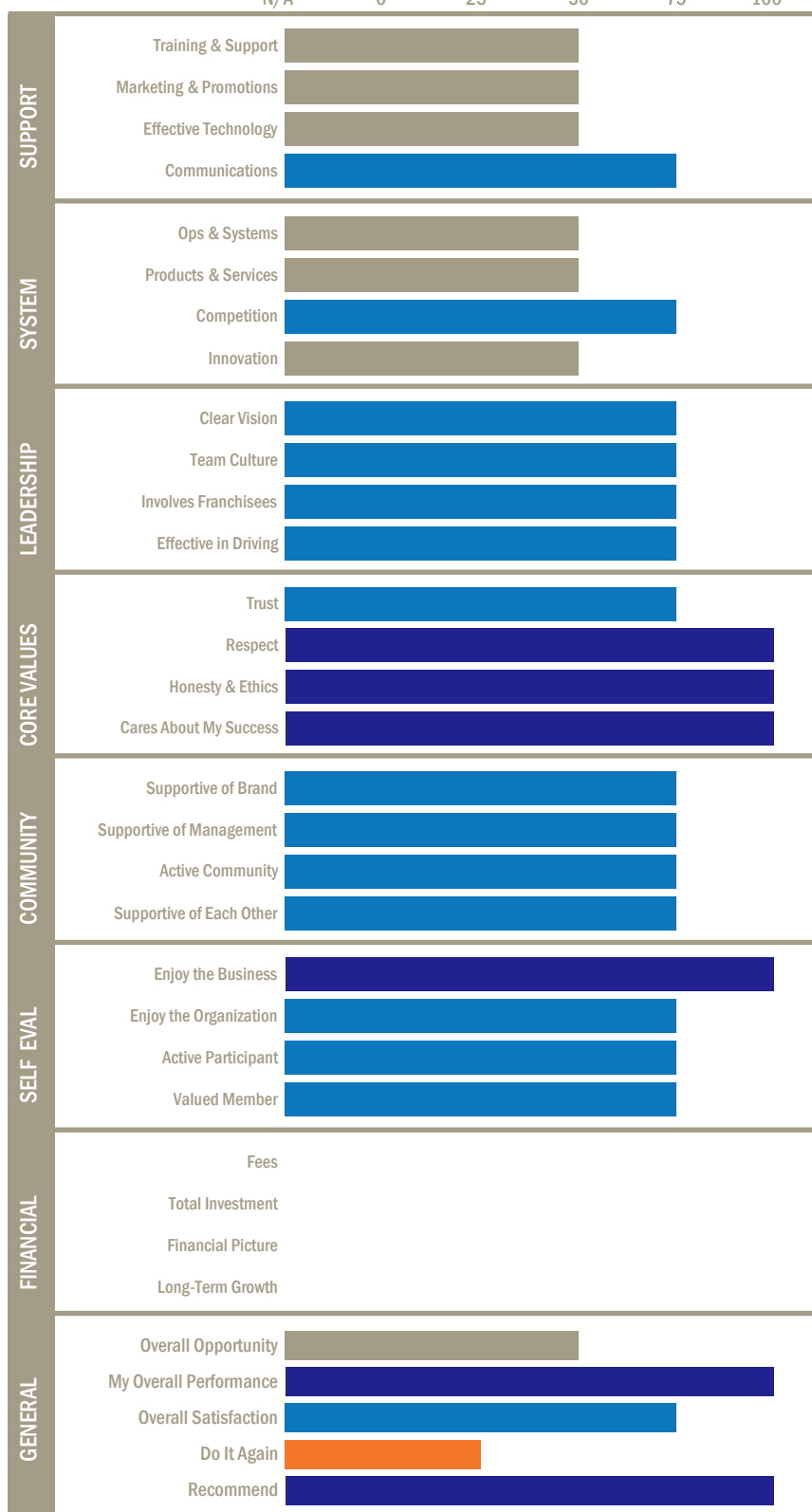
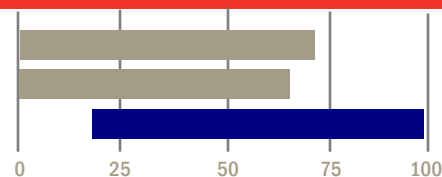
Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

Participant FSI: 72.4
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Jane Quigley

Additional Questions

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: poor

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

- technology
- operations
- communications

Individual Survey

Irene Rose

, NJ

Units: Owned:single unit / territory

Future Development: no

Market: Medium Market (>250K pop)

Tenure: 10+ years

Age: 45 - 54

Ethnicity: Caucasian

Region: Northeast US

Gender: female

Comments

Additional Questions

Initial Training:

very good

The Home Office staff is readily available to re-train/review

programs when needed: agree

License Partner Promotions: very good

CMM Promotions: very good

Online POS Support: excellent

Gift Card/Credit Card Support: good

Website Support: very good

Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful:

agree

The Home Office staff is responsive when support is

needed and problems arise: agree

Did you attend the annual convention last month? yes

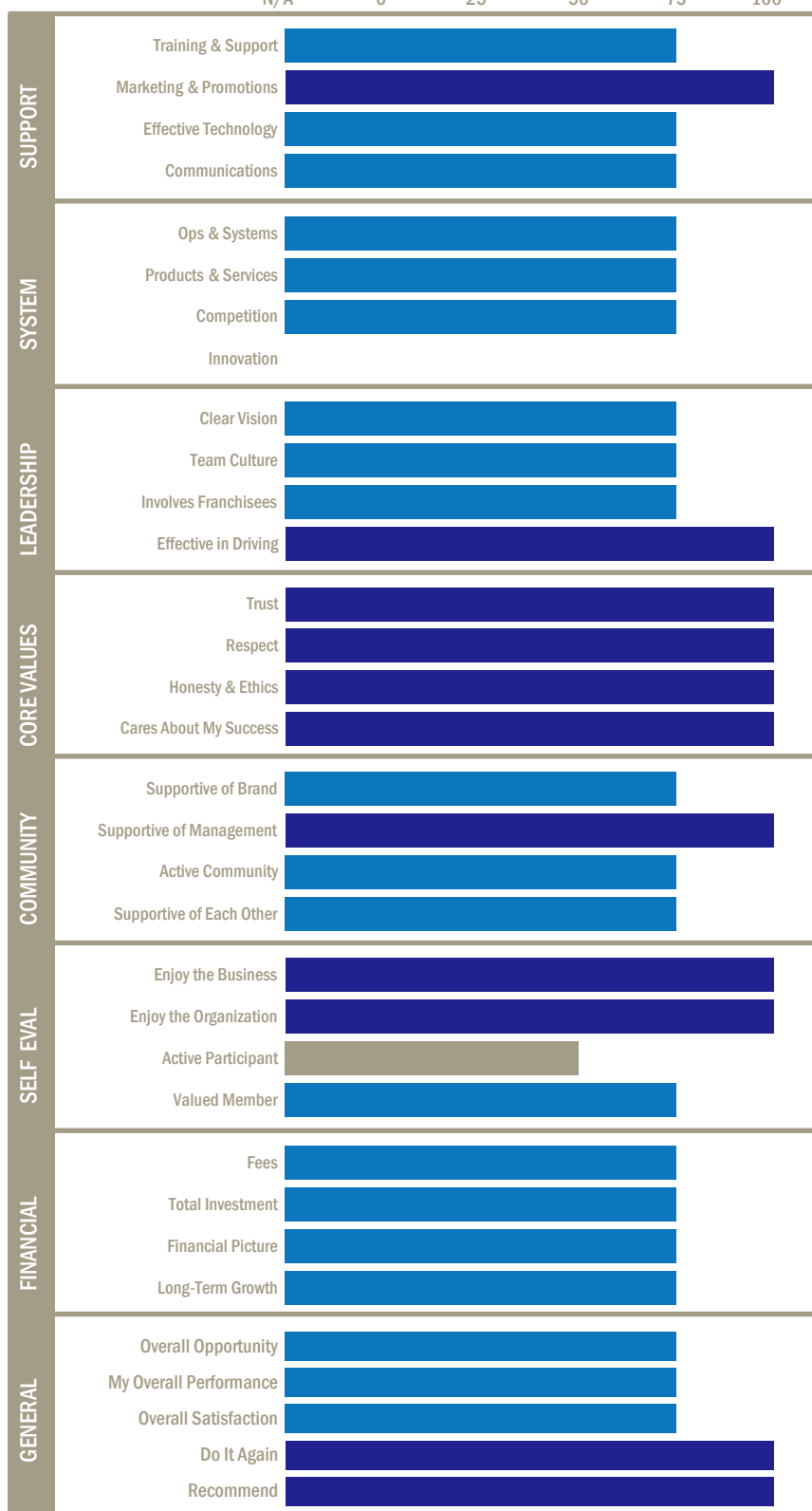
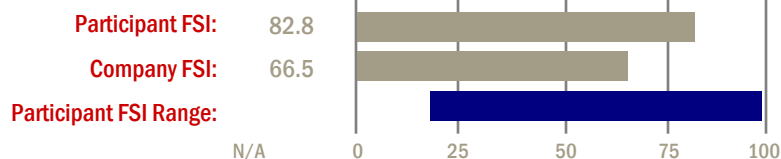
Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: excellent

I left the convention with actionable and useful information

to implement in my business: agree

Topics to discuss during the next convention:



Individual Survey (cont.)

Irene Rose

Additional Questions

Topics to discuss during the next convention:
marketing

Individual Survey

Jenny/Kerri Rose/Ulibarri

, UT

Units: Owned:single unit / territory

Future Development: yes

Market: Medium Market (>250K pop)

Tenure: 6 - 9 years

Age: 35 - 44

Ethnicity: Caucasian

Region: West US

Gender: female

Comments

Additional Questions

Initial Training:

excellent

The Home Office staff is readily available to re-train/review

programs when needed: strongly agree

License Partner Promotions: excellent

CMM Promotions: excellent

Online POS Support: excellent

Gift Card/Credit Card Support: excellent

Website Support: excellent

Party/Event Booking Support: excellent

Data Collection/Financial Analysis Support: excellent

Information is accessible on the support center: strongly agree

The President's weekly critical issue reports are useful: strongly agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

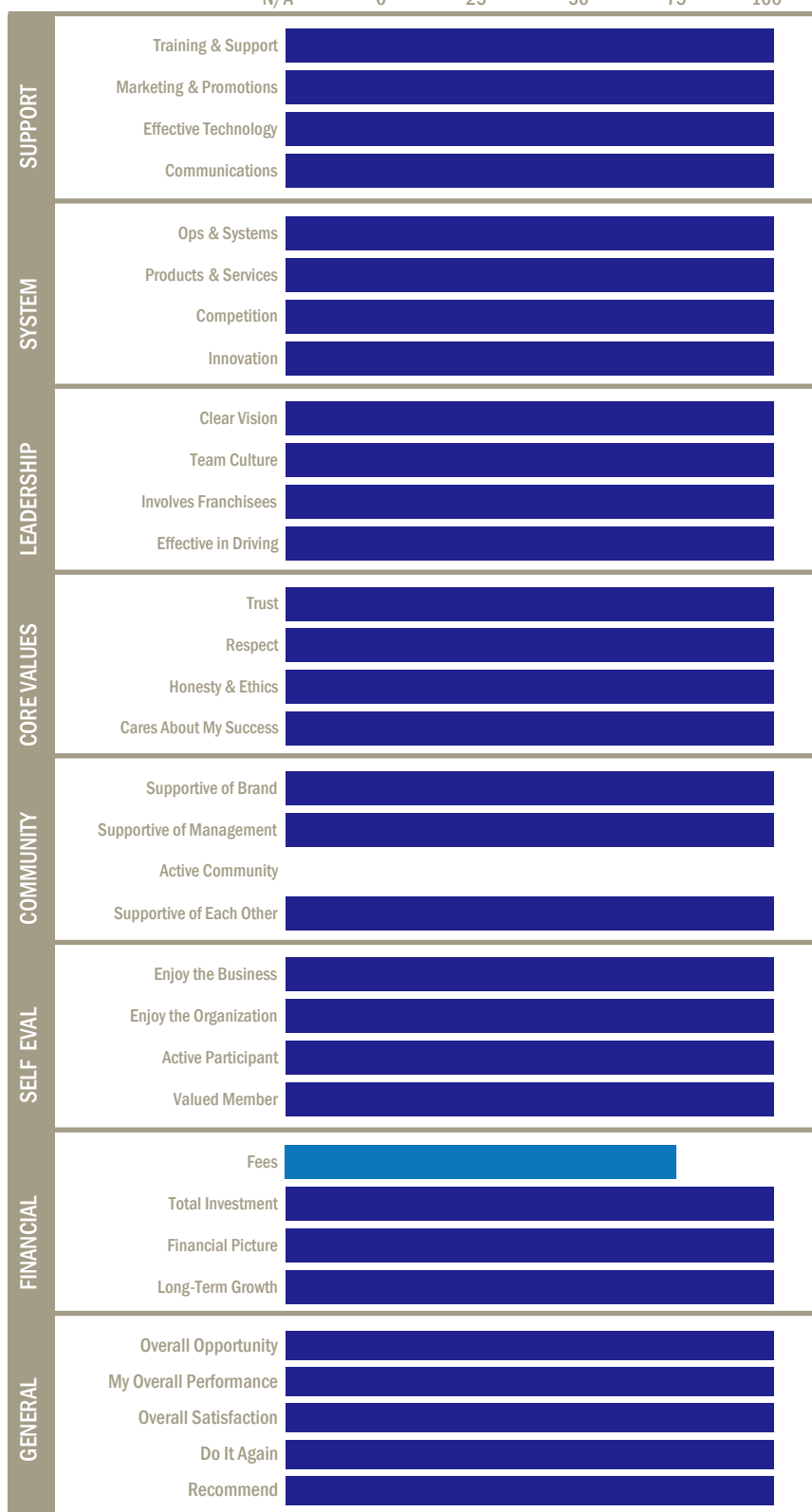
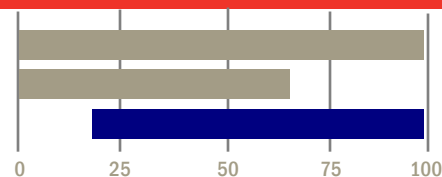
The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: excellent

Participant FSI: 99.2
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Jenny/Kerri Rose/Ulibarri

Additional Questions

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

technology

marketing

training

Individual Survey

Terri/Donna Schneider/Watson

, IL

Units: Owned:single unit / territory

Future Development: no

Market: Large Market (>500K pop)

Tenure: 6 - 9 years

Age: 55 - 64

Ethnicity: Caucasian

Region: Midwest US

Gender: female

Comments

Training, Support, Marketing

Movie promotions are of no value to our studio. Gift card changeover was inefficient, we are still experiencing issues. Mark is extremely helpful when issues arise. Transition to Duncan Colors was possibly premature.

Competition, Products/Services, Creativity

It is unclear as to what the specifics of the "Franchise System" refers to.

If you could make one recommendation to Senior Management, what would it be?

For Senior Management to personally check in once a year with studio owners.

Please give any constructive feedback you have related to your franchisor's Core Values:

It is confusing, to say the least, that one of the most important aspects of our success, that is the paint, is now the source of less success for many of us.

Please give any constructive feedback you have related to your Franchisee Community:

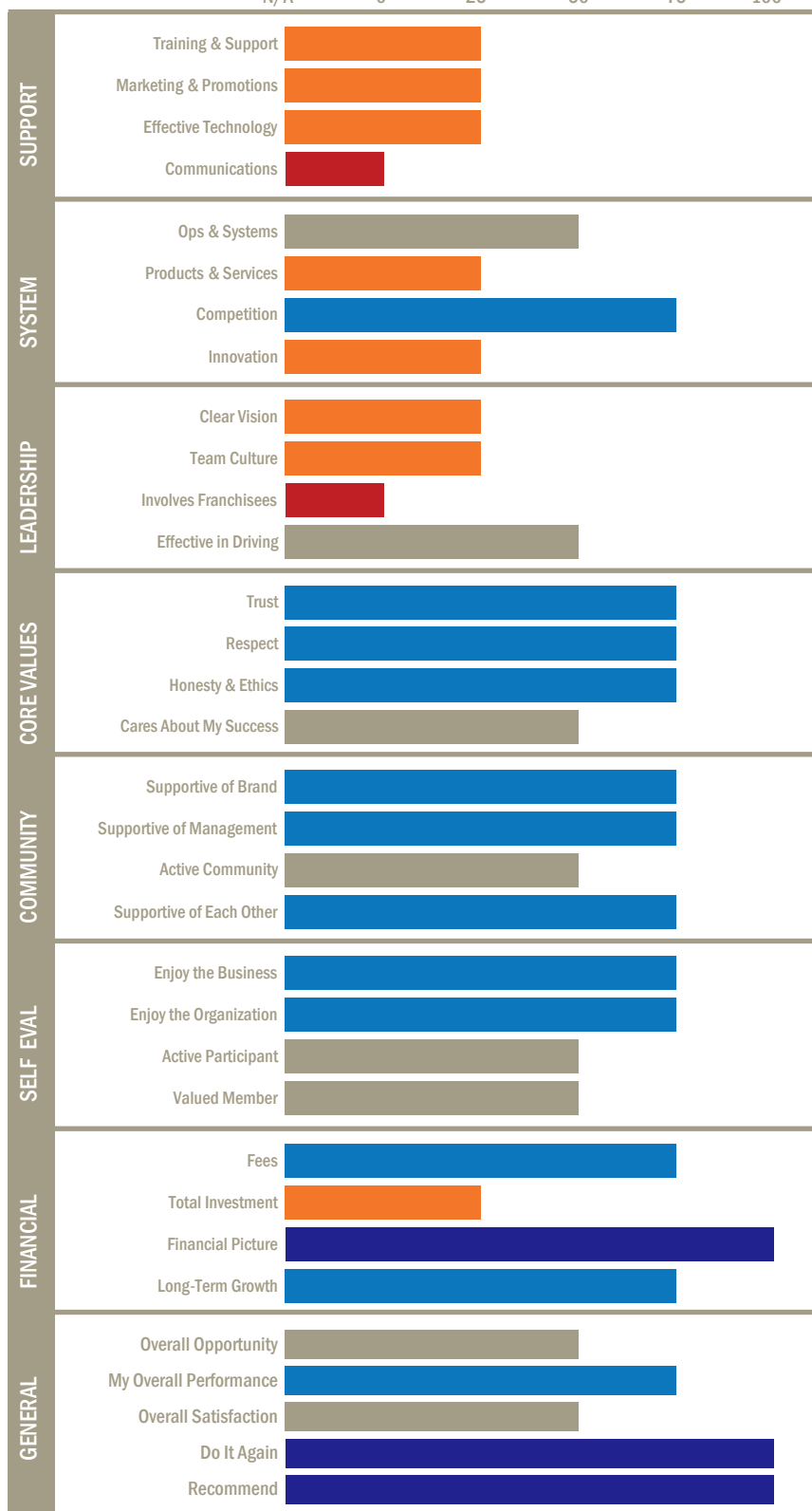
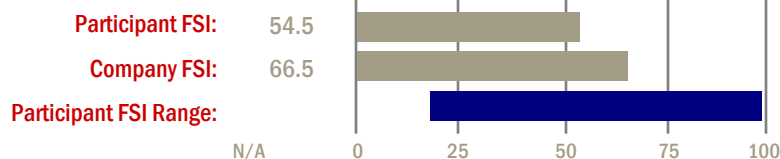
In General, Studio Owners are very willing to help each other.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Profitability is at risk until the problematic paint color issues are solved.

Financial Opportunity

What do you mean by "Financial Opportunity"?



Individual Survey (cont.)

Terri/Donna Schneider/Watson

Comments

Please provide further details on why you were unable to attend the convention:
Staffing issues and low expectations for ROI of attending.

Additional Questions

Initial Training: poor
The Home Office staff is readily available to re-train/review programs when needed: agree
License Partner Promotions: average
CMM Promotions: average
Online POS Support: excellent
Gift Card/Credit Card Support: good
Website Support: average
Party/Event Booking Support: average
Data Collection/Financial Analysis Support: poor
Information is accessible on the support center: neutral
The President's weekly critical issue reports are useful: neutral
The Home Office staff is responsive when support is needed and problems arise: agree
The Home Office staff is knowledgeable and effective in helping to improve my business: neutral
Did you attend the annual convention last month?
no

Individual Survey

Vishal Shah

, NJ

Units: Owned:single unit / territory

Future Development: yes

Market: Large Market (>500K pop)

Tenure: less than 2 years

Age: 35 - 44

Ethnicity: Asian

Region: Northeast US

Gender: male

Comments

Competition, Products/Services, Creativity

Execution of new products should be more detailed.
Example - Gifted was introduced in 4th Quarter of 2016 but more than half of the studios don't know how to execute the new product in terms of know how and training.

Suggestions

- Have webinars for new product launches
- Trainin. Documentation and Video's
- Organize workshops where you can call studio owners/mangers to learn the new products

In summary train before you launch.

If you could make one recommendation to Senior Management, what would it be?

Training workshops for new product launches and core business example:

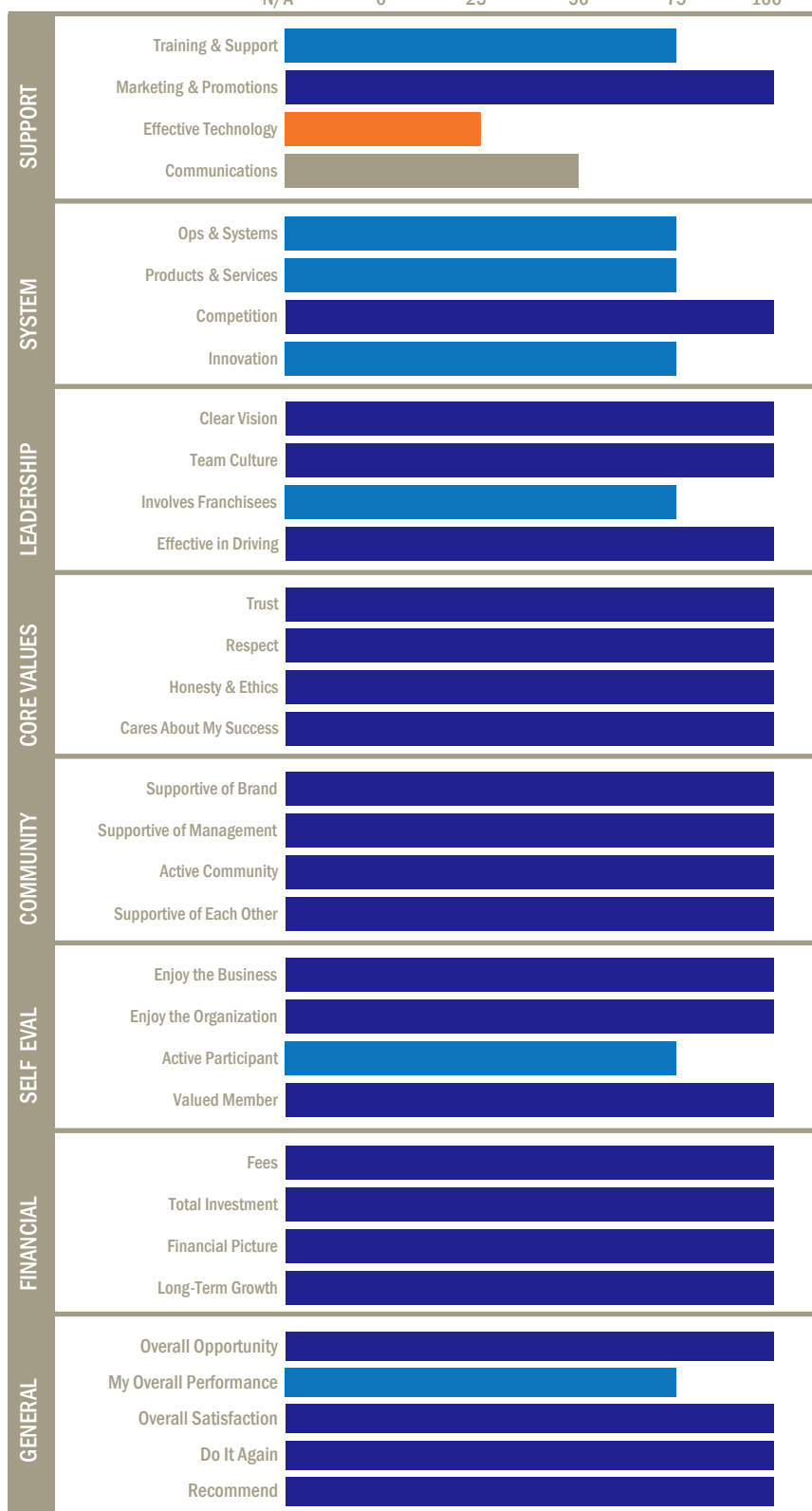
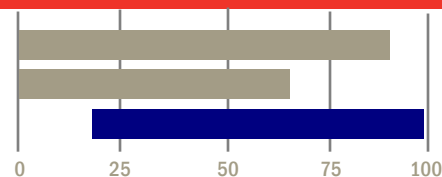
Gifted
Holiday Workshops

Where Studio Owners/Managers can go and learn. Charge a fee to studios for these special workshops.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Workshops, Training and more training!!

Participant FSI: 90.9
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Vishal Shah

Additional Questions

Initial Training: excellent

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: good

CMM Promotions: very good

Online POS Support: excellent

Gift Card/Credit Card Support: good

Website Support: poor

Party/Event Booking Support: poor

Data Collection/Financial Analysis Support: excellent

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: strongly agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

technology

marketing

training

Individual Survey

Jeff&Thelma Sherman

, FL

Units: Owned:3 units / territories

Future Development: probably

Market: Major Metro (500K+ pop)

Tenure: 2 - 5 years

Age: 45 - 54

Ethnicity: Hispanic

Region: South US

Gender: male

Comments

Training, Support, Marketing

Marketing support seems to be a little scatter-brained. I think it could be more effective with companywide promotions with both events and products that work all year instead of for just a movie release.

Competition, Products/Services, Creativity

The system overall is very good. I would like to see other craft products incorporated into our offerings and more focus on adult projects on both ceramics and crafts.

If you could make one recommendation to Senior Management, what would it be?

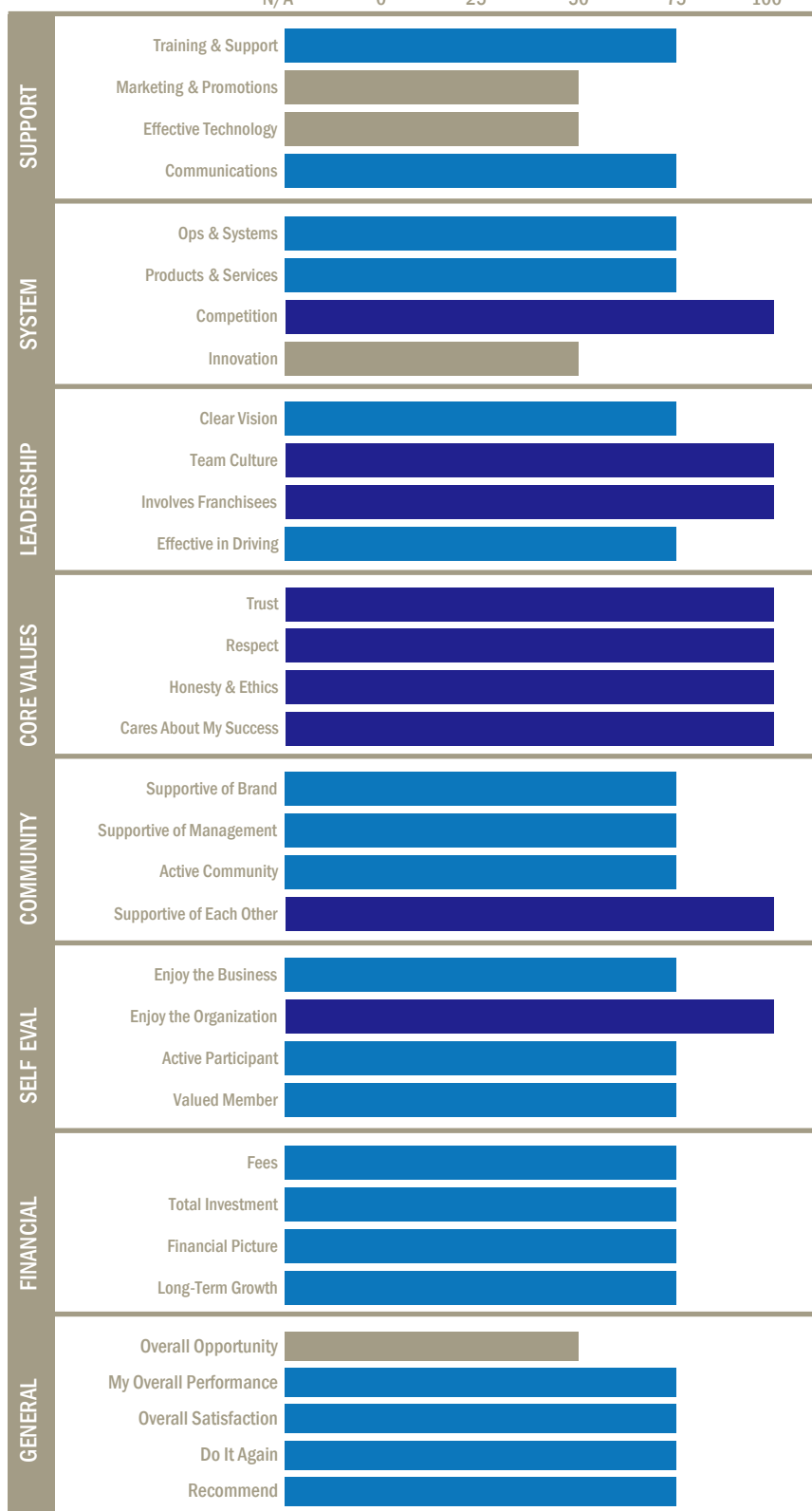
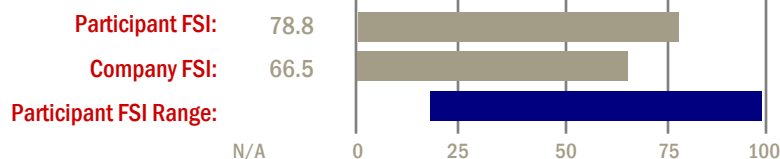
Change Tennis for someone else to bring us into the 21st century

Please give any constructive feedback you have related to your franchisor's Core Values:

I am very happy with the franchise. However, I have realized over the last few years that this is more or less worth only what you can pull out of the business. It seems difficult to sell these locations as ongoing concerns for multiples of sale or yearly profits.

Please give any constructive feedback you have related to your Franchisee Community:

In general franchisees cooperate with each other and with the chain. There are some outliers who seem to be frustrated with their businesses. Some complain publicly some do not.



Individual Survey (cont.)

Jeff&Thelma Sherman

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

More companywide promotions of products, groups and brand awareness. Establish some type of online sales.

Financial Opportunity

US franchisees should be able to buy directly from Duncan. If they bought Color Me Mine Enterprises for vertical integration they should be selling directly to the franchisees.

Additional Questions

Initial Training: excellent

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: very good

CMM Promotions: good

Online POS Support: excellent

Gift Card/Credit Card Support: very good

Website Support: poor

Party/Event Booking Support: average

Data Collection/Financial Analysis Support: excellent

Information is accessible on the support center: strongly agree

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: good

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

training

product development

Individual Survey

Anonymous (#589629)

Units: Owned:single unit / territory

Future Development: probably

Market: Medium Market (>250K pop)

Tenure: 2 - 5 years

Age: 45 - 54

Ethnicity: Asian

Region: Northeast US

Gender: female

Comments

Training, Support, Marketing

Maybe we can have regional training sessions - especially where staff can also attend. With focus on customer service and focus on what the Color Me Mine philosophy is.

Competition, Products/Services, Creativity

Focus on helping smaller market areas like north east with name recognition in comparison to markets like California.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

local marketing, newer programs other than ceramics to increase income.

Additional Questions

Initial Training: good

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: good

CMM Promotions: good

Online POS Support: good

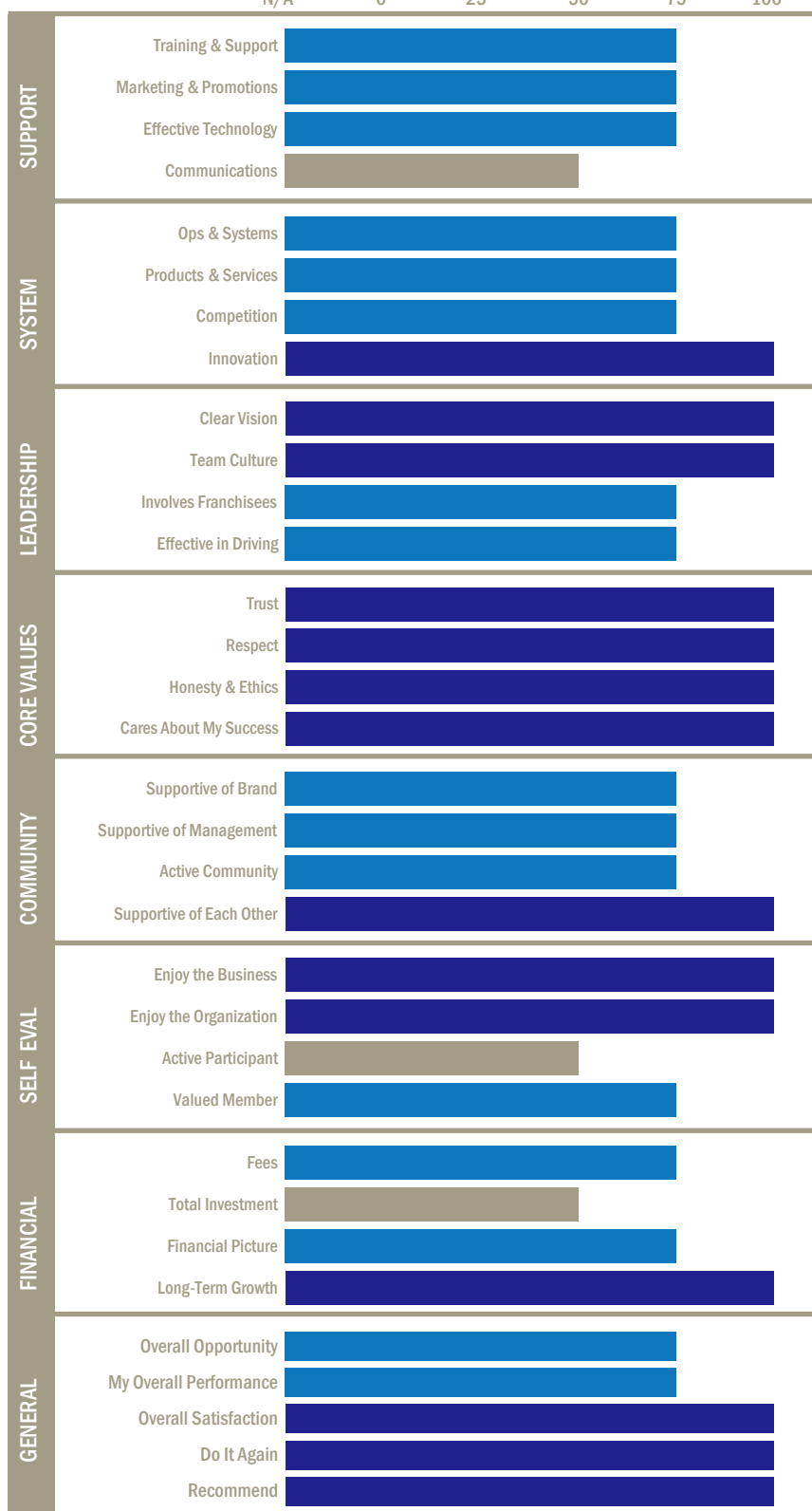
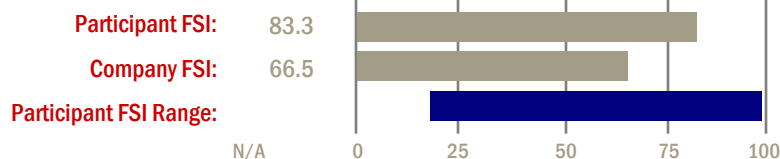
Gift Card/Credit Card Support: very good

Website Support: very good

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: agree



Individual Survey (cont.)

Anonymous (#589629)

Additional Questions

- The President's weekly critical issue reports are useful: strongly agree
- The Home Office staff is responsive when support is needed and problems arise: strongly agree
- The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree
- Did you attend the annual convention last month? yes
- Overall satisfaction on the guest speaker: very good
- Overall satisfaction on the facilities/location: good
- I left the convention with actionable and useful information to implement in my business: strongly agree
- Topics to discuss during the next convention:
- marketing
 - operations
 - product development

Individual Survey

Anonymous (#589633)

Units: Owned:single unit / territory

Future Development: no

Market: Major Metro (500K+ pop)

Tenure: 10+ years

Age: 35 - 44

Ethnicity: African American

Region: South US

Gender: female

Comments

Competition, Products/Services, Creativity

Franchisor seems last to market and out of date with most trends - especially in using technology to improve business systems

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

roll out an integrated, cloud based pos system

Please provide further details on why you were unable to attend the convention:

didn't fee it would be worth the expense

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: good

CMM Promotions: good

Online POS Support: poor

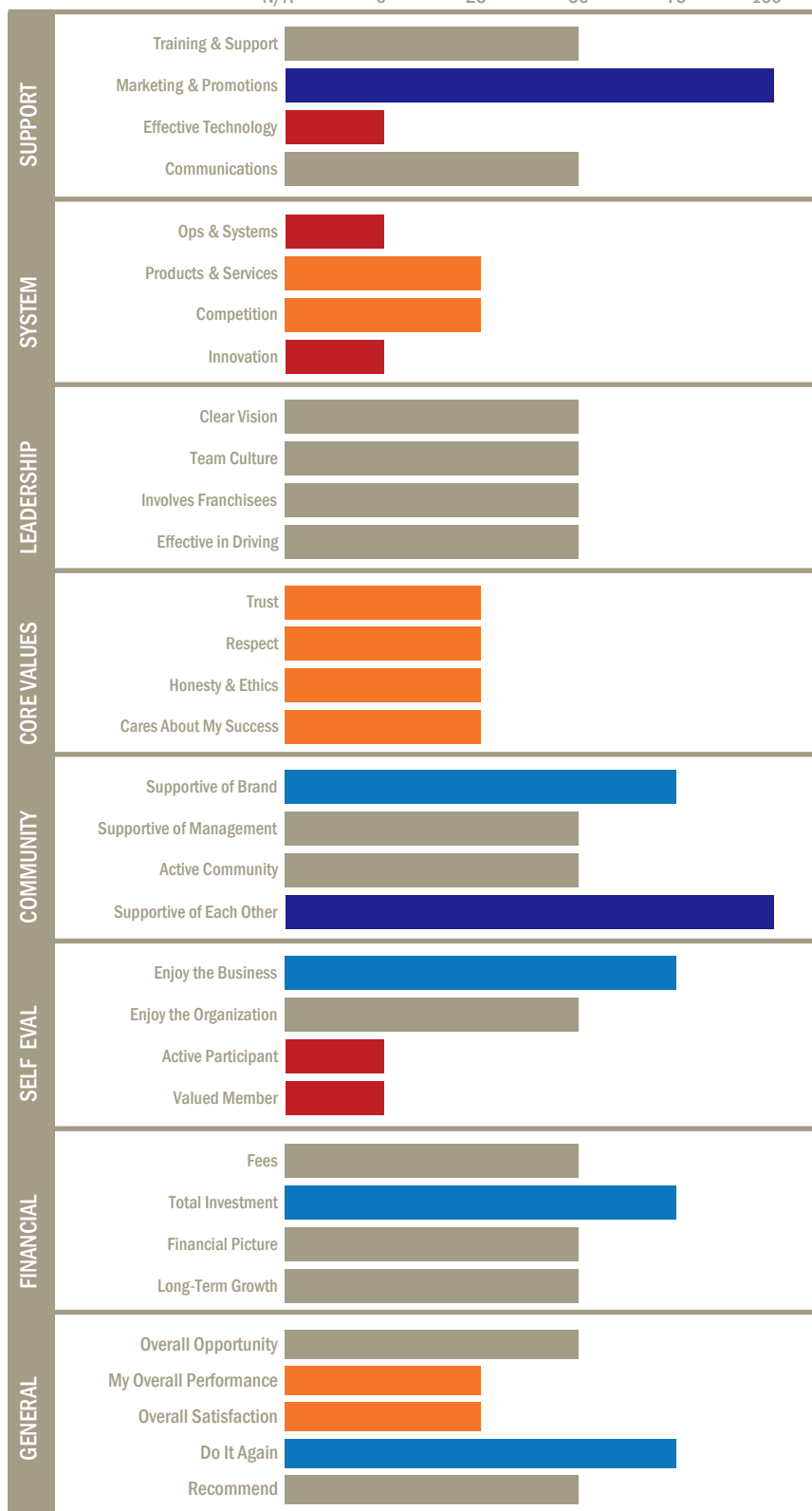
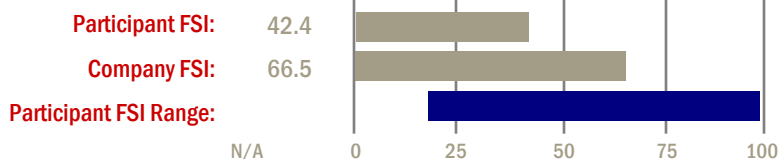
Gift Card/Credit Card Support: good

Website Support: good

Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: average

Information is accessible on the support center: agree



Individual Survey (cont.)

Anonymous (#589633)

Additional Questions

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: neutral

Did you attend the annual convention last month?

no

Individual Survey

Anonymous (#589634)

Units: Owned:single unit / territory

Future Development: maybe

Market: Medium Market (>250K pop)

Tenure: less than 2 years

Age: 35 - 44

Ethnicity: Caucasian

Region: West US

Gender: male and/or female partnership - completin

Comments

Training, Support, Marketing

Mark is a huge asset to the team! He is always available to help us!

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Better website and pay for regional SEO/advertising to assist all CMM's in an area

Additional Questions

Initial Training: average

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: good

CMM Promotions: average

Online POS Support: very good

Gift Card/Credit Card Support: very good

Website Support: poor

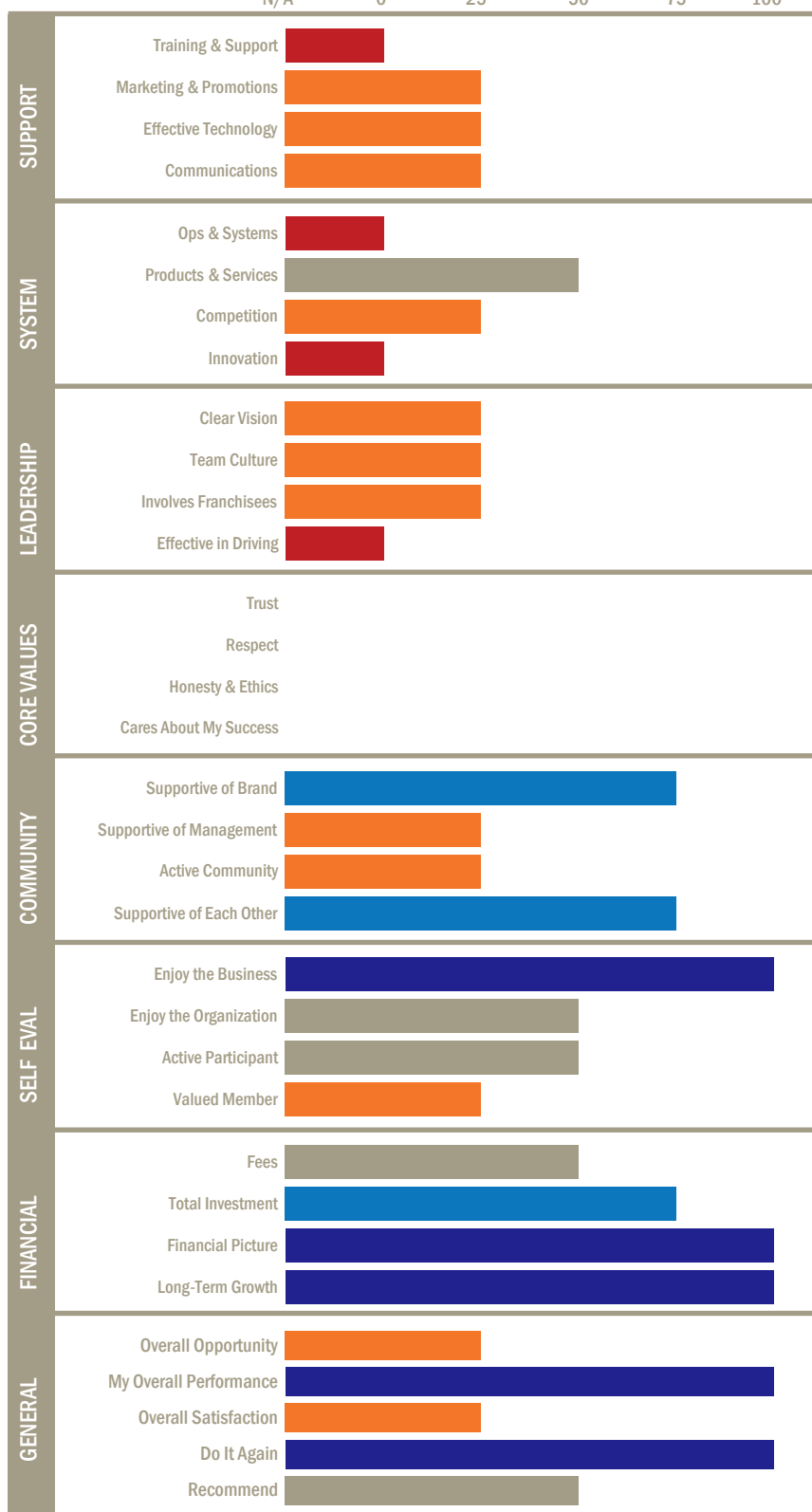
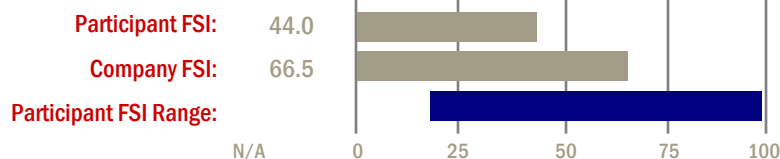
Party/Event Booking Support: poor

Data Collection/Financial Analysis Support: average

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: disagree

The Home Office staff is responsive when support is needed and problems arise: neutral



Individual Survey (cont.)

Anonymous (#589634)

Additional Questions

The Home Office staff is knowledgeable and effective in helping to improve my business: disagree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: good

I left the convention with actionable and useful information to implement in my business: disagree

Topics to discuss during the next convention:

technology

operations

product development

Individual Survey

Anonymous (#589636)

Units: Owned:single unit / territory

Future Development: no

Market: Medium Market (>250K pop)

Tenure: 6 - 9 years

Age: 45 - 54

Ethnicity: Caucasian

Region: Midwest US

Comments

Training, Support, Marketing

Neutrals regarding home office staff is because some staff is very responsive, knowledgeable and helpful while others are not. Questions are too broad to give kudos and criticism as appropriate.

Please give any constructive feedback you have related to your franchisor's Core Values:

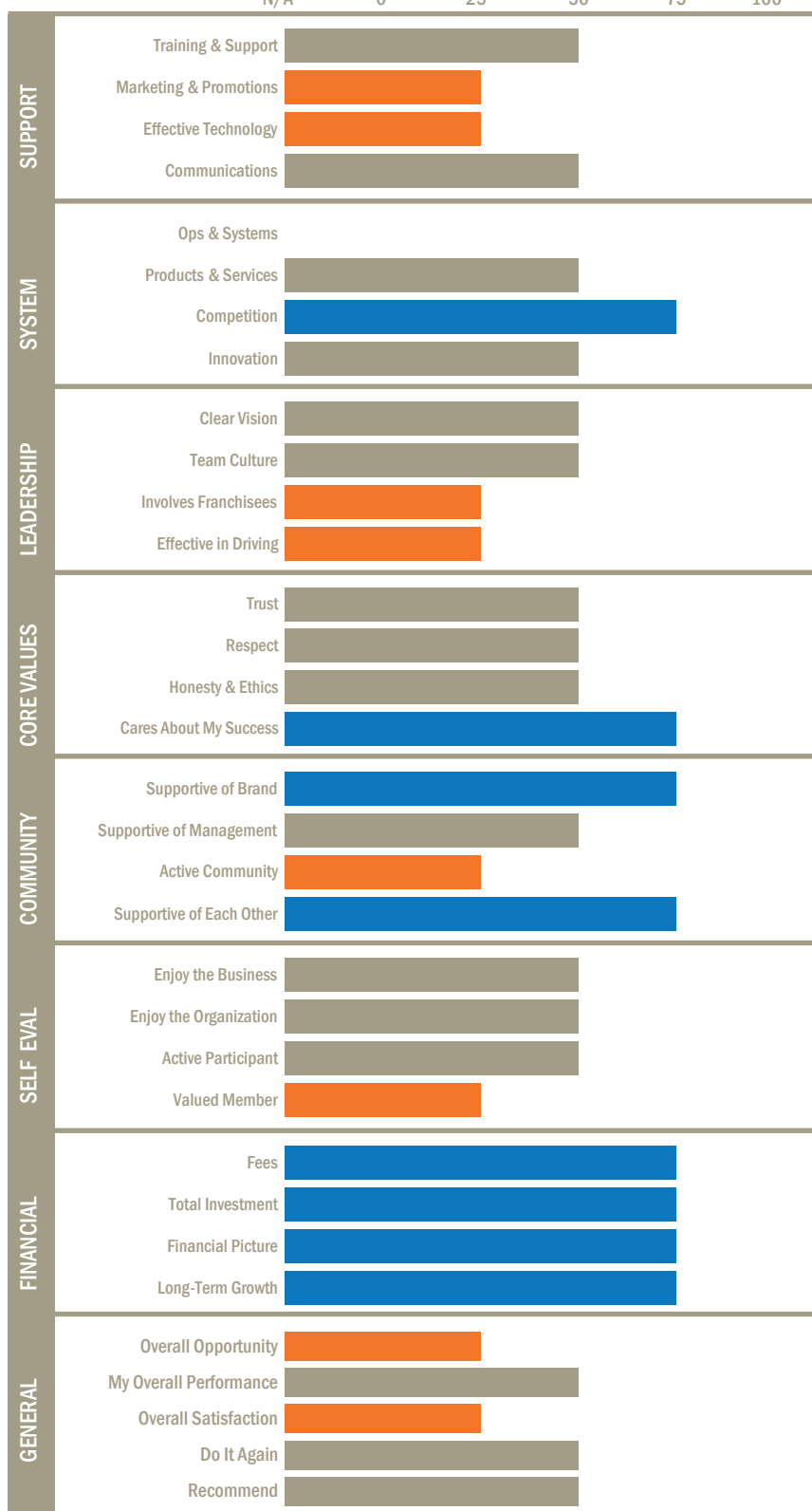
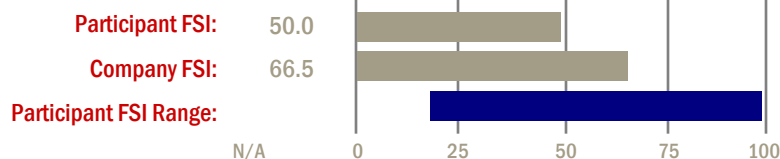
I believe that my franchisor cares about my success principally because my success produces more royalty revenue for the franchisor. I feel as if much is done behind the scenes without regard to owner input and don't always believe that all members of the franchisor team have the franchisees best interest at heart or in mind.

Please give any constructive feedback you have related to your Franchisee Community:

Again, the questions are too broad to give accurate information. I generally am not disgruntled, but I am disgruntled about issues (including the incompetence and lack of responsiveness of some franchisor staff) that have remained unchanged since I joined the franchise.

Please provide further details on why you were unable to attend the convention:

My studio has been for sale and I expected to have a buyer not long after convention. I am out of energy for it so it wasn't worth the time or expense.



Individual Survey (cont.)

Anonymous (#589636)

Additional Questions

Initial Training: good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: poor

CMM Promotions: average

Online POS Support: excellent

Gift Card/Credit Card Support: very good

Website Support: poor

Party/Event Booking Support: poor

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: neutral

The Home Office staff is knowledgeable and effective in helping to improve my business: neutral

Did you attend the annual convention last month?

no

Individual Survey

Anonymous (#589639)

Units: Owned:single unit / territory

Future Development: probably not

Market: Major Metro (500K+ pop)

Tenure: 10+ years

Age: 35 - 44

Ethnicity: Caucasian

Region: West US

Gender: male

Comments

Training, Support, Marketing

Hit the reset button and provide professional ongoing training.

If you could make one recommendation to Senior Management, what would it be?

Senior management acts negatively to franchisees and often destroys healthy discussions.

Please give any constructive feedback you have related to your Franchisee Community:

Fellow franchisees keep the company alive and are very helpful.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Hire a real marketing director

Please provide further details on why you were unable to attend the convention:

Not worth the expense

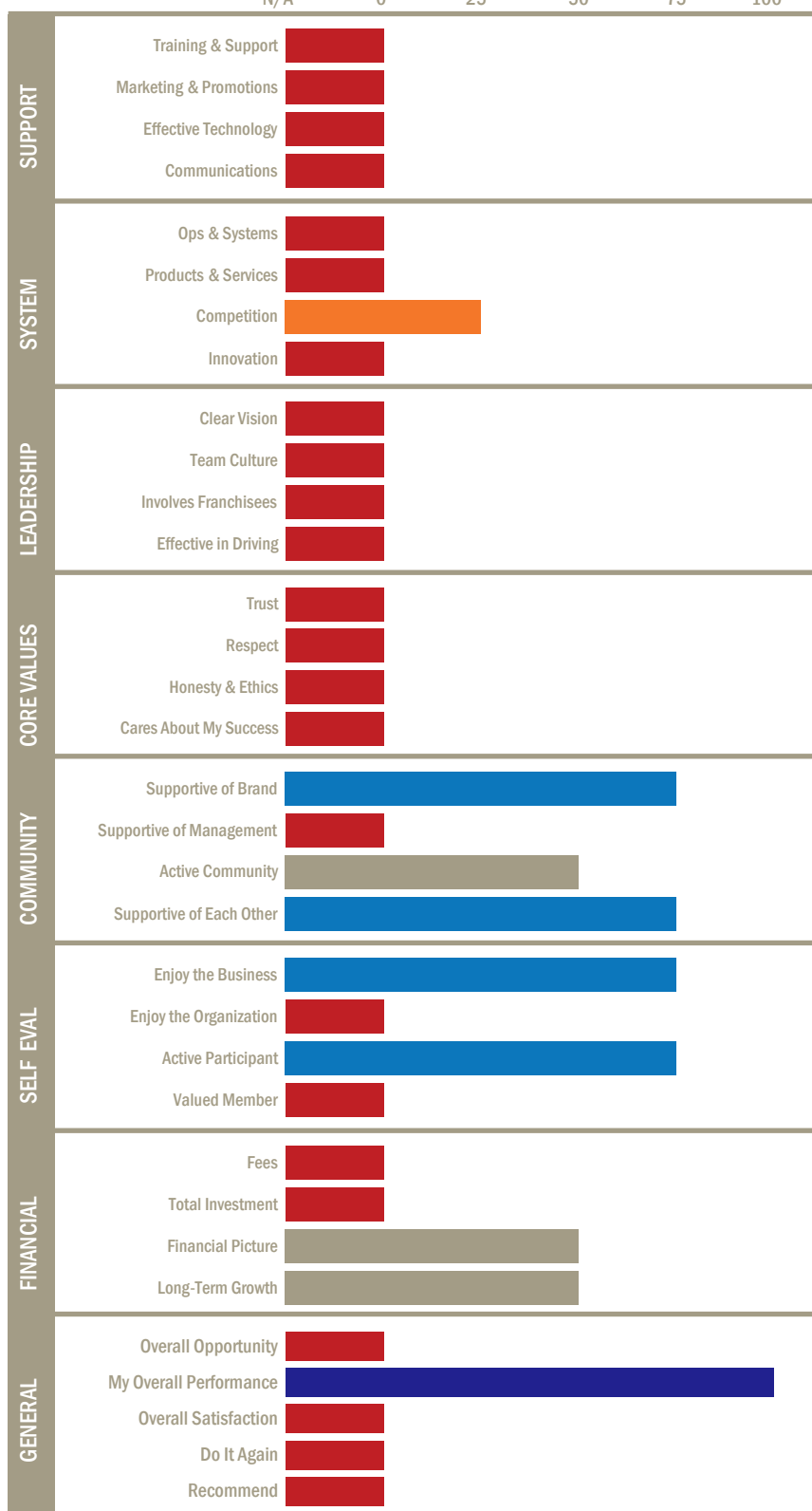
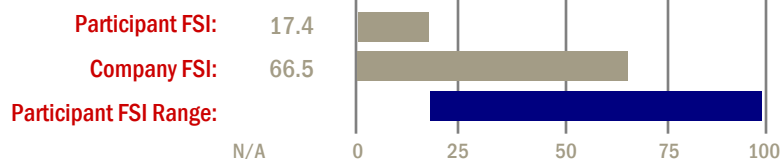
Additional Questions

Initial Training: poor

The Home Office staff is readily available to re-train/review programs when needed: strongly disagree

License Partner Promotions: poor

CMM Promotions: poor



Individual Survey (cont.)

Anonymous (#589639)

Additional Questions

- Online POS Support: very good
- Gift Card/Credit Card Support: good
- Website Support: poor
- Party/Event Booking Support: good
- Data Collection/Financial Analysis Support: poor
- Information is accessible on the support center: strongly disagree
- The President's weekly critical issue reports are useful: strongly disagree
- The Home Office staff is responsive when support is needed and problems arise: strongly disagree
- The Home Office staff is knowledgeable and effective in helping to improve my business: strongly disagree
- Did you attend the annual convention last month?
- no

Individual Survey

Anonymous (#589643)

Units: Owned:3 units / territories

Future Development: probably not

Market: Medium Market (>250K pop)

Tenure: 10+ years

Age: 35 - 44

Ethnicity: Asian

Region: West US

Gender: female

Comments

Additional Questions

Initial Training:

good

The Home Office staff is readily available to re-train/review

programs when needed: agree

License Partner Promotions: very good

CMM Promotions: good

Online POS Support: average

Gift Card/Credit Card Support: very good

Website Support: average

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: good

The President's weekly critical issue reports are useful:

agree

The Home Office staff is responsive when support is

needed and problems arise: neutral

The Home Office staff is knowledgeable and effective in

helping to improve my business: neutral

Did you attend the annual convention last month?

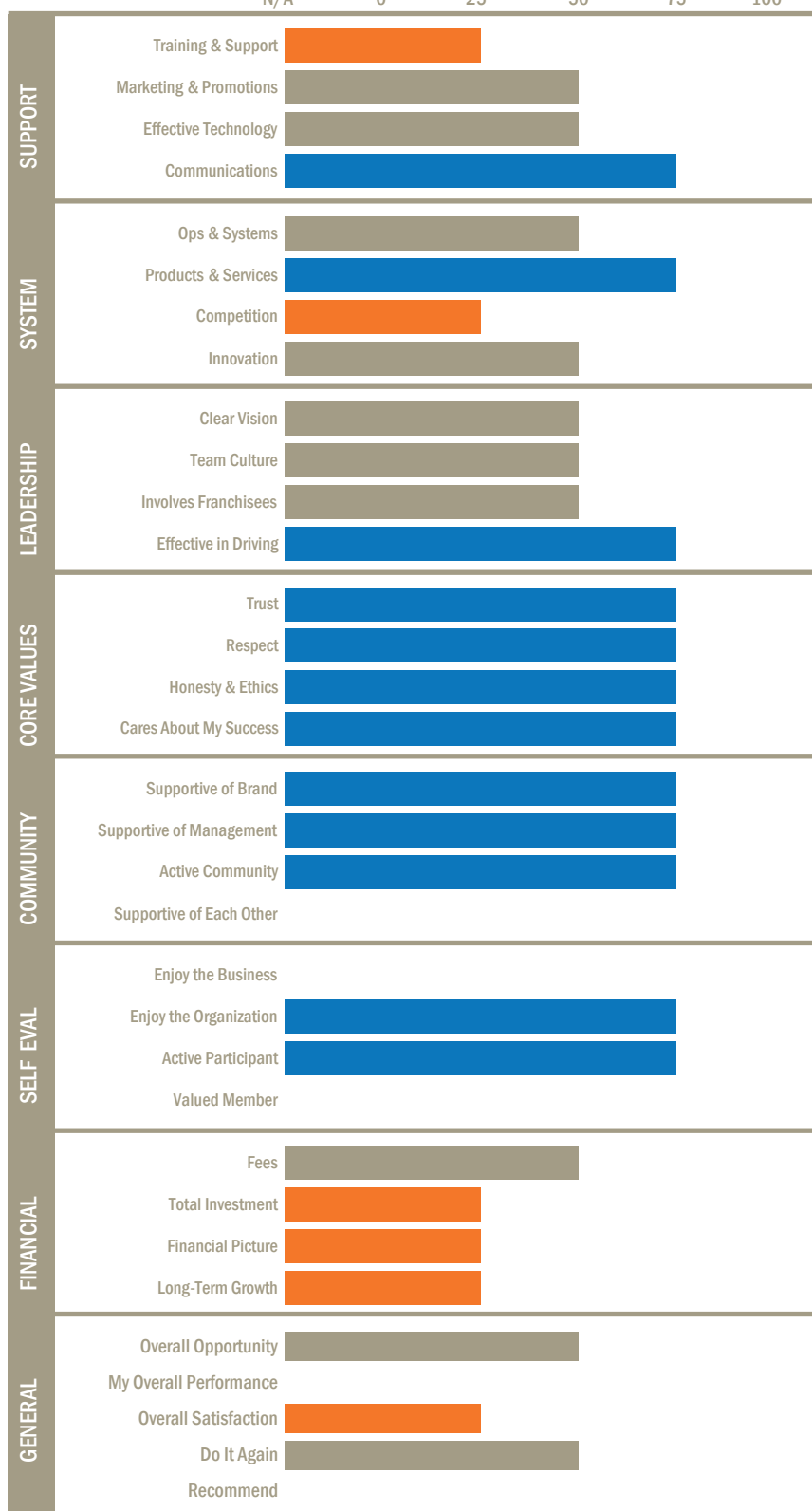
no

Participant FSI: 55.4

Company FSI: 66.5

Participant FSI Range:

N/A 0 25 50 75 100



Individual Survey

Anonymous (#589645)

Units: Owned:single unit / territory

Future Development: maybe

Market: Medium Market (>250K pop)

Tenure: 10+ years

Age: 45 - 54

Ethnicity: Caucasian

Region: Northeast US

Gender: female

Comments

Competition, Products/Services, Creativity

I'd like to see our franchise system make stronger efforts to stay ahead of our competition and not share ideas with vendors or others

Please provide further details on why you were unable to attend the convention:

unaffordable

Additional Questions

Initial Training: excellent

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: very good

Online POS Support: very good

Gift Card/Credit Card Support: good

Website Support: poor

Party/Event Booking Support: poor

Data Collection/Financial Analysis Support: excellent

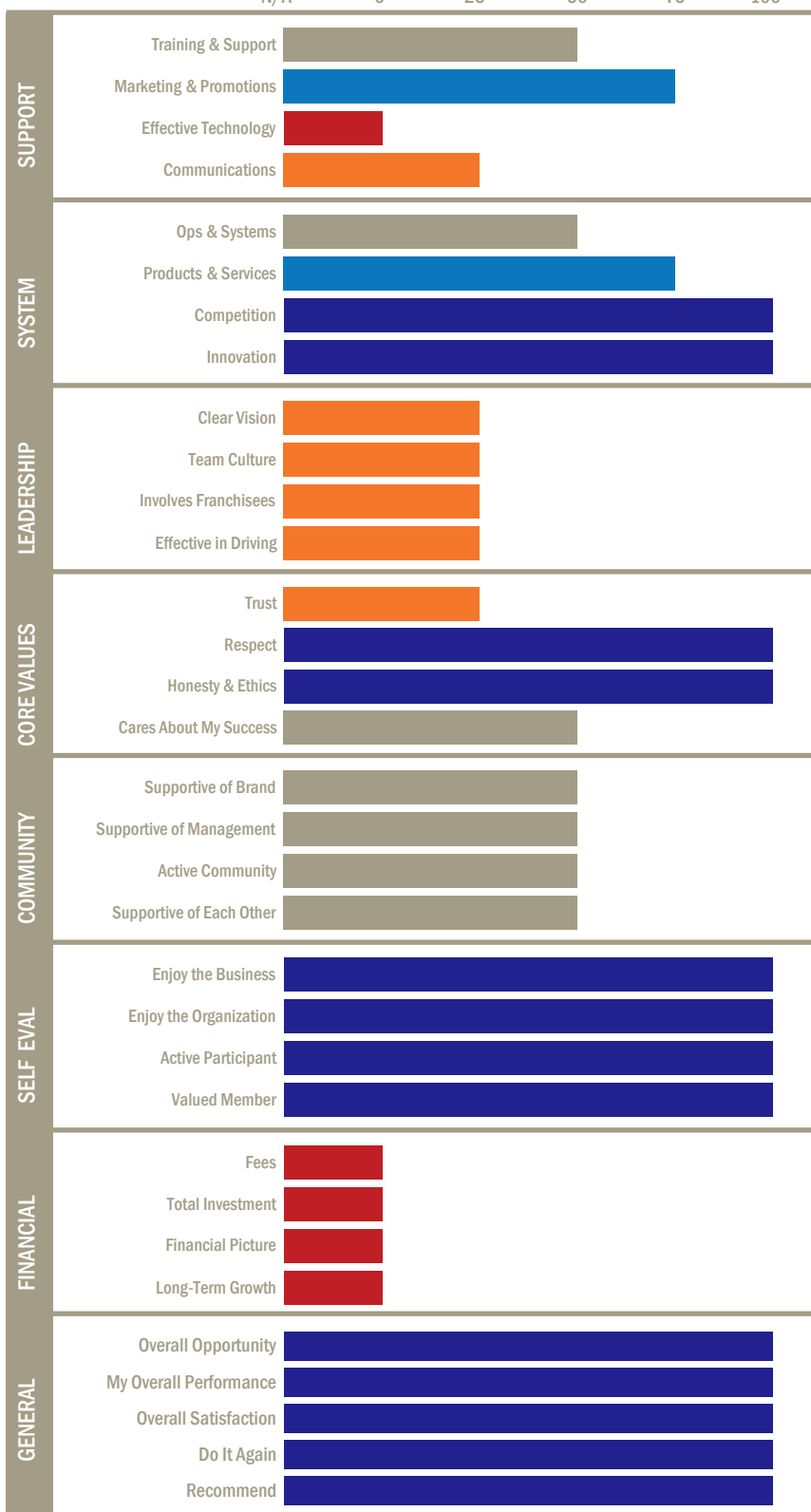
Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

Participant FSI: 59.1
Company FSI: 66.5
Participant FSI Range:

N/A 0 25 50 75 100



Individual Survey (cont.)

Anonymous (#589645)

Additional Questions

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month?

no

Individual Survey

Anonymous (#589646)

Units: Owned:single unit / territory

Future Development: yes

Market: Very Small Market (>50K pop)

Tenure: less than 2 years

Ethnicity: Other

Region: West US

Gender: female

Comments

Additional Questions

Initial Training:

very good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: average

Online POS Support: good

Gift Card/Credit Card Support: very good

Website Support: good

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: neutral

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

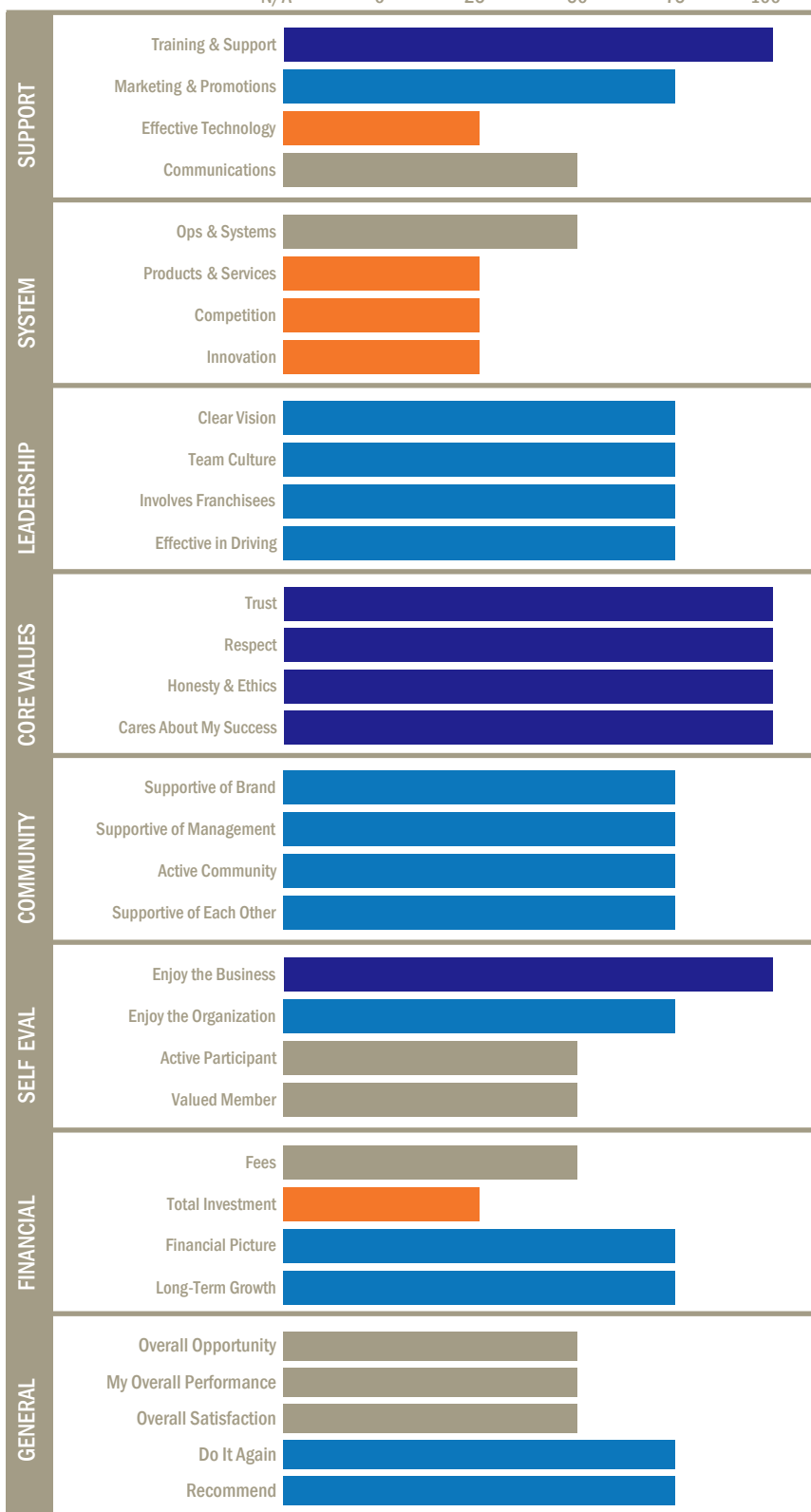
Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: good

Overall satisfaction on the facilities/location: good

Participant FSI: 65.9
Company FSI: 66.5
Participant FSI Range:

N/A 0 25 50 75 100



Individual Survey (cont.)

Anonymous (#589646)

Additional Questions

I left the convention with actionable and useful information to implement in my business: neutral

Topics to discuss during the next convention:

technology

marketing

operations

Individual Survey

Anonymous (#589649)

Units: Owned:2 units / territories

Future Development: no

Market: Major Metro (500K+ pop)

Tenure: 10+ years

Age: 55 - 64

Ethnicity: Other

Region: West US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?
streamline operations. I sometimes feel overwhelmed by how many different marketing opportunities there are and which ones to focus on

Additional Questions

Initial Training: good

License Partner Promotions: very good

CMM Promotions: very good

Online POS Support: good

Gift Card/Credit Card Support: average

Party/Event Booking Support: average

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful:
agree

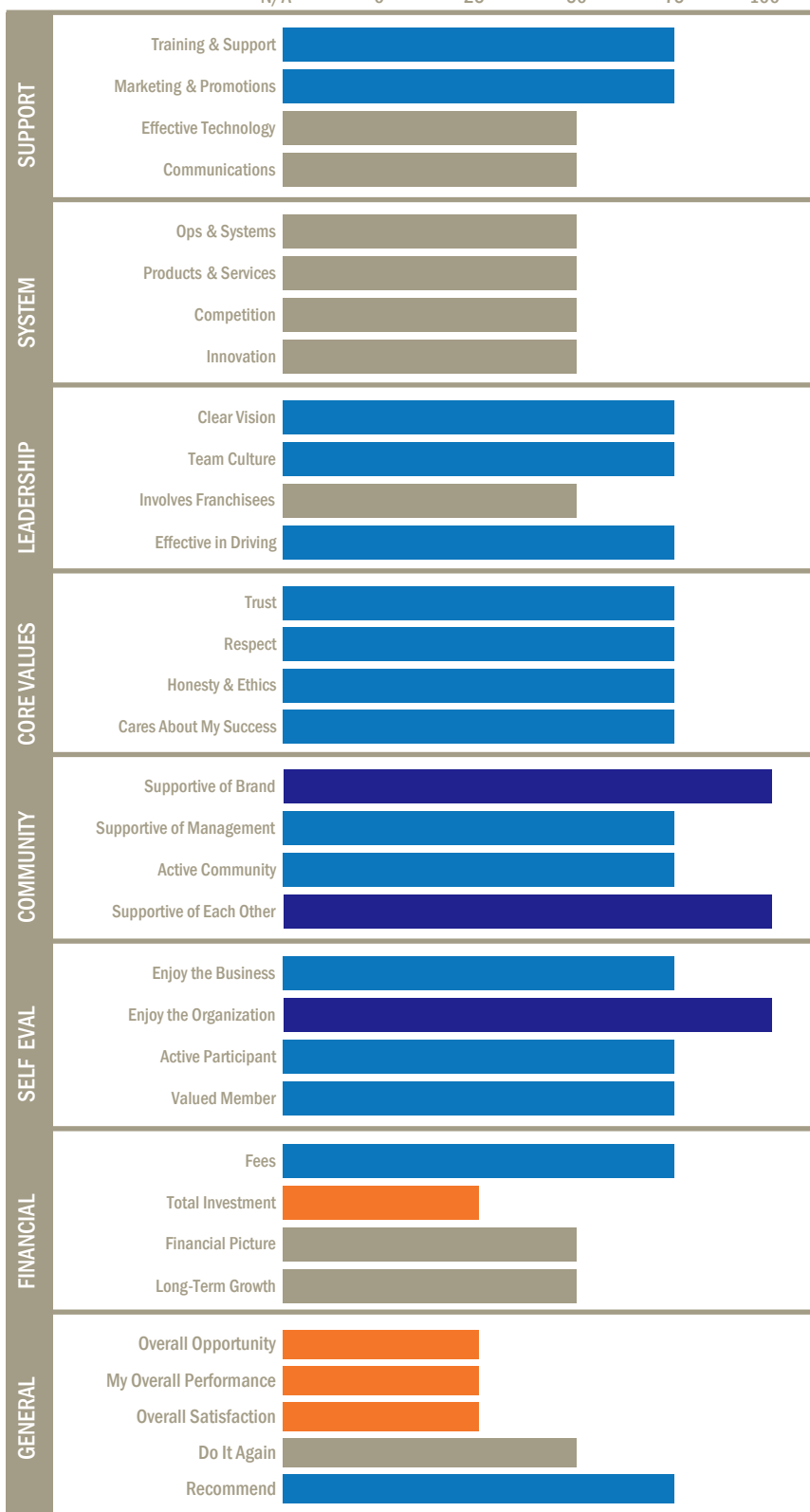
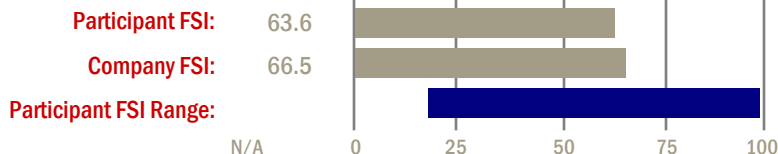
The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: very good

Overall satisfaction on the facilities/location: good



Individual Survey (cont.)

Anonymous (#589649)

Additional Questions

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

marketing

product development

Individual Survey

Anonymous (#589650)

Units: Owned:2 units / territories

Future Development: no

Market: Major Metro (500K+ pop)

Tenure: 10+ years

Age: 65+

Ethnicity: Caucasian

Region: West US

Gender: female

Comments

Additional Questions

Initial Training:

good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: excellent

Information is accessible on the support center: strongly agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: good

Overall satisfaction on the facilities/location: good

I left the convention with actionable and useful information to implement in my business: strongly agree

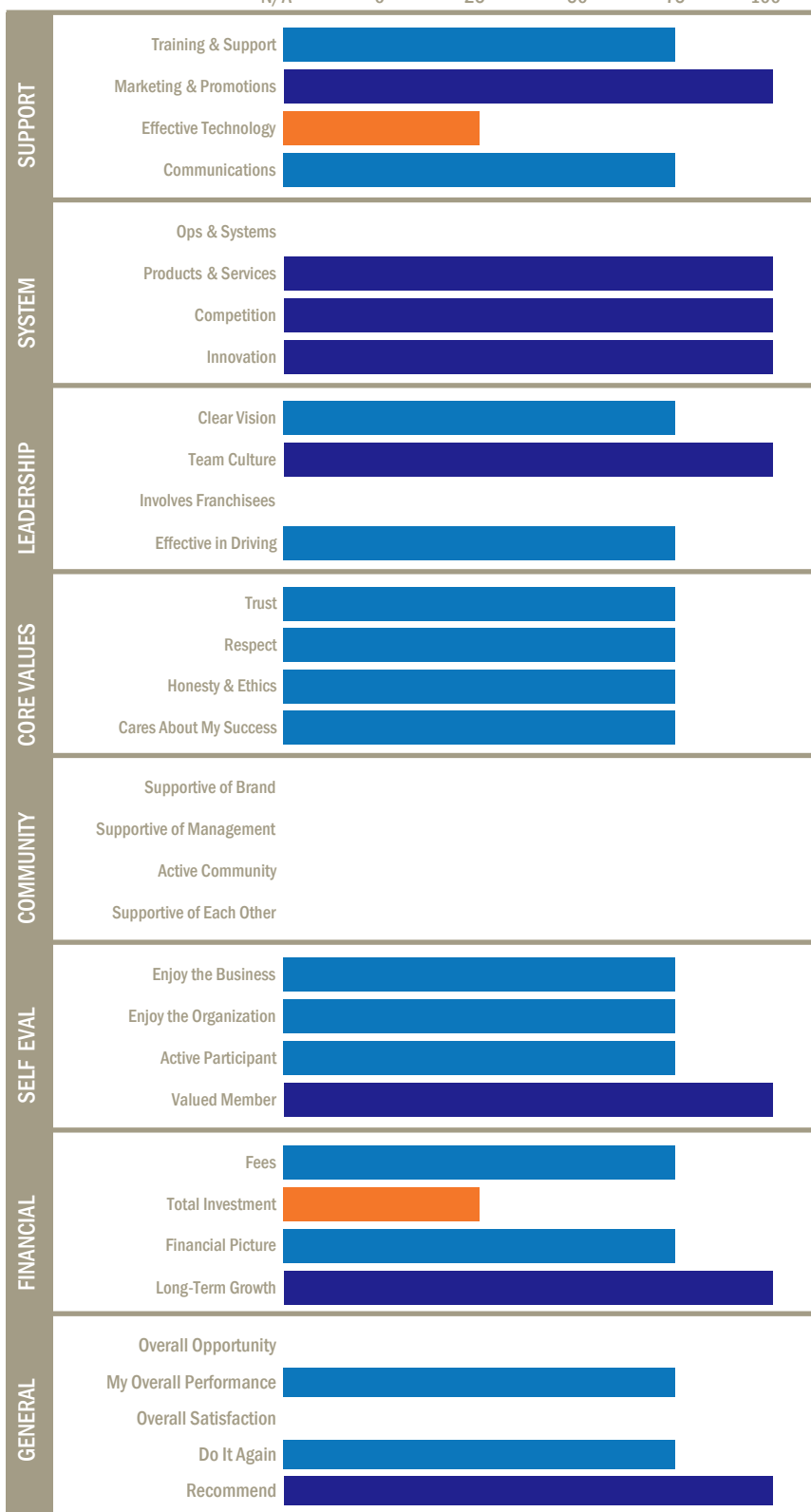
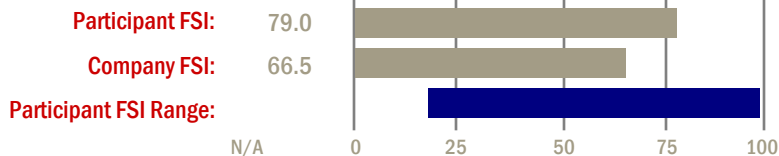
Topics to discuss during the next convention:

technology

marketing

operations

communications



Individual Survey (cont.)

Anonymous (#589650)

Additional Questions

- training
- product development

Individual Survey

Anonymous (#589652)

Units: Owned:single unit / territory

Future Development: no

Market: Small Market (>100K pop)

Tenure: less than 2 years

Age: 25 - 34

Ethnicity: Hispanic

Region: South US

Gender: female

Comments

Additional Questions

Initial Training:

excellent

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: good

Online POS Support: good

Gift Card/Credit Card Support: good

Website Support: average

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: good

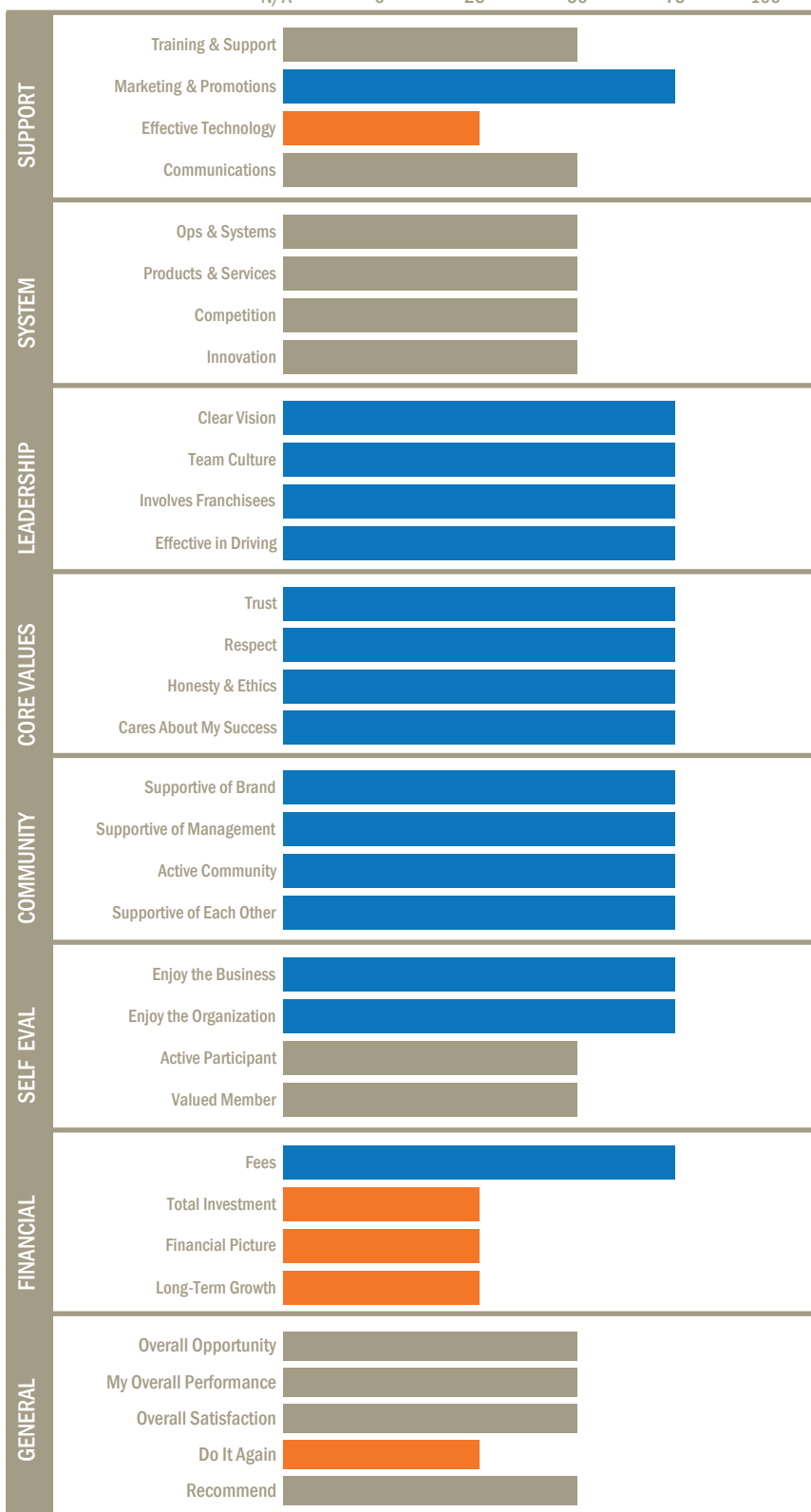
Overall satisfaction on the facilities/location: good

Participant FSI: 58.3

Company FSI: 66.5

Participant FSI Range:

N/A 0 25 50 75 100



Individual Survey (cont.)

Anonymous (#589652)

Additional Questions

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

training

Individual Survey

Anonymous (#589656)

Units: Owned:single unit / territory

Future Development: maybe

Market: Medium Market (>250K pop)

Tenure: less than 2 years

Age: 45 - 54

Ethnicity: Caucasian

Region: Midwest US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

continue to give us marketing opportunities that will bring new customers into my location

Please provide further details on why you were unable to attend the convention:

Our newest granddaughter was born during the convention, so we wanted to be there to help our daughter and son in law with the other children.

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: good

Online POS Support: good

Gift Card/Credit Card Support: good

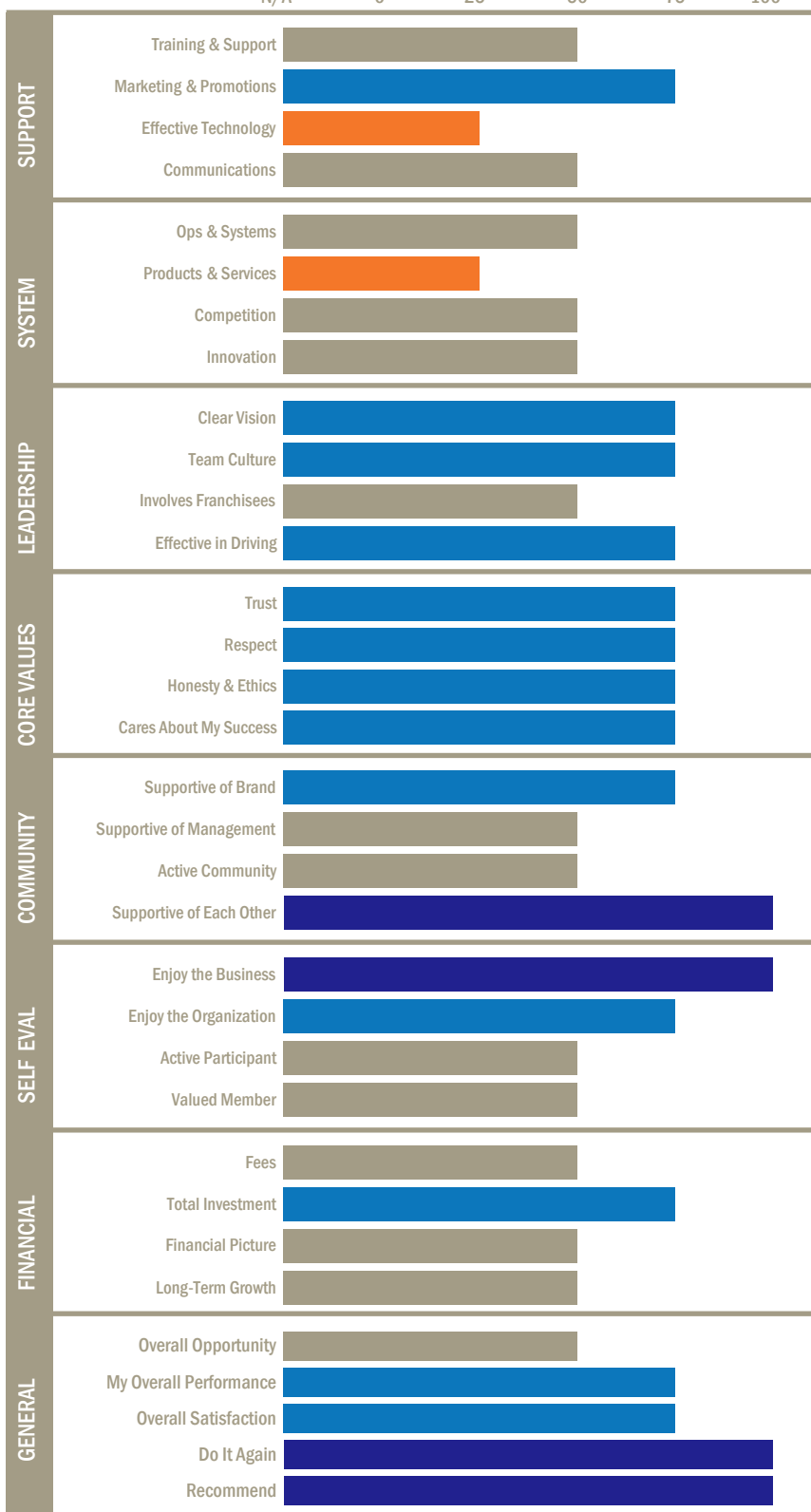
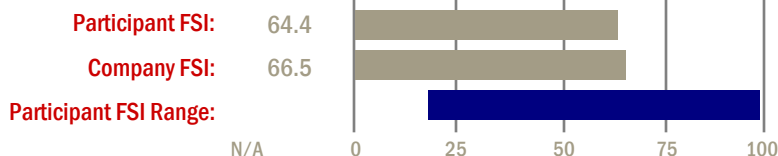
Website Support: average

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: agree



Individual Survey (cont.)

Anonymous (#589656)

Additional Questions

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month?

no

Individual Survey

Anonymous (#589658)

Units: Owned:single unit / territory

Future Development: probably not

Market: Medium Market (>250K pop)
Large Market (>500K pop)

Tenure: 6 - 9 years

Age: 55 - 64

Ethnicity: Other

Region: Northeast US

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?
look into sign ups from big corporates as it was discussed at our annual meeting!

Additional Questions

Initial Training: average

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: very good

Online POS Support: very good

Gift Card/Credit Card Support: very good

Website Support: very good

Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: good

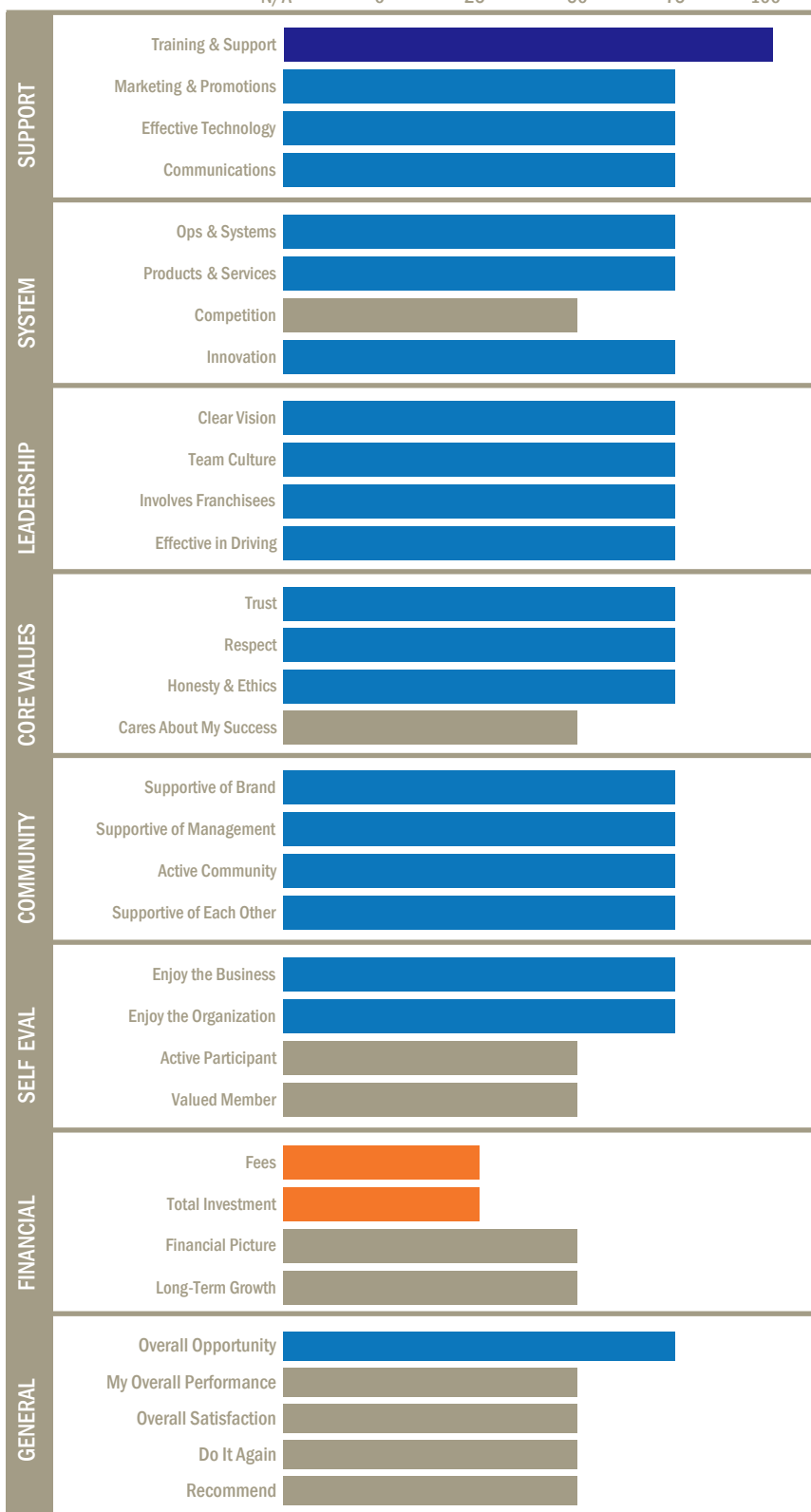
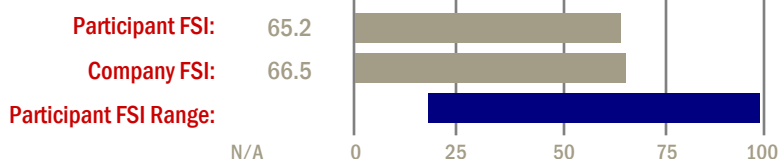
Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes



Individual Survey (cont.)

Anonymous (#589658)

Additional Questions

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: excellent

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

technology

marketing

operations

communications

Individual Survey

Anonymous (#589659)

Units: Owned:single unit / territory

Future Development: maybe

Market: Small Market (>100K pop)

Tenure: 2 - 5 years

Age: 25 - 34

Ethnicity: Caucasian

Region: West US

Gender: male

Comments

Additional Questions

Initial Training:

very good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: very good

Online POS Support: excellent

Gift Card/Credit Card Support: good

Website Support: very good

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: agree

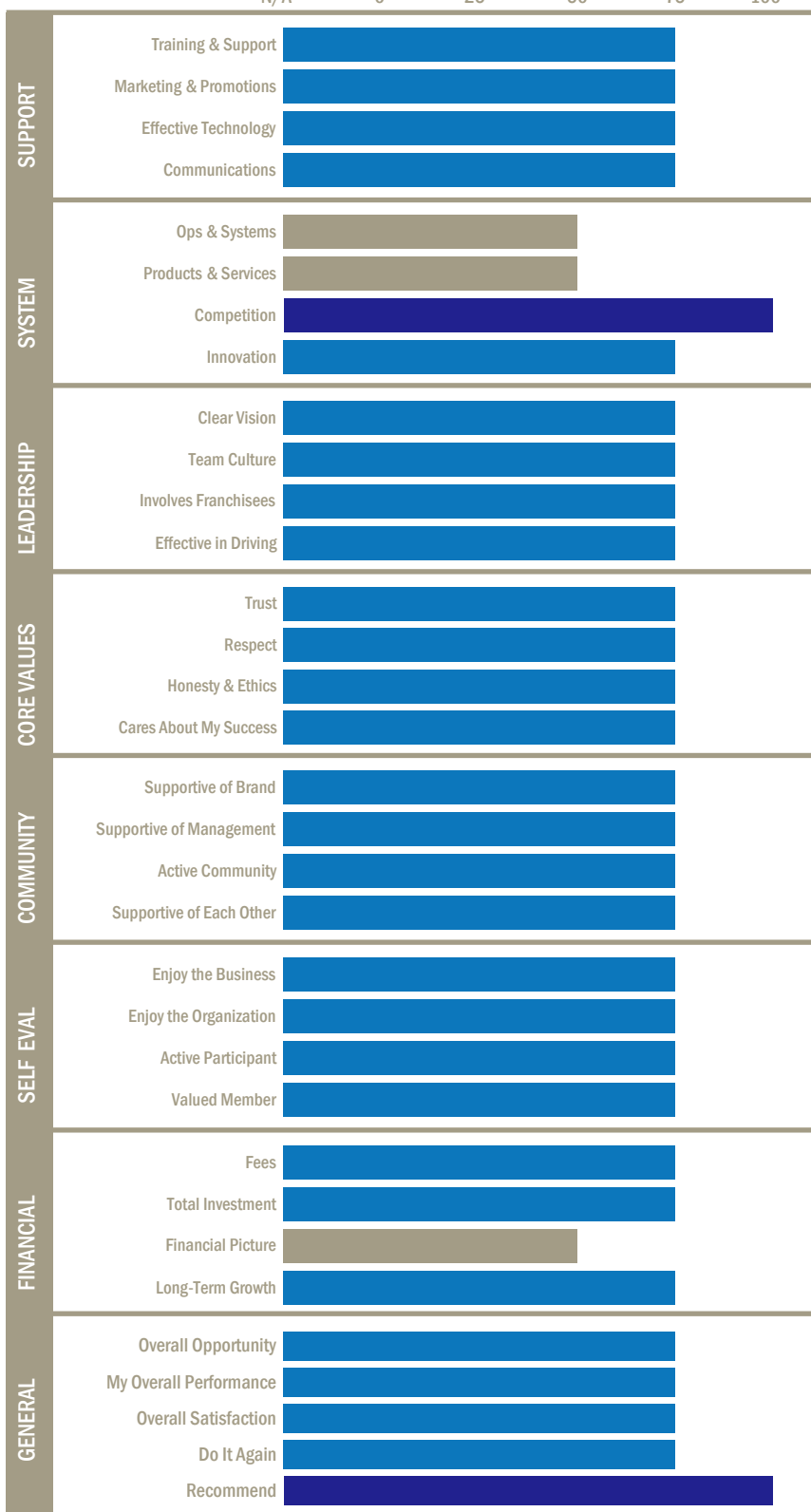
The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month?
no

Participant FSI: 74.2
Company FSI: 66.5
Participant FSI Range:

N/A 0 25 50 75 100



Individual Survey

Anonymous (#589661)

Units: Owned:single unit / territory

Future Development: maybe

Market: Large Market (>500K pop)
Major Metro (500K+ pop)

Tenure: 2 - 5 years

Age: 35 - 44

Ethnicity: Caucasian

Region: Midwest US

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Find new ways to use our marketing money to help all studios

Financial Opportunity

It is a constant struggle to make money while also balancing a life... so a lot of money goes to payroll that I would prefer to stay with me... so I'm wishing I could make more money while not increasing my overhead

Additional Questions

Initial Training: average

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: good

Online POS Support: good

Gift Card/Credit Card Support: good

Website Support: good

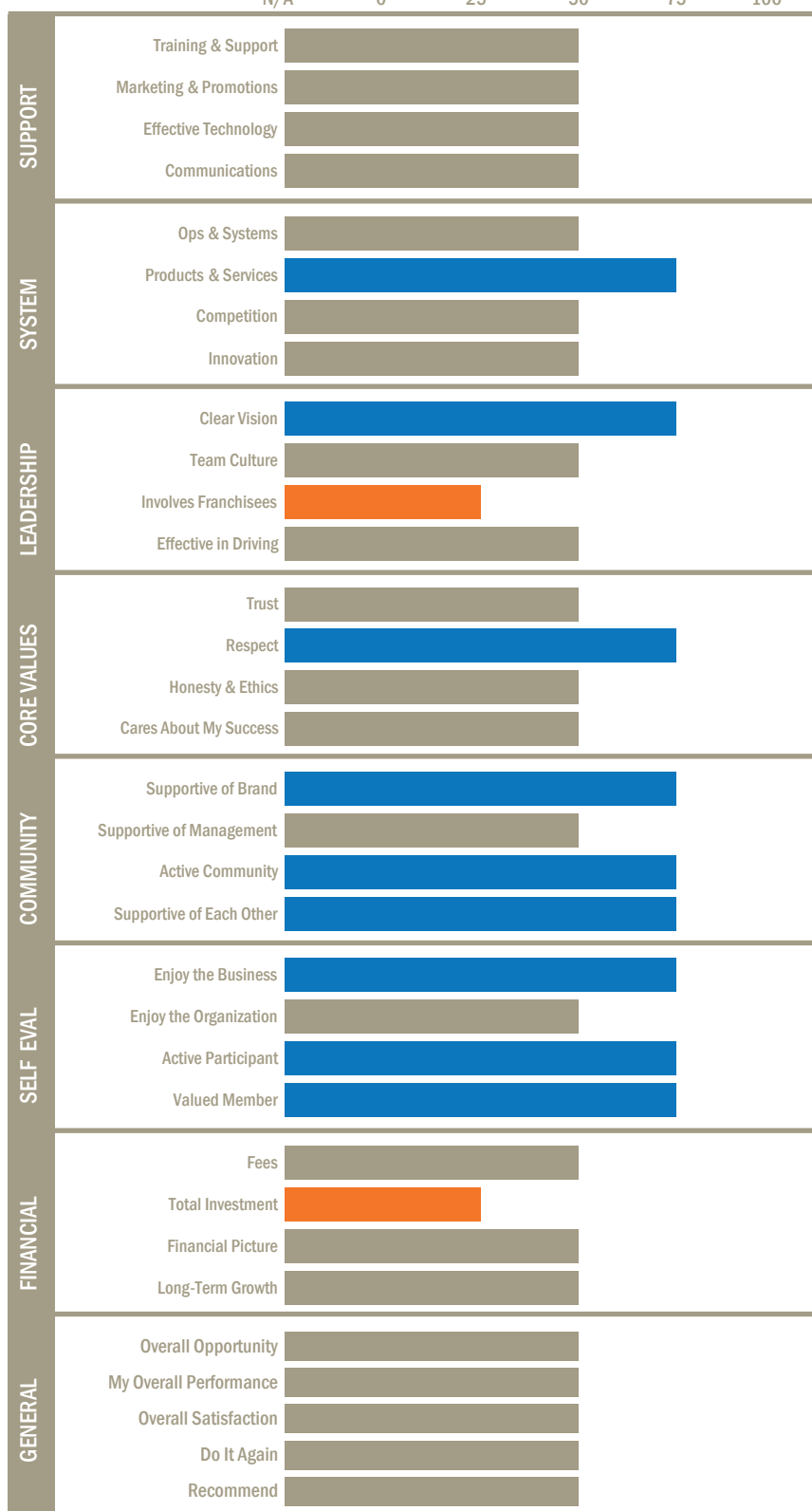
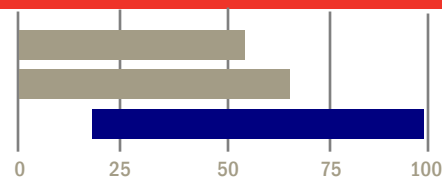
Party/Event Booking Support: good

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: agree

Participant FSI: 55.3
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Anonymous (#589661)

Additional Questions

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: very good

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

marketing

Individual Survey

Anonymous (#589665)

Units: Owned:2 units / territories

Future Development: probably not

Market: Small Market (>100K pop)
Medium Market (>250K pop)

Tenure: 6 - 9 years

Age: 45 - 54

Ethnicity: Caucasian

Region: Midwest US

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Get the program with local classes marketed by indeoendant firm going ASAP

Additional Questions

Initial Training: good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: good

Online POS Support: very good

Gift Card/Credit Card Support: very good

Website Support: poor

Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: very good

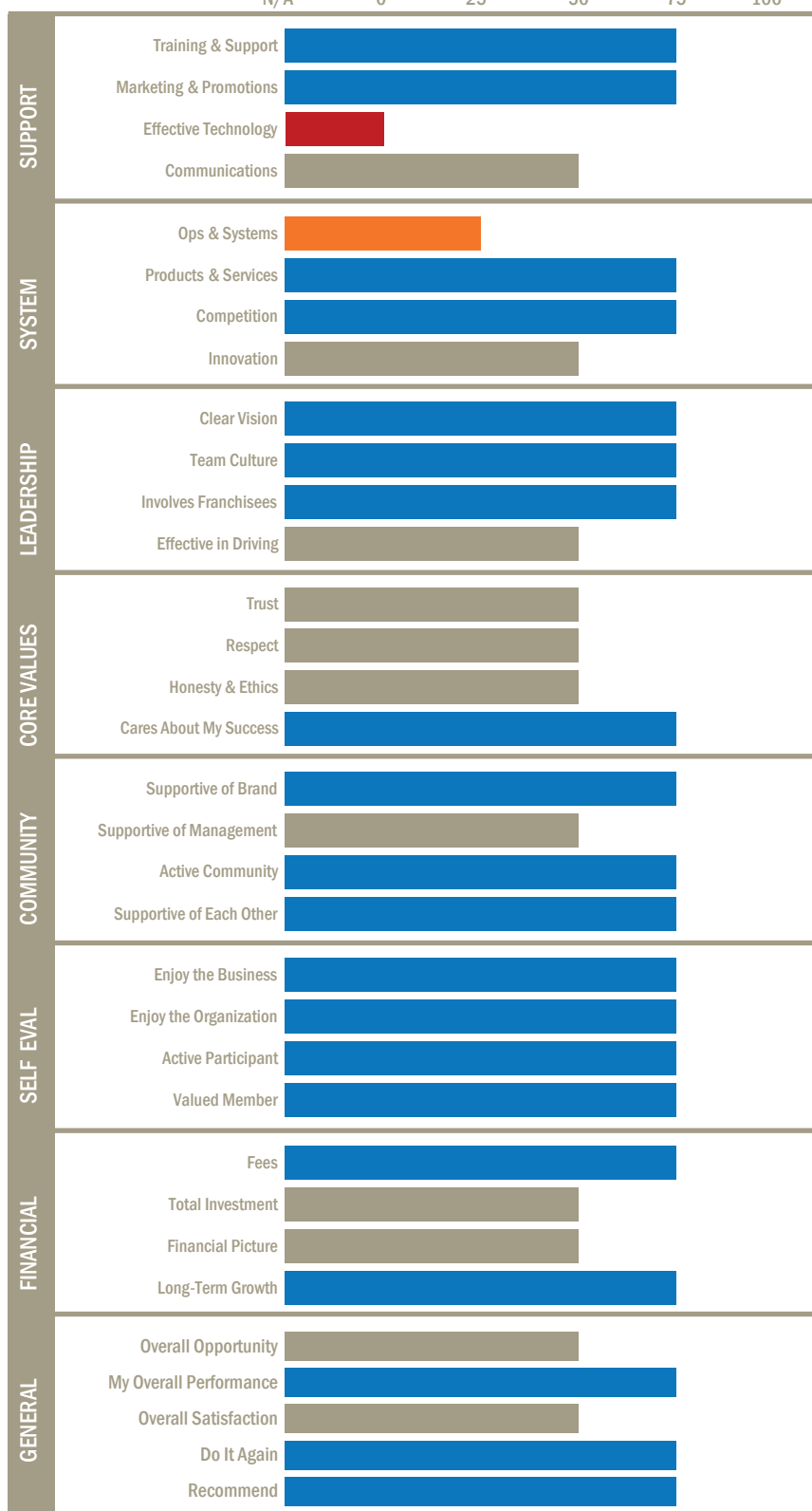
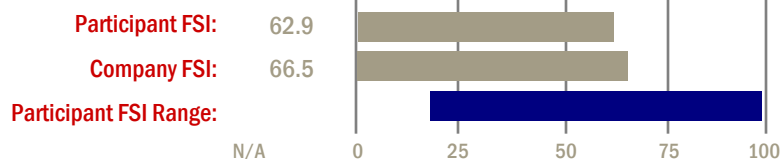
Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: neutral

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes



Individual Survey (cont.)

Anonymous (#589665)

Additional Questions

Overall satisfaction on the guest speaker: excellent
Overall satisfaction on the facilities/location: excellent
I left the convention with actionable and useful information to implement in my business: agree
Topics to discuss during the next convention:
training

Individual Survey

Anonymous (#589667)

Units: Owned:single unit / territory

Future Development: probably not

Market: Large Market (>500K pop)

Tenure: 10+ years

Age: 65+

Ethnicity: Caucasian

Region: West US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Additional Questions

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: excellent

Online POS Support: excellent

Gift Card/Credit Card Support: very good

Website Support: average

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: poor

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

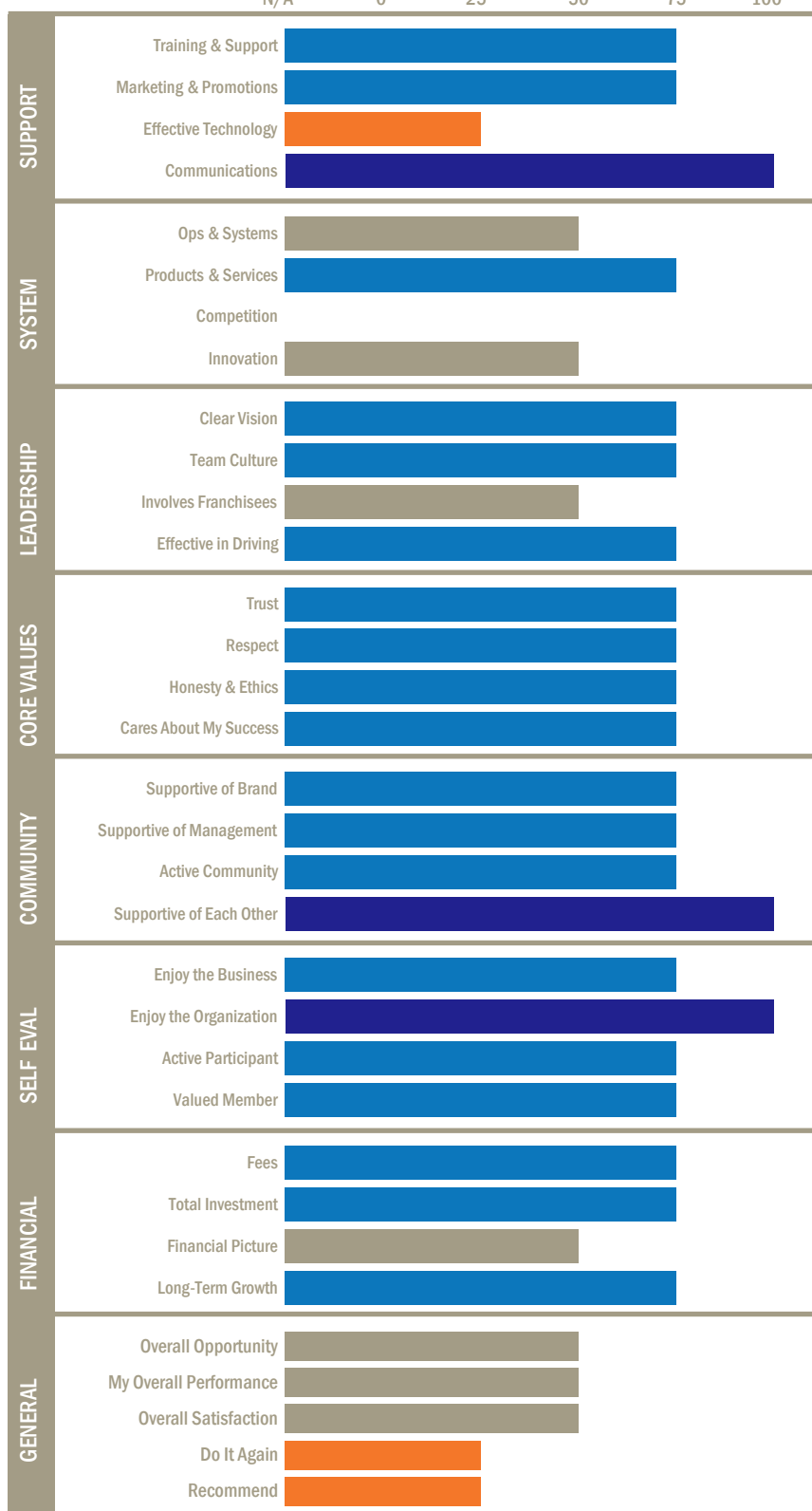
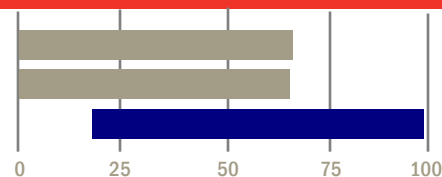
The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: average

Participant FSI: 67.2
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Anonymous (#589667)

Additional Questions

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

marketing

operations

product development

Individual Survey

Anonymous (#589668)

Units: Owned:2 units / territories

Future Development: probably

Market: Medium Market (>250K pop)

Tenure: 6 - 9 years

Age: 45 - 54

Ethnicity: Asian

Region: West US

Gender: male and/or female partnership - completin

Comments

Training, Support, Marketing

No comment

Competition, Products/Services, Creativity

no comment

If you could make one recommendation to Senior Management, what would it be?

no comment

Please give any constructive feedback you have related to your franchisor's Core Values:

no comment

Please give any constructive feedback you have related to your Franchisee Community:

no comment

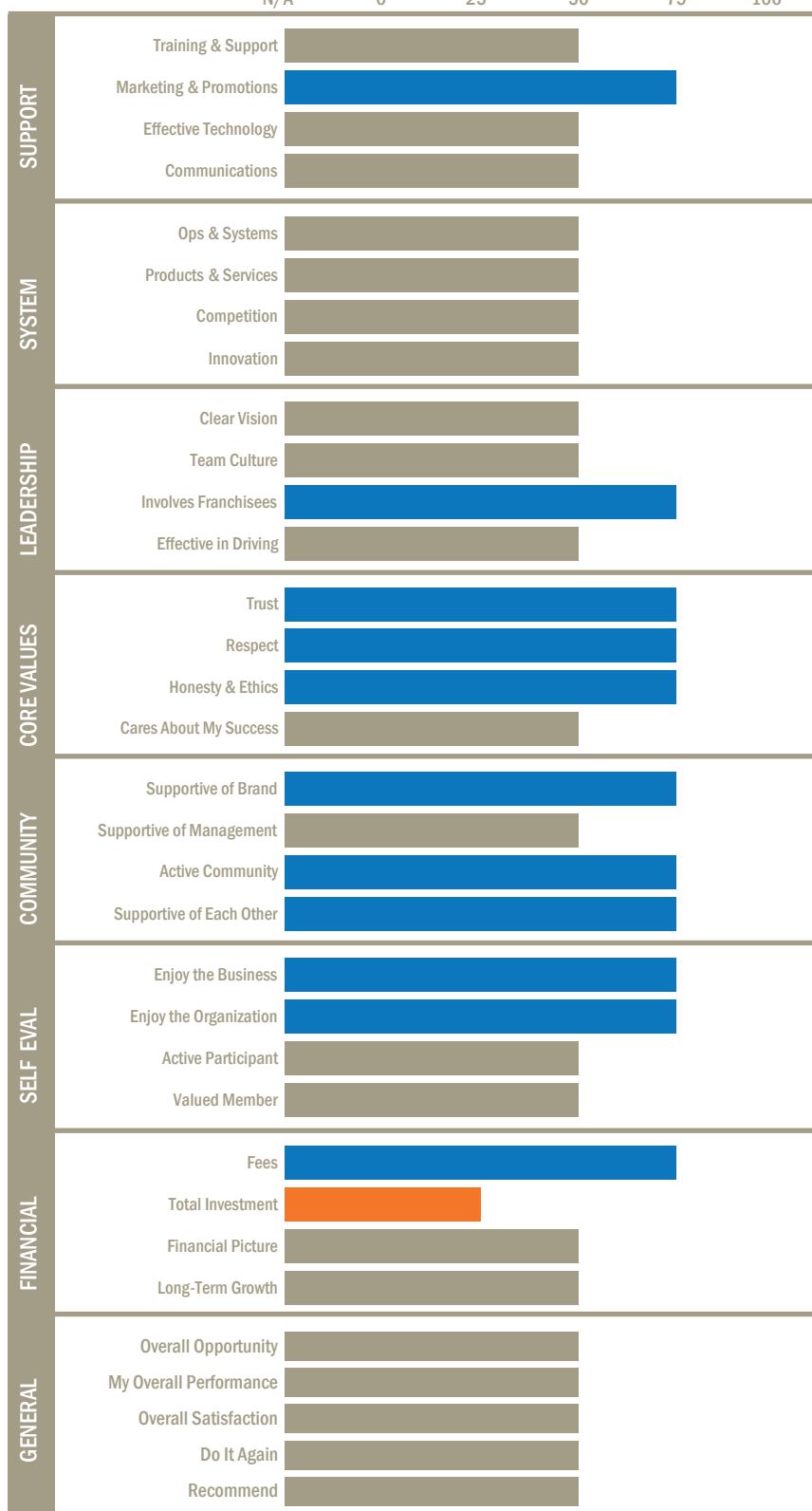
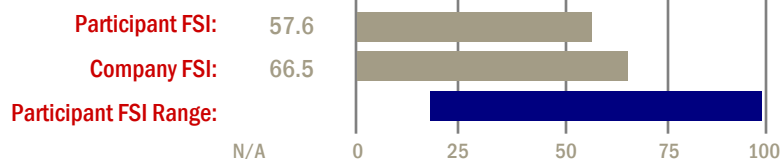
What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

re-training as 5+ owner on how to generate profitability by identifying other sources of revenue.

Financial Opportunity

No Comment

Additional Questions



Initial Training: good

Individual Survey (cont.)

Anonymous (#589668)

Additional Questions

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: good

CMM Promotions: good

Online POS Support: good

Gift Card/Credit Card Support: average

Website Support: good

Party/Event Booking Support: average

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: good

Overall satisfaction on the facilities/location: good

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

- technology
- operations
- training
- product development

Individual Survey

Anonymous (#589670)

Units: Owned:single unit / territory

Future Development: no

Market: Medium Market (>250K pop)

Tenure: 6 - 9 years

Age: 35 - 44

Ethnicity: Asian

Region: Northeast US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Help with understanding the local market better and proactively.

Please provide further details on why you were unable to attend the convention:

Lack of funds due to the loss incurred with the 2nd location that we had acquired from corporate back in July 2015

Additional Questions

Initial Training: poor

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: good

Online POS Support: average

Gift Card/Credit Card Support: average

Website Support: poor

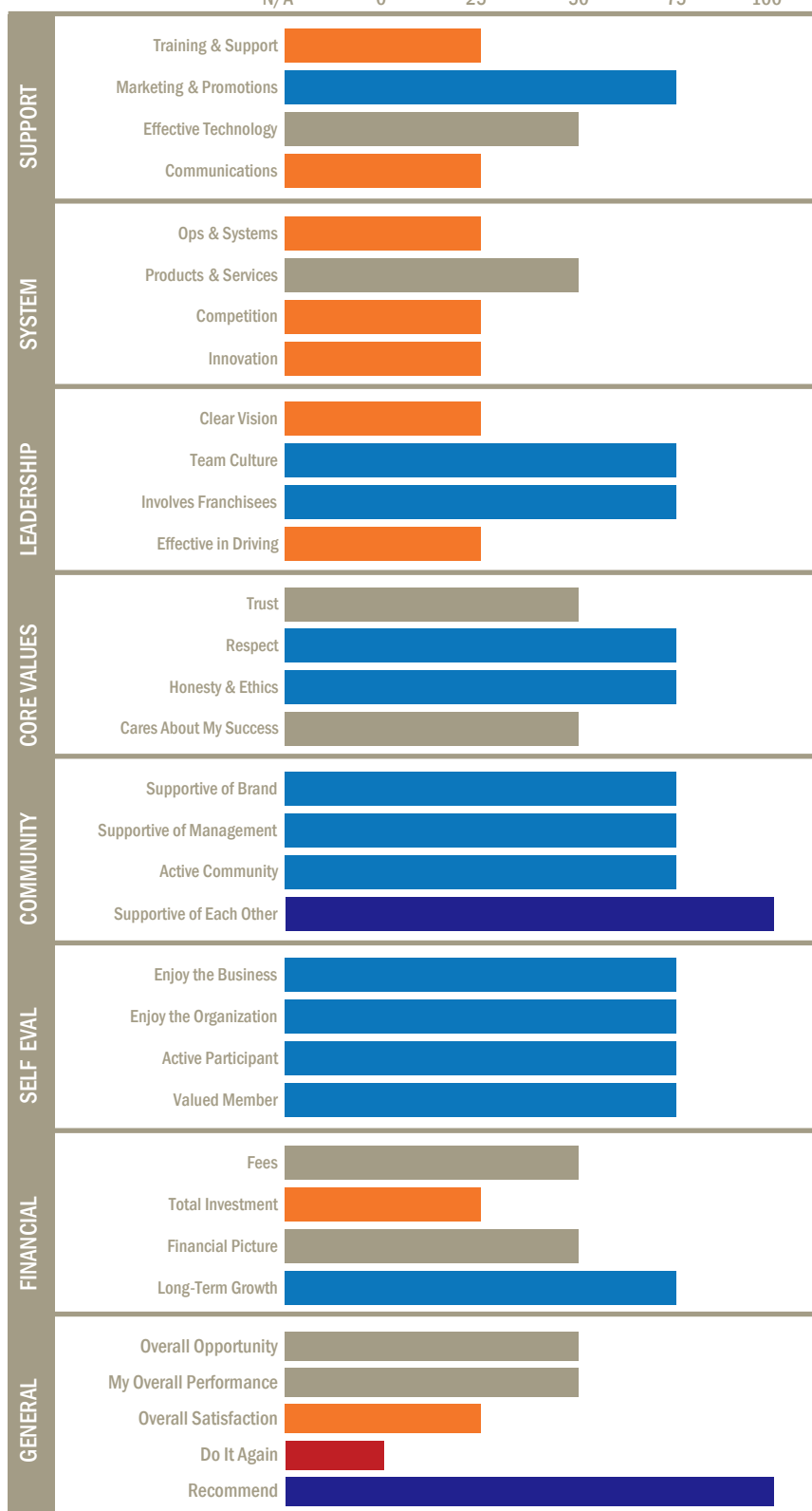
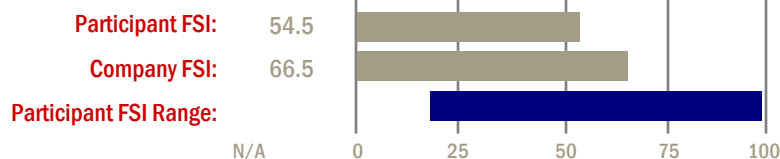
Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: average

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: neutral

The Home Office staff is responsive when support is needed and problems arise: agree



Individual Survey (cont.)

Anonymous (#589670)

Additional Questions

The Home Office staff is knowledgeable and effective in helping to improve my business: disagree

Did you attend the annual convention last month?

no

Individual Survey

Anonymous (#589676)

Units: Owned:single unit / territory

Future Development: probably not

Market: Medium Market (>250K pop)

Tenure: 6 - 9 years

Region: Northeast US

Comments

Training, Support, Marketing

Ineffective field support

If you could make one recommendation to Senior

Management, what would it be?

Field support improvement

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Access to all Duncan products at better pricing

Additional Questions

Initial Training: good

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: very good

CMM Promotions: very good

Gift Card/Credit Card Support: good

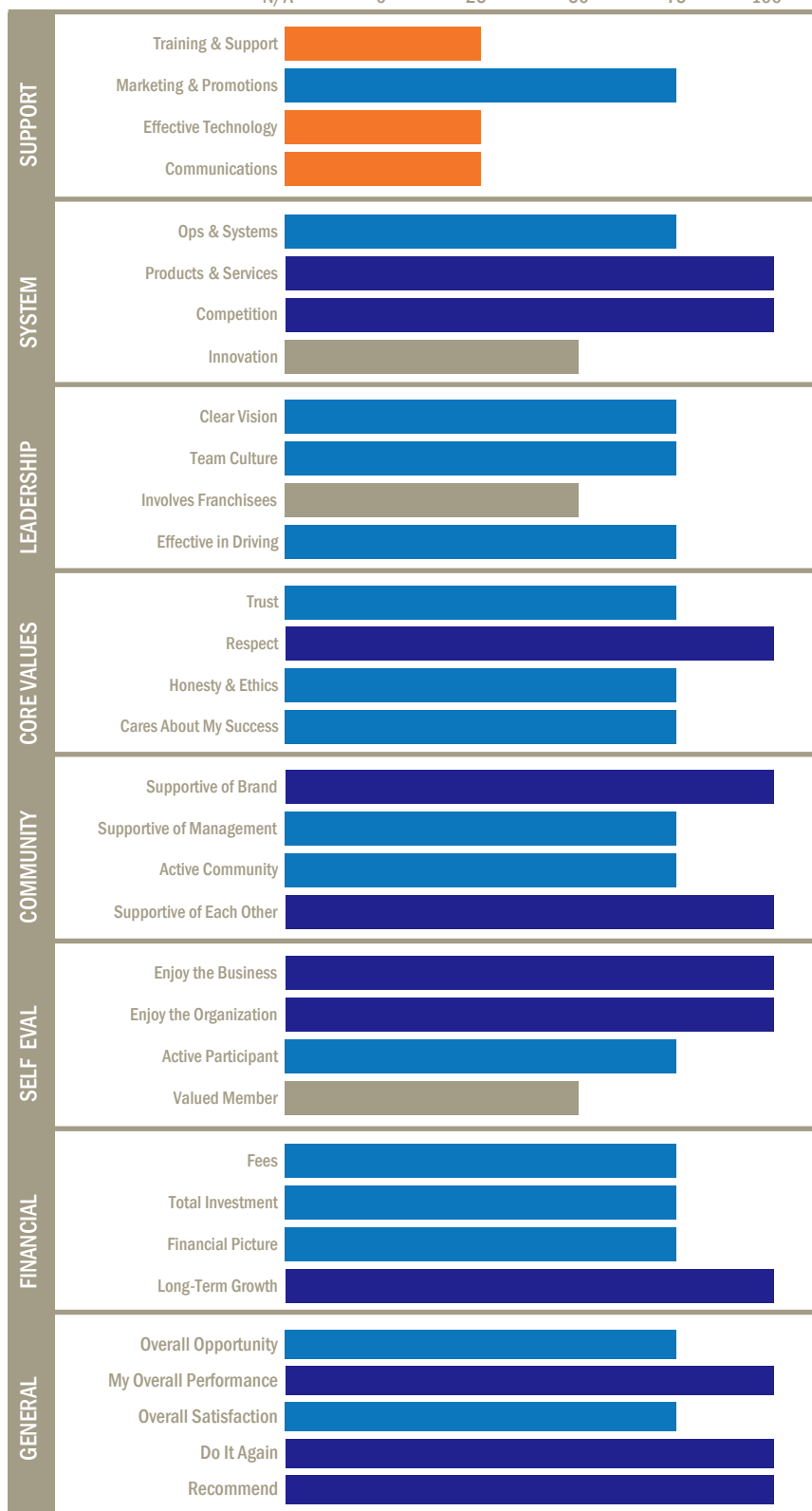
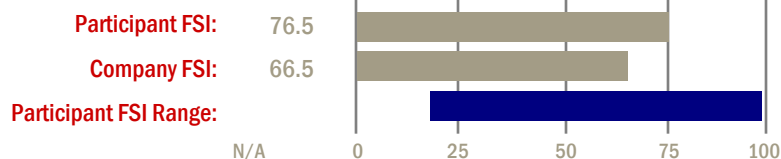
Website Support: good

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: strongly agree



Individual Survey (cont.)

Anonymous (#589676)

Additional Questions

- The Home Office staff is responsive when support is needed and problems arise: strongly agree
- The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree
- Did you attend the annual convention last month? yes
- Overall satisfaction on the guest speaker: excellent
- Overall satisfaction on the facilities/location: good
- I left the convention with actionable and useful information to implement in my business: agree
- Topics to discuss during the next convention:
- marketing
 - operations
 - communications
 - training
 - product development

Individual Survey

Anonymous (#589679)

Units: Owned:2 units / territories

Future Development: no

Market: Major Metro (500K+ pop)

Tenure: 10+ years

Age: 45 - 54

Ethnicity: Caucasian

Region: South US

Gender: female

Comments

Please provide further details on why you were unable to attend the convention:

this one is the first I've missed in over 10 years. The flight, hotel, meals, time out of the studio were cost prohibitive for me.

Additional Questions

Initial Training: poor

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: average

CMM Promotions: average

Online POS Support: good

Gift Card/Credit Card Support: good

Website Support: poor

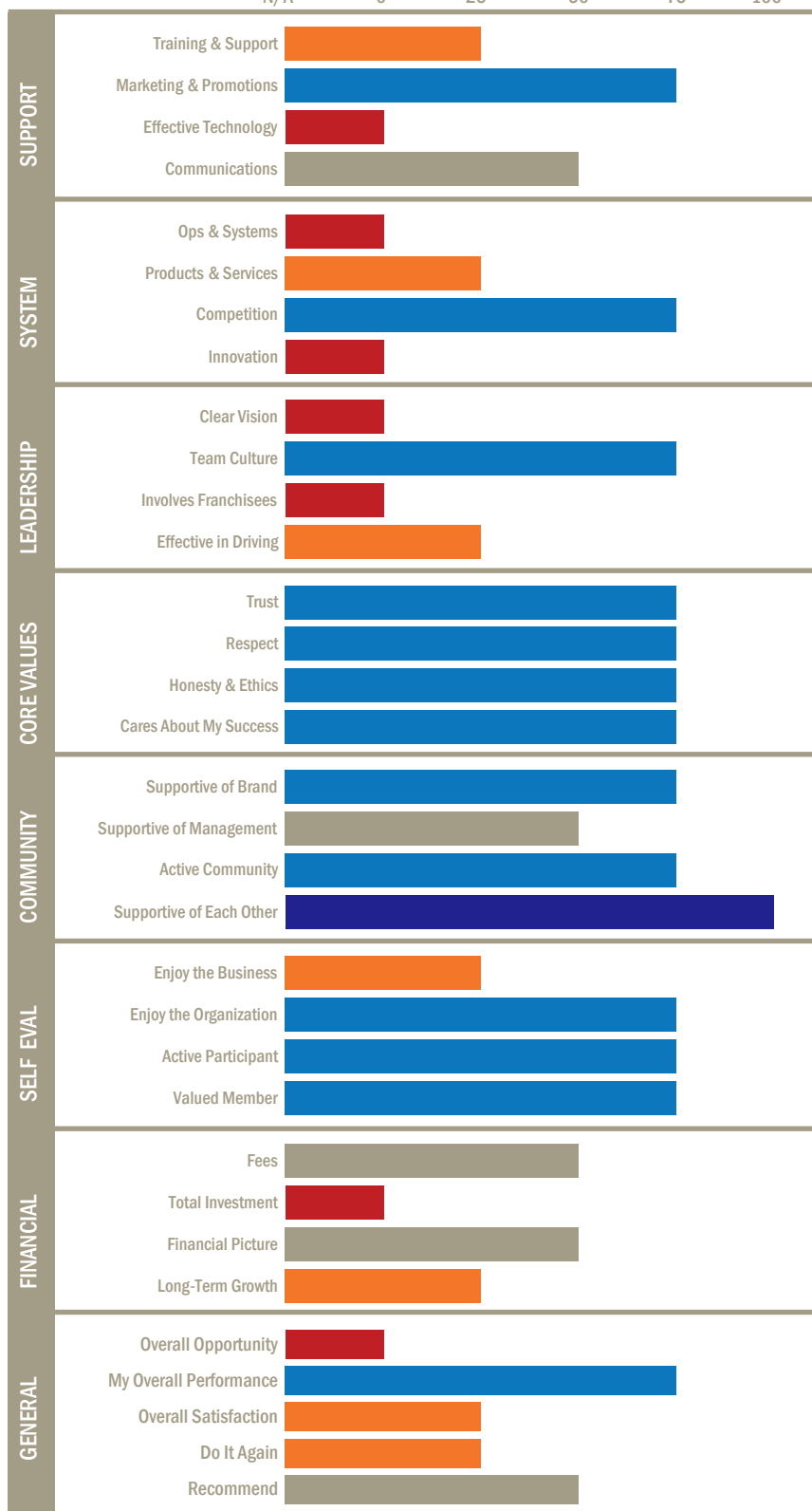
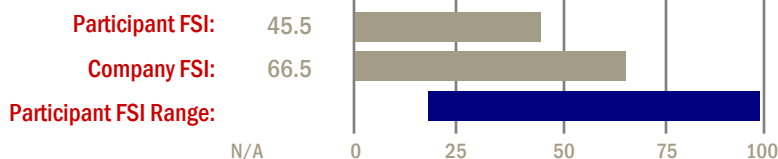
Party/Event Booking Support: average

Data Collection/Financial Analysis Support: poor

Information is accessible on the support center: neutral
The President's weekly critical issue reports are useful: neutral

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree



Individual Survey (cont.)

Anonymous (#589679)

Additional Questions

Did you attend the annual convention last month?
no

Individual Survey

Anonymous (#589681)

Units: Owned:2 units / territories

Future Development: no

Market: Small Market (>100K pop)
Medium Market (>250K pop)

Tenure: 6 - 9 years

Region: Midwest US

Comments

Training, Support, Marketing

Home office is very accessible and typically very quick to answer questions and offer support! It's an incredible franchise system!

Competition, Products/Services, Creativity

We have been slow to adopt things like iPad checkout or new interior design for the stores but corporate has been great at thinking of ways to assist franchisee owners with all problems that arise. There's also been a big issue with Duncan paint that has not been resolved, and it is not helpful to speak with Duncan about it. Given that paint is so pertinent to the store's success, this is a huge issue that need ms resolution ASAP!

If you could make one recommendation to Senior Management, what would it be?

The senior staff at Color Me Mine headquarters is wonderful. I would recommend that they always show customers and store employees incredible customer service and respect when dealing with various issues that arise even when said parties are in the wrong.

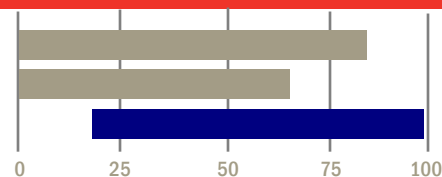
Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

Participant FSI: 85.4
Company FSI: 66.5
Participant FSI Range: N/A



SUPPORT	Training & Support	75
	Marketing & Promotions	100
	Effective Technology	75
	Communications	100
SYSTEM	Ops & Systems	75
	Products & Services	50
	Competition	100
	Innovation	75
LEADERSHIP	Clear Vision	100
	Team Culture	100
	Involves Franchisees	75
	Effective in Driving	100
CORE VALUES	Trust	
	Respect	
	Honesty & Ethics	
	Cares About My Success	
COMMUNITY	Supportive of Brand	
	Supportive of Management	
	Active Community	
	Supportive of Each Other	
SELF EVAL	Enjoy the Business	
	Enjoy the Organization	
	Active Participant	
	Valued Member	
FINANCIAL	Fees	
	Total Investment	
	Financial Picture	
	Long-Term Growth	
GENERAL	Overall Opportunity	
	My Overall Performance	
	Overall Satisfaction	
	Do It Again	
	Recommend	

Individual Survey (cont.)

Anonymous (#589681)

Additional Questions

- CMM Promotions: very good
- Online POS Support: good
- Gift Card/Credit Card Support: good
- Website Support: very good
- Party/Event Booking Support: very good
- Data Collection/Financial Analysis Support: excellent
- Information is accessible on the support center: agree
- The President's weekly critical issue reports are useful: agree
- The Home Office staff is responsive when support is needed and problems arise: strongly agree
- The Home Office staff is knowledgeable and effective in helping to improve my business:
agree

Individual Survey

Anonymous (#589682)

Units: Owned:2 units / territories

Future Development: no

Market: Large Market (>500K pop)

Tenure: 10+ years

Region: West US

Comments

Please give any constructive feedback you have related to your Franchisee Community:

impossible to answer these questions as they are stated. opinions, and participation varies across the board.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

stop wasting time and money on "movies" promotions which have no bisque items to sell for a year or more after the movie premiers.

Additional Questions

Online POS Support: excellent

Gift Card/Credit Card Support: very good

Website Support: average

The President's weekly critical issue reports are useful:
neutral

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

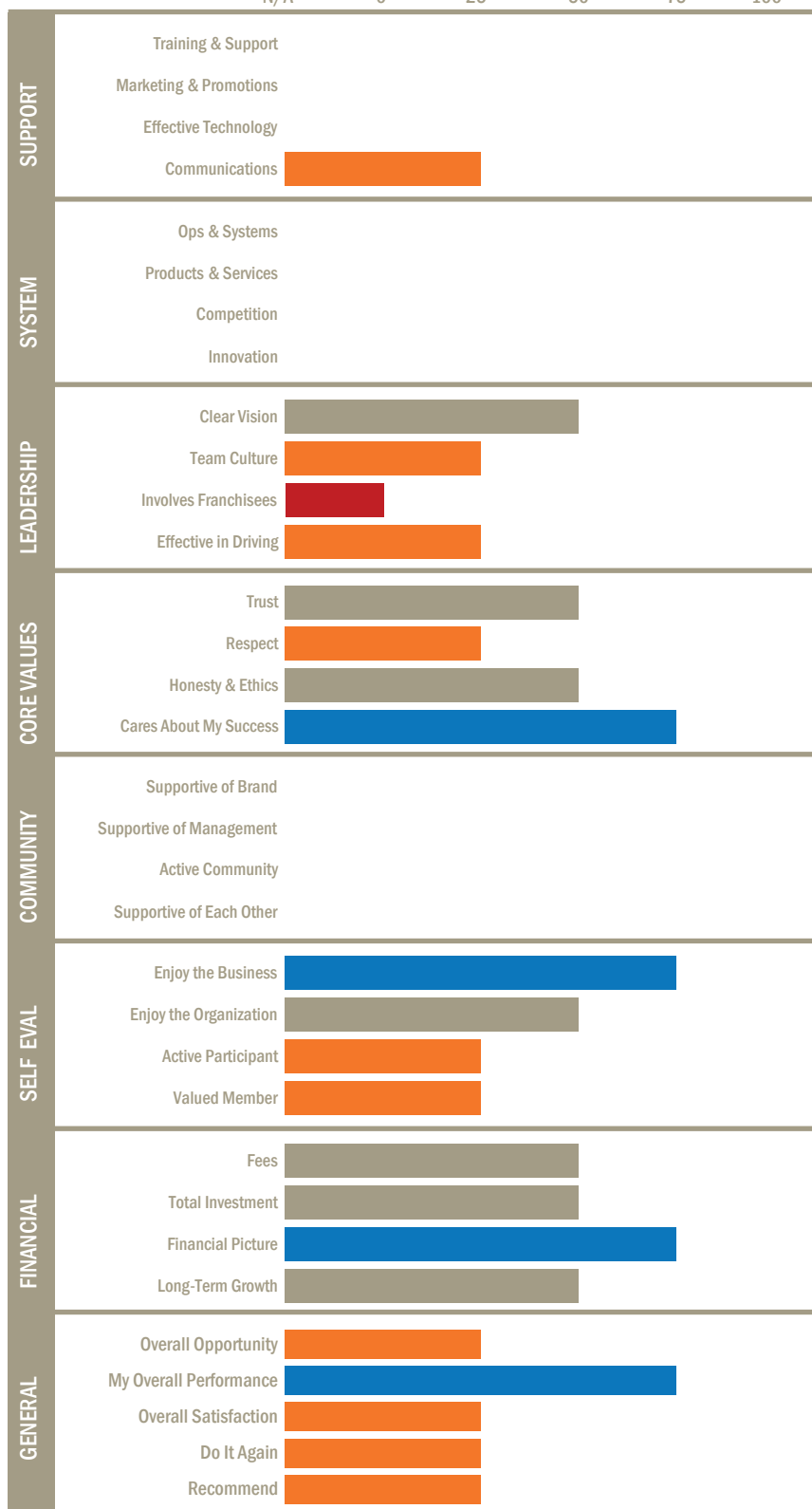
Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: poor

Overall satisfaction on the facilities/location: very good

Participant FSI: 40.9
Company FSI: 66.5
Participant FSI Range: N/A

N/A 0 25 50 75 100



Individual Survey (cont.)

Anonymous (#589682)

Additional Questions

I left the convention with actionable and useful information to implement in my business:
neutral

Individual Survey

Anonymous (#589685)

Units: Owned:single unit / territory

Future Development: yes

Market: Major Metro (500K+ pop)

Tenure: 2 - 5 years

Age: 45 - 54

Ethnicity: Caucasian

Region: South US

Gender: female

Comments

Training, Support, Marketing

Website and website support continue to be a problem. The website could definitely be better and it is very hard to get a response when you have a problem

Please give any constructive feedback you have related to your Franchisee Community:

More active involvement from more of the franchisee community would be helpful for the overall culture of the company

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

More marketing and advertising

Financial Opportunity

I think we are all hoping that Duncan purchasing Color Me Mine would bring more discounts for us and direct dealing with the parent company, which would translate to more profits for us but we have not seen this

Additional Questions

Initial Training: good

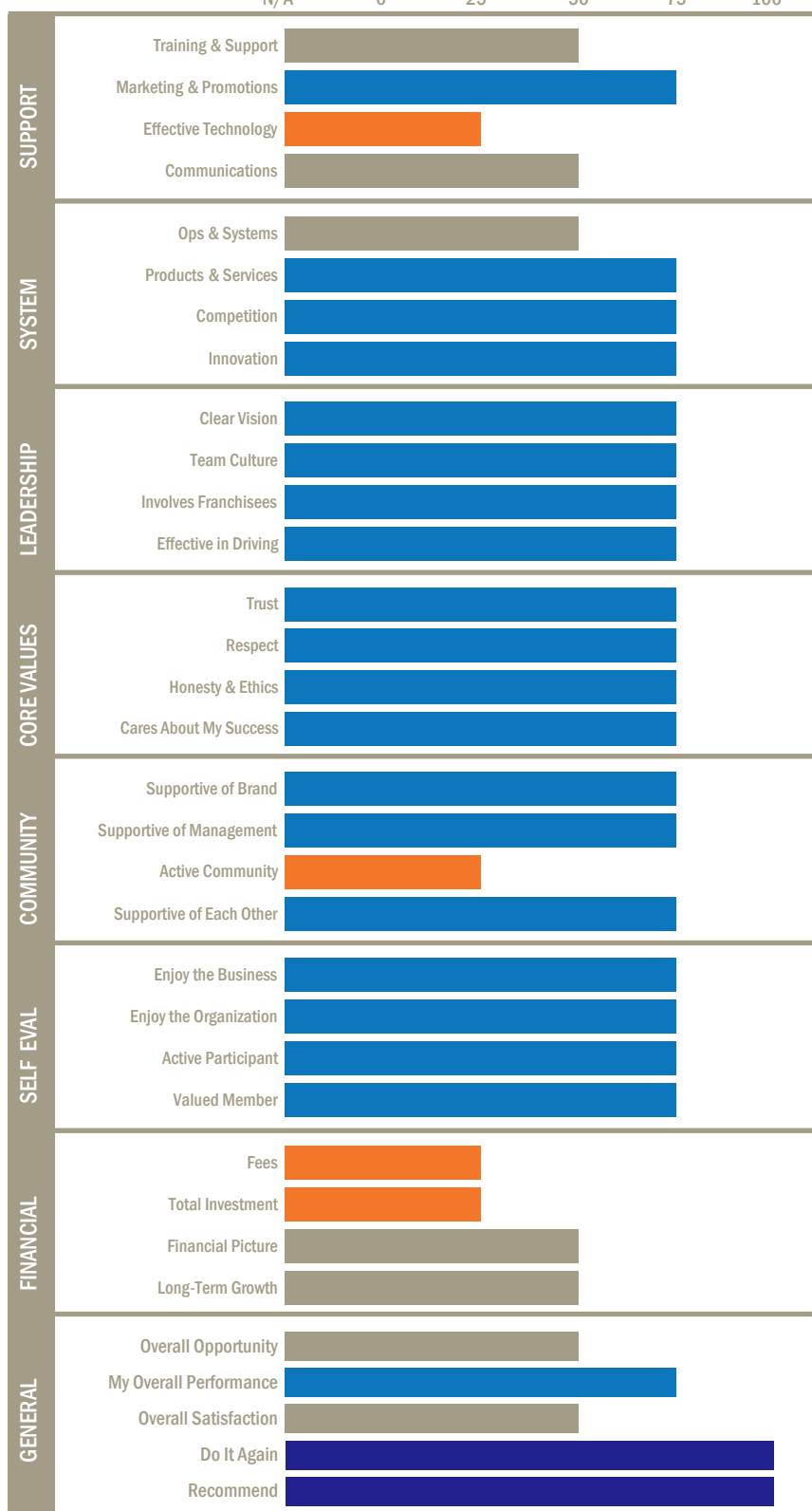
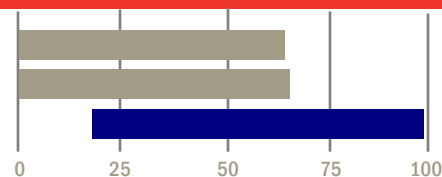
The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: good

Online POS Support: good

Participant FSI: 65.2
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Anonymous (#589685)

Additional Questions

Gift Card/Credit Card Support: good
Website Support: poor
Party/Event Booking Support: average
Data Collection/Financial Analysis Support: very good
Information is accessible on the support center: agree
The President's weekly critical issue reports are useful: agree
The Home Office staff is responsive when support is needed and problems arise: agree
The Home Office staff is knowledgeable and effective in helping to improve my business: agree
Did you attend the annual convention last month? yes
Overall satisfaction on the guest speaker: very good
Overall satisfaction on the facilities/location: good
I left the convention with actionable and useful information to implement in my business: strongly agree
Topics to discuss during the next convention:
technology
marketing
communications

Individual Survey

Anonymous (#589687)

Units: Owned:single unit / territory

Future Development: maybe

Market: Medium Market (>250K pop)

Tenure: less than 2 years

Age: 45 - 54

Ethnicity: Caucasian

Region: West US

Gender: female

Comments

Training, Support, Marketing

Initial training contained too much information to absorb in such a short time. I understand that additional training will be implemented depending on longevity of the individual franchise, which will be great, but it's unclear how this will be implemented.

Competition, Products/Services, Creativity

Website and related online services are poor. Was extremely relieved to learn that changes will be implemented. Placefull a dramatic improvement over previous online booking.

Major problems with new Duncan glazes.

Additional Questions

Initial Training: good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: good

Online POS Support: average

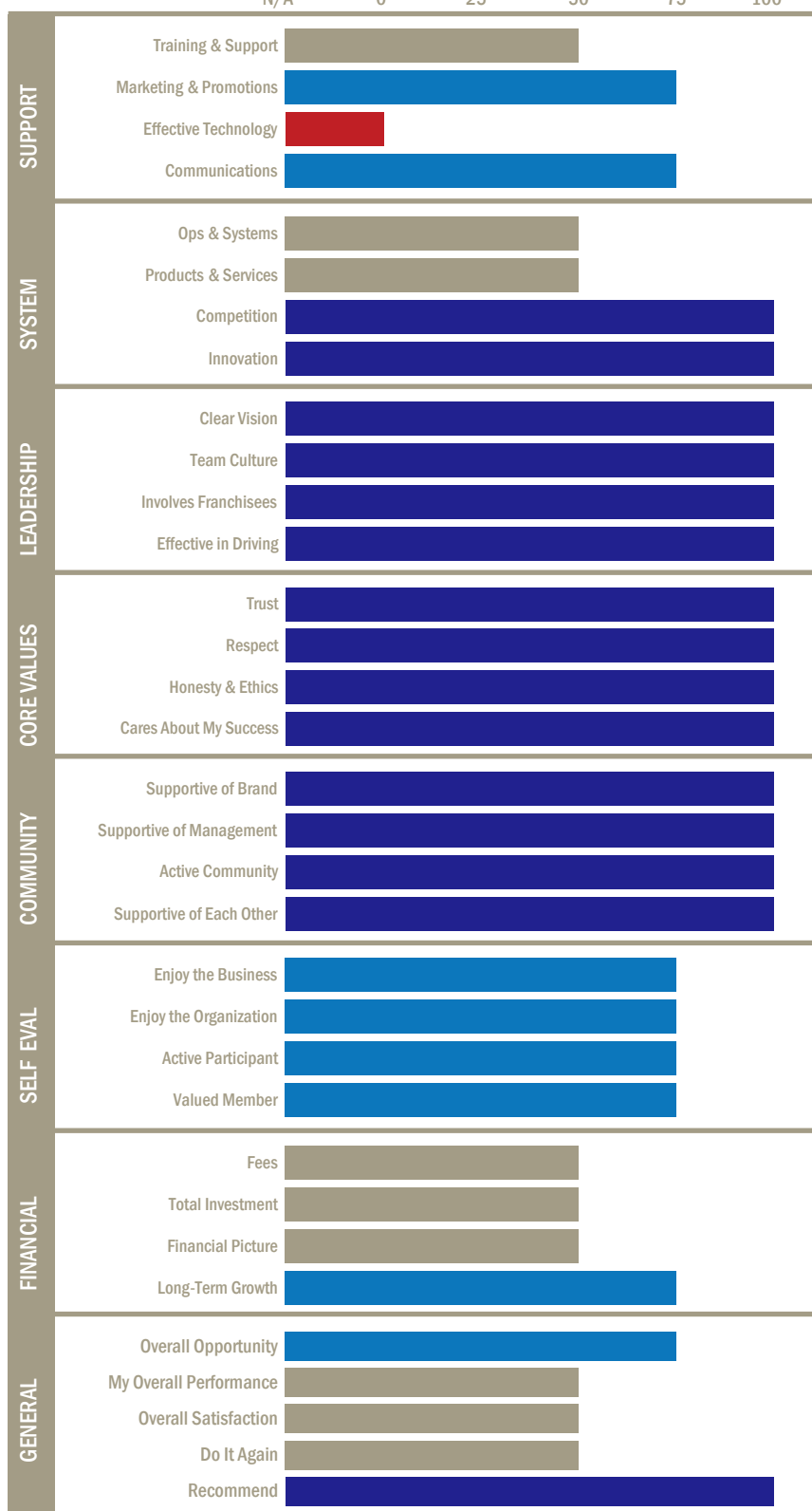
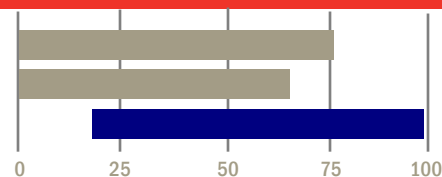
Gift Card/Credit Card Support: average

Website Support: poor

Party/Event Booking Support: poor

Data Collection/Financial Analysis Support: average

Participant FSI: 77.3
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Anonymous (#589687)

Additional Questions

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: good

I left the convention with actionable and useful information to implement in my business: strongly agree

Topics to discuss during the next convention:

technology

marketing

training

product development

Individual Survey

Anonymous (#589692)

Units: Owned:single unit / territory

Future Development: probably not

Market: Large Market (>500K pop)

Tenure: 10+ years

Age: 45 - 54

Ethnicity: Caucasian

Region: Northeast US

Gender: female

Comments

Competition, Products/Services, Creativity

Quality of paints supplied poor. Switch to Duncan brand a major frustration and disappointing results.

If you could make one recommendation to Senior Management, what would it be?

Too soon to evaluate Duncan involvement.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Social media marketing

Financial Opportunity

Tons of competition. How to set us apart

Additional Questions

Initial Training: good

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: very good

CMM Promotions: good

Online POS Support: good

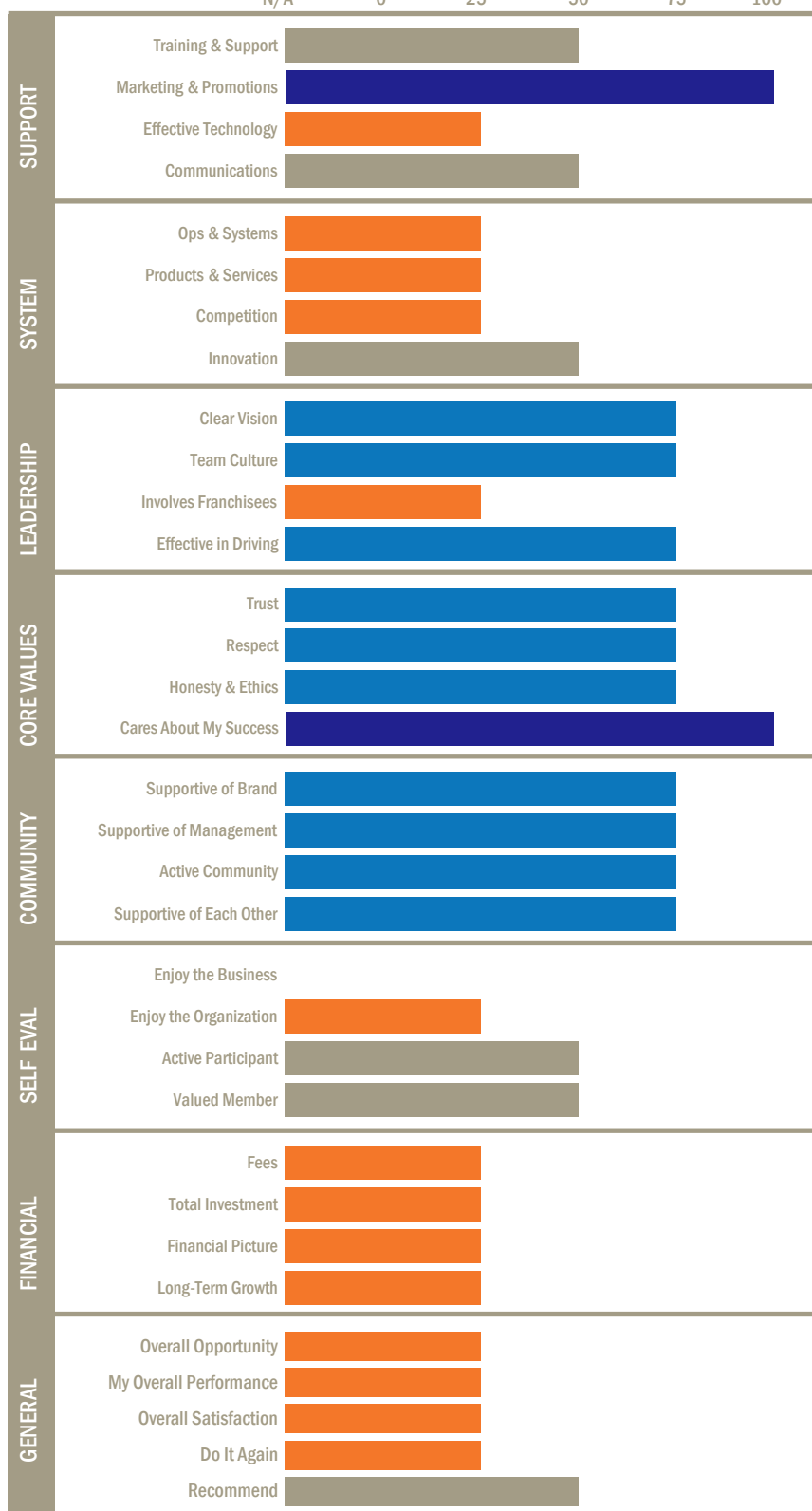
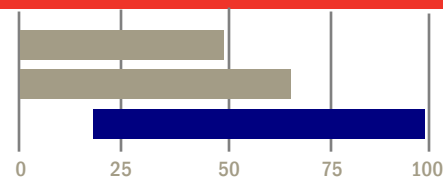
Gift Card/Credit Card Support: good

Website Support: poor

Party/Event Booking Support: poor

Data Collection/Financial Analysis Support: good

Participant FSI: 50.0
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Anonymous (#589692)

Additional Questions

- Information is accessible on the support center: agree
- The President's weekly critical issue reports are useful: agree
- The Home Office staff is responsive when support is needed and problems arise: strongly agree
- The Home Office staff is knowledgeable and effective in helping to improve my business: agree
- Did you attend the annual convention last month? yes
- Overall satisfaction on the guest speaker: good
- Overall satisfaction on the facilities/location: very good
- I left the convention with actionable and useful information to implement in my business: agree
- Topics to discuss during the next convention:
- technology
 - product development

Individual Survey

Anonymous (#589695)

Units: Owned:single unit / territory

Future Development: probably not

Market: Medium Market (>250K pop)

Tenure: 2 - 5 years

Age: 35 - 44

Ethnicity: Caucasian

Region: West US

Gender: female

Comments

Please give any constructive feedback you have related to your franchisor's Core Values:

The forced transition to Duncan glazes has led me to question the franchisors core values.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

National advertising programs, Pandora, hulu, HBO, Disney channel. Advertising that can be applied to all markets & regions

Additional Questions

Initial Training: good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: good

CMM Promotions: good

Online POS Support: excellent

Gift Card/Credit Card Support: good

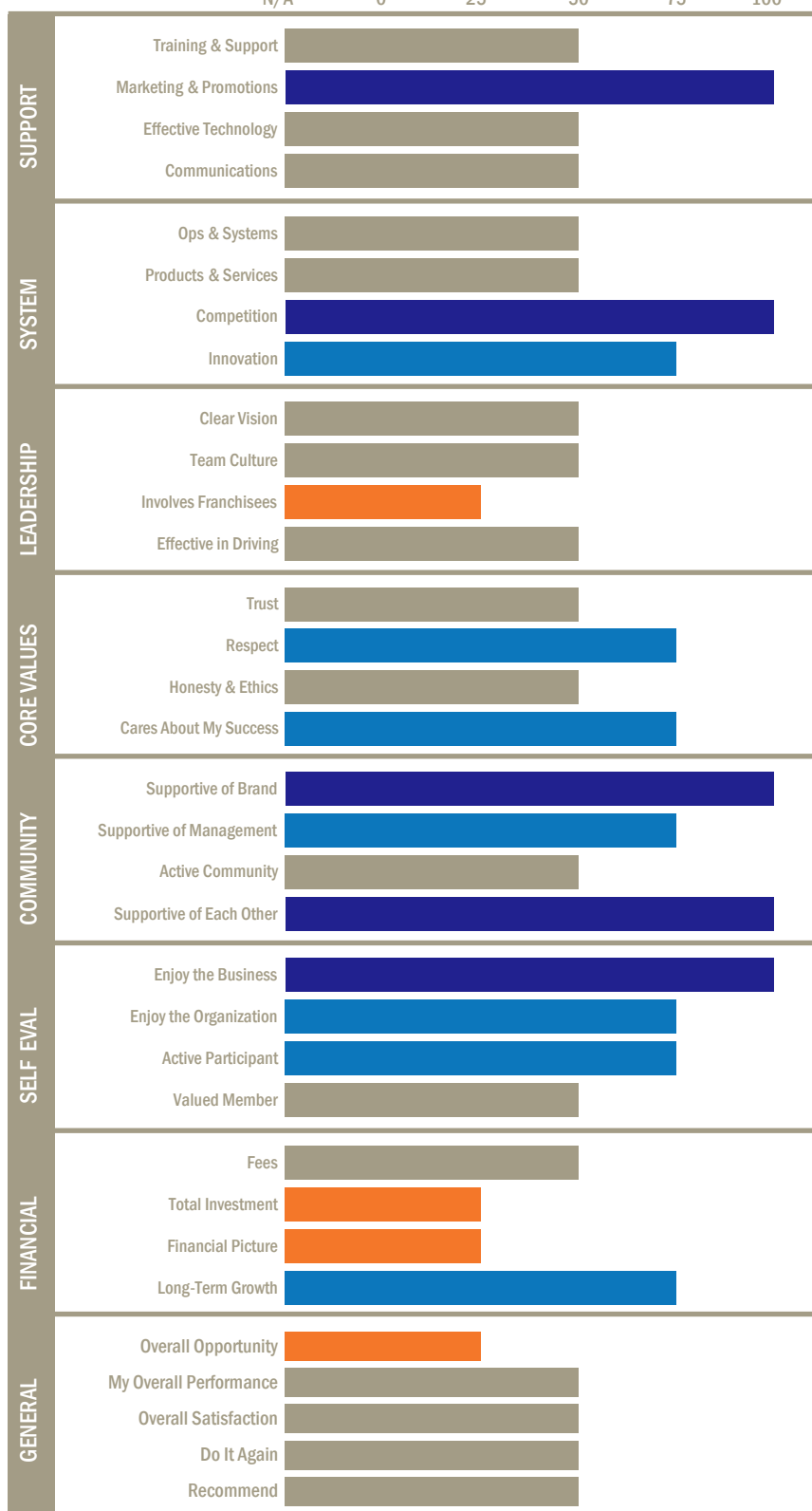
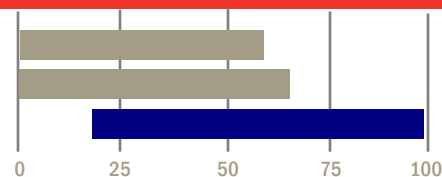
Website Support: average

Party/Event Booking Support: average

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: agree

Participant FSI: 59.8
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Anonymous (#589695)

Additional Questions

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: very good

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: neutral

Topics to discuss during the next convention:

- technology
- marketing
- operations

Individual Survey

Anonymous (#589696)

Units: Owned:3 units / territories

Future Development: yes

Market: Medium Market (>250K pop)
Large Market (>500K pop)

Tenure: 6 - 9 years

Age: 35 - 44

Ethnicity: Asian

Region: Northeast US

Comments

Additional Questions

Initial Training:

average

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: good

CMM Promotions: average

Online POS Support: average

Gift Card/Credit Card Support: good

Website Support: poor

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: average

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: neutral

The Home Office staff is responsive when support is needed and problems arise: agree

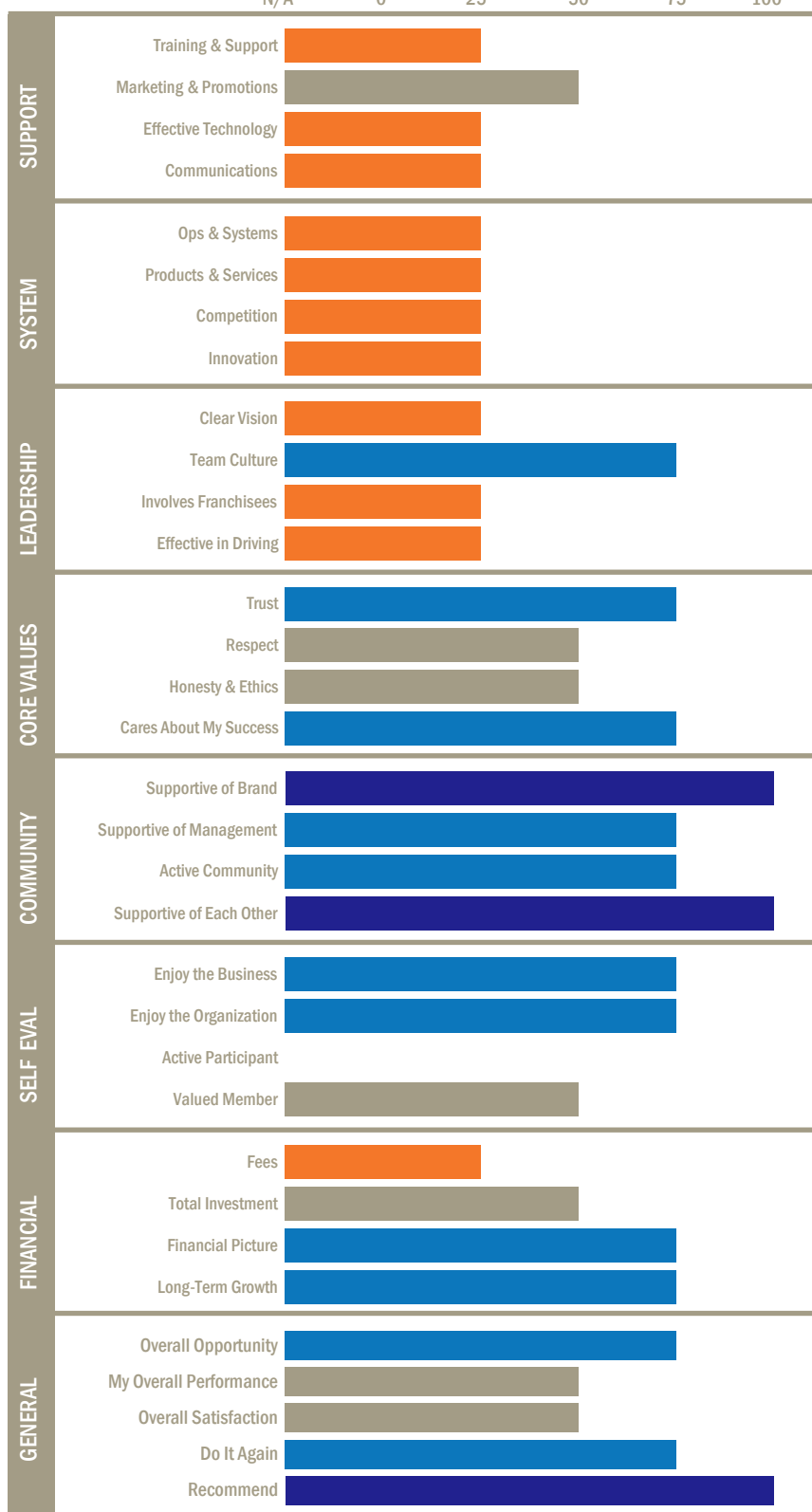
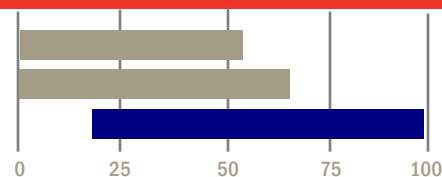
The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: very good

Overall satisfaction on the facilities/location: good

Participant FSI: 54.7
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey (cont.)

Anonymous (#589696)

Additional Questions

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

marketing

communications

Individual Survey

Anonymous (#589698)

Units: Owned:single unit / territory

Future Development: probably not

Market: Small Market (>100K pop)

Tenure: 6 - 9 years

Age: 45 - 54

Ethnicity: Caucasian

Region: West US

Gender: female

Comments

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

Leverage a better buying process for studio supplies, bags, table paper, through direct shipping to studios from Duncan. Of course bisque also.

Financial Opportunity

Training videos to help provide consistency throughout the franchise. Hiring and training is a big challenge.

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: very good

CMM Promotions: very good

Online POS Support: excellent

Gift Card/Credit Card Support: very good

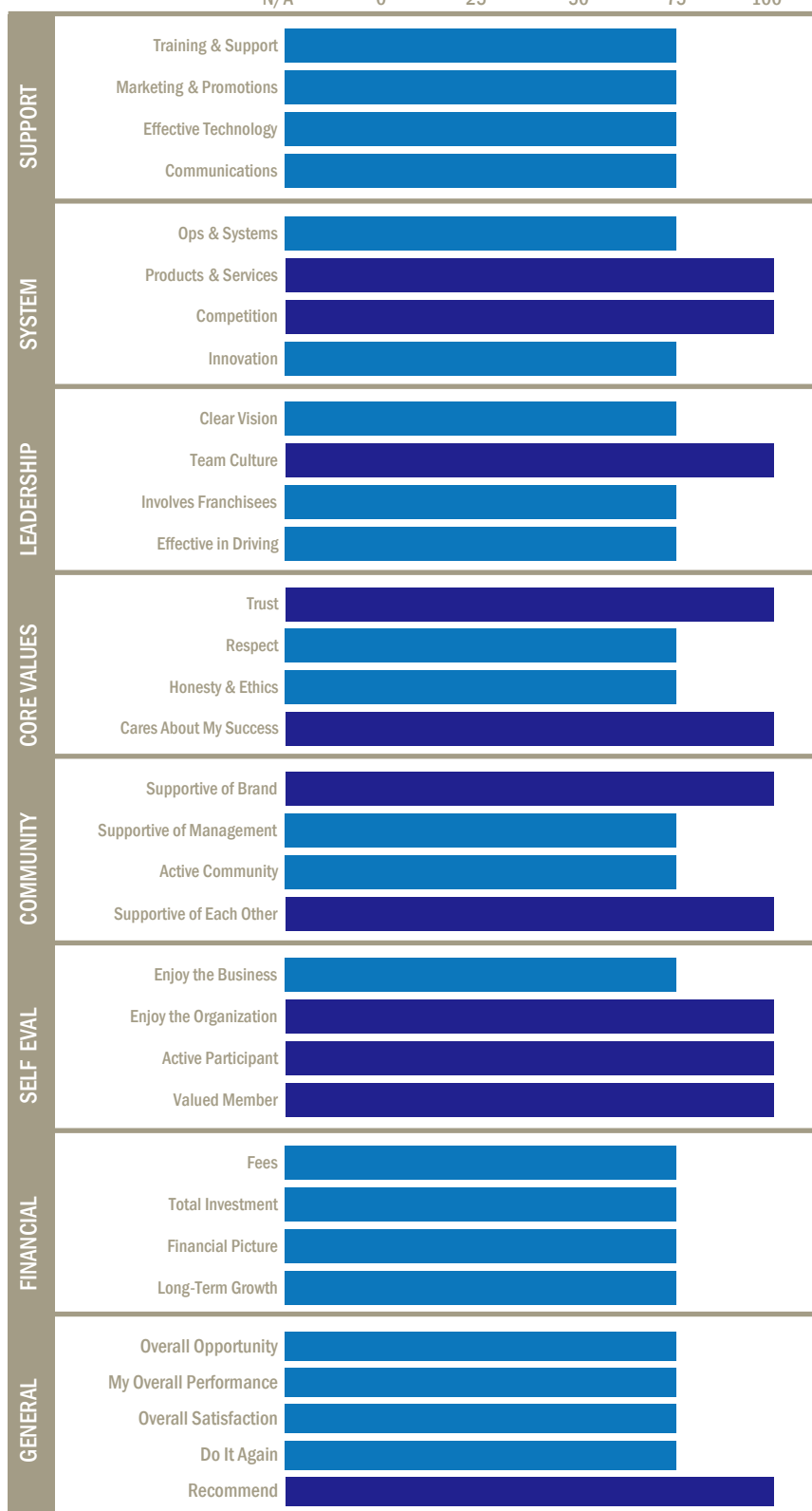
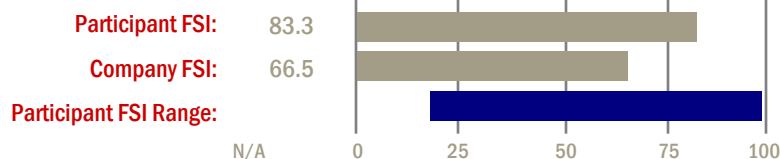
Website Support: good

Party/Event Booking Support: very good

Data Collection/Financial Analysis Support: very good

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: agree



Individual Survey (cont.)

Anonymous (#589698)

Additional Questions

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: strongly agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: very good

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

marketing

operations

communications

training

product development

Individual Survey

Anonymous (#589699)

Age: 45 - 54

Ethnicity: Caucasian

Gender: male and/or female partnership - completin

Comments

Additional Questions

Initial Training:

very good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: very good

CMM Promotions: poor

Online POS Support: good

Gift Card/Credit Card Support: good

Website Support: average

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: average

Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: neutral

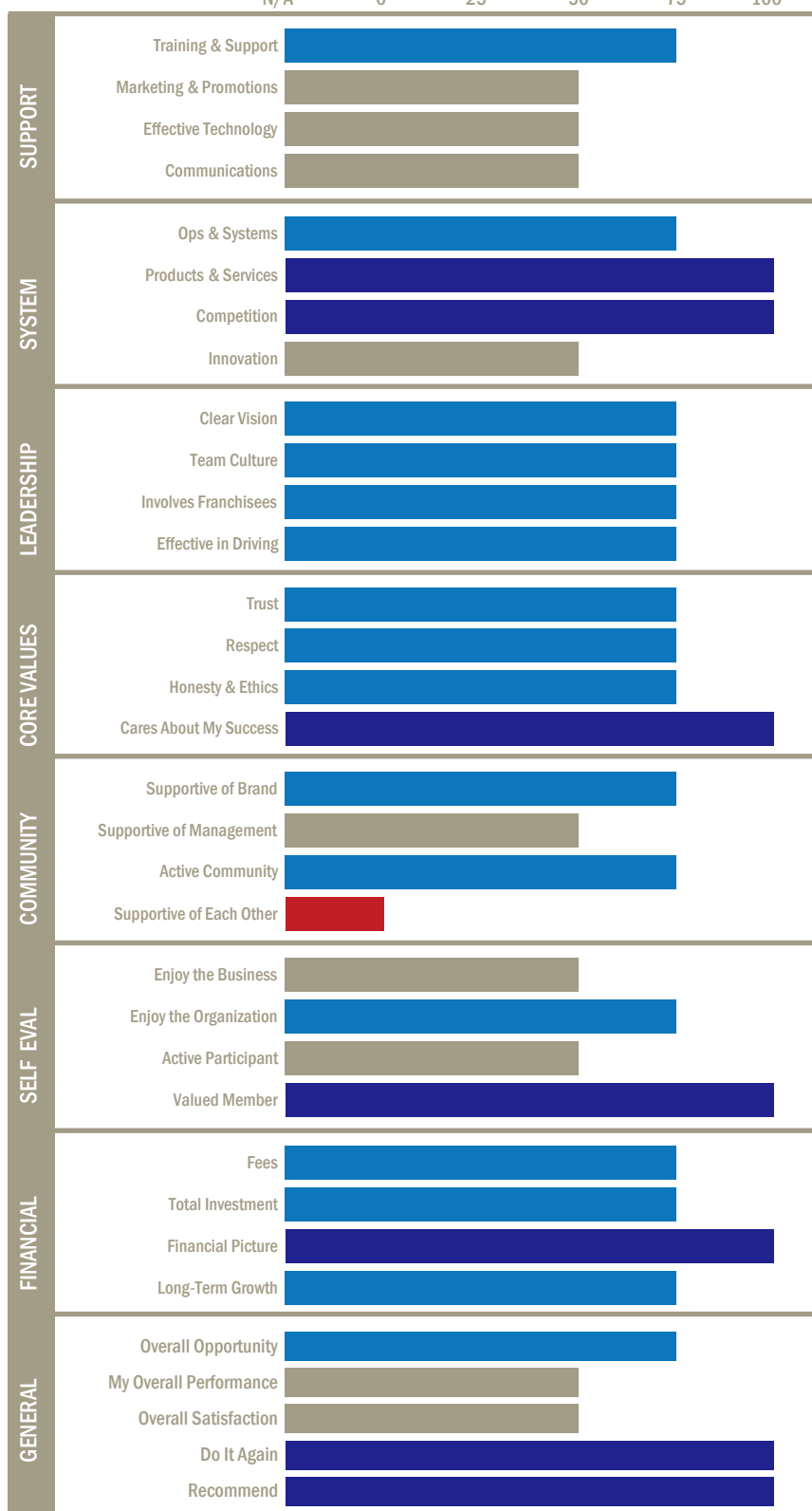
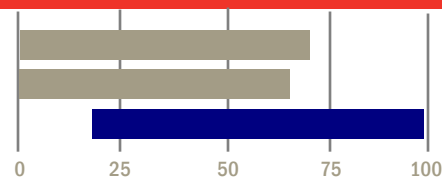
The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month?

no

Participant FSI: 71.2
Company FSI: 66.5
Participant FSI Range: N/A



Individual Survey

Anonymous (#589700)

Units: Owned:3 units / territories

Future Development: maybe

Market: Medium Market (>250K pop)

Tenure: 6 - 9 years

Age: 35 - 44

Ethnicity: Other

Region: West US

Gender: female

Comments

Please provide further details on why you were unable to attend the convention:

Employee had surgery and we were short always this is a huge problem with this business ðŸ˜˜”

Additional Questions

Initial Training: very good

The Home Office staff is readily available to re-train/review programs when needed: strongly agree

License Partner Promotions: very good

CMM Promotions: very good

Online POS Support: very good

Gift Card/Credit Card Support: very good

Website Support: very good

Party/Event Booking Support: average

Data Collection/Financial Analysis Support: very good

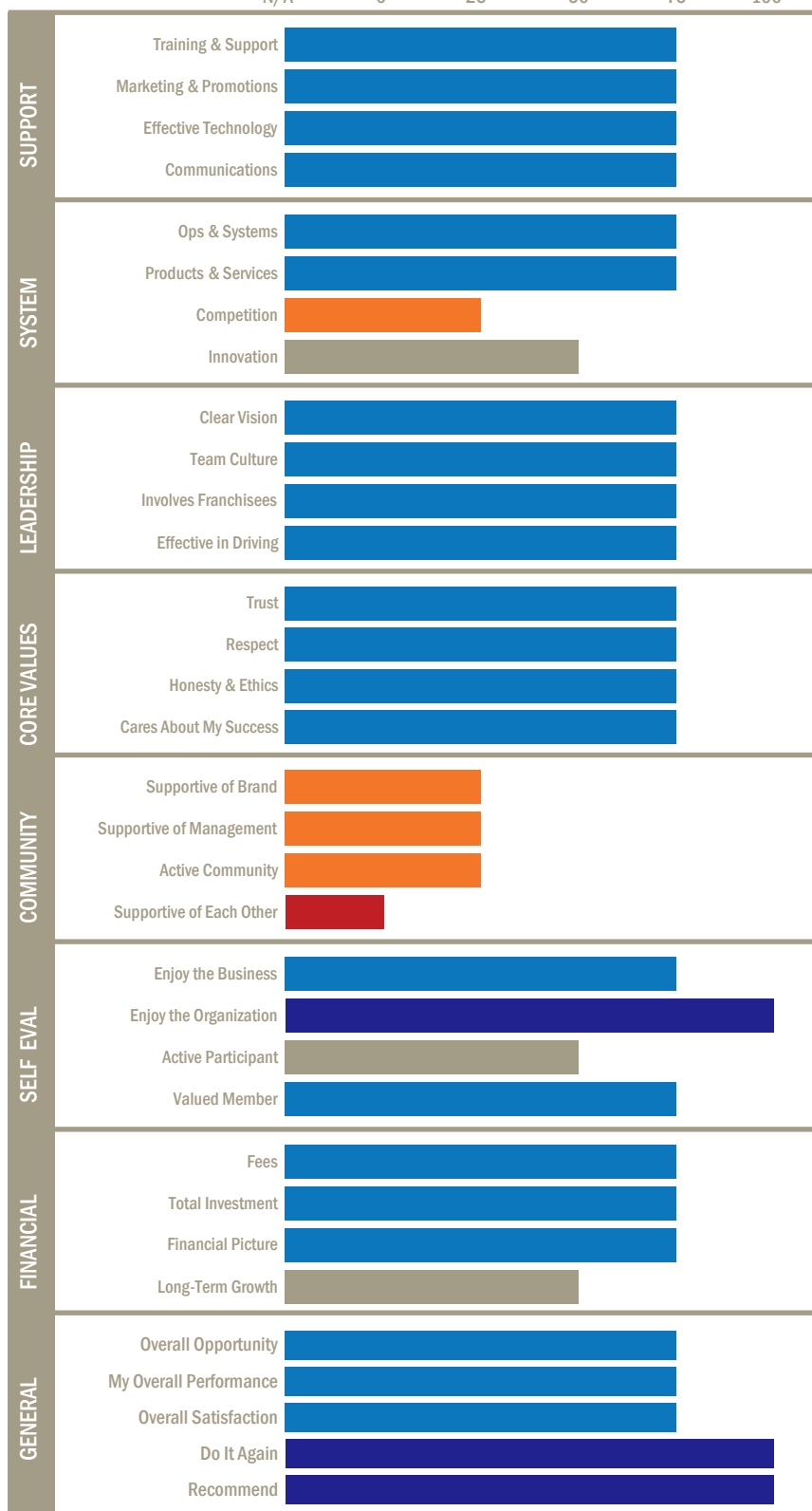
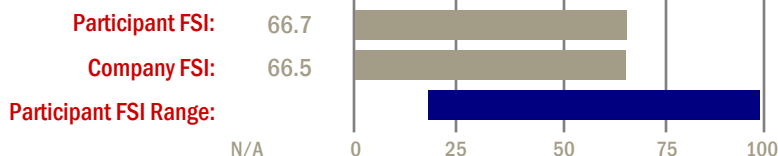
Information is accessible on the support center: agree

The President's weekly critical issue reports are useful: strongly agree

The Home Office staff is responsive when support is needed and problems arise: strongly agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month?



Individual Survey (cont.)

Anonymous (#589700)

Additional Questions

Did you attend the annual convention last month?

no

Individual Survey

Anonymous (#589701)

Units: Owned:single unit / territory

Future Development: probably

Market: Medium Market (>250K pop)

Tenure: 6 - 9 years

Age: 45 - 54

Ethnicity: Other

Region: West US

Gender: male

Comments

Additional Questions

Initial Training:

good

The Home Office staff is readily available to re-train/review programs when needed: agree

License Partner Promotions: average

CMM Promotions: average

Online POS Support: very good

Gift Card/Credit Card Support: average

Website Support: good

Party/Event Booking Support: good

Data Collection/Financial Analysis Support: good

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: neutral

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

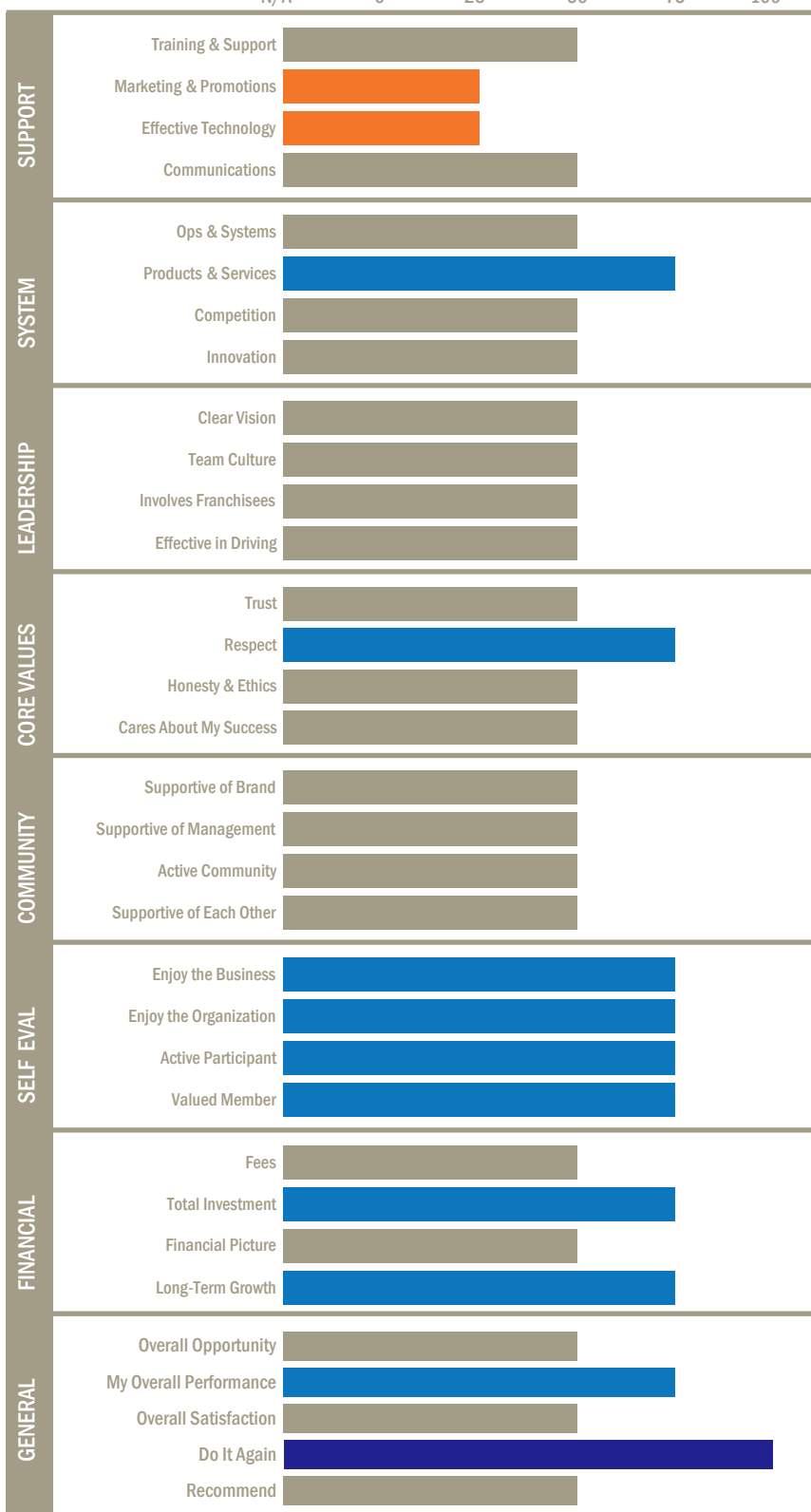
Did you attend the annual convention last month? no

Participant FSI: 56.8

Company FSI: 66.5

Participant FSI Range:

N/A 0 25 50 75 100



Individual Survey

Anonymous (#589703)

Units: Owned:single unit / territory

Future Development: maybe

Market: Medium Market (>250K pop)

Tenure: less than 2 years

Age: 25 - 34

Ethnicity: Caucasian

Region: West US

Gender: female

Comments

Training, Support, Marketing

Sean is extremely helpful and responsive whenever a question or problem arises. However, I find myself constantly contacting him, often because I do not know who else I can ask/contact or because I have reached out to someone else and have not received help and support from that person. It would be nice to know who to contact for what issues and have a time appropriate response from more than just one person at the home office.

Please give any constructive feedback you have related to your franchisor's Core Values:

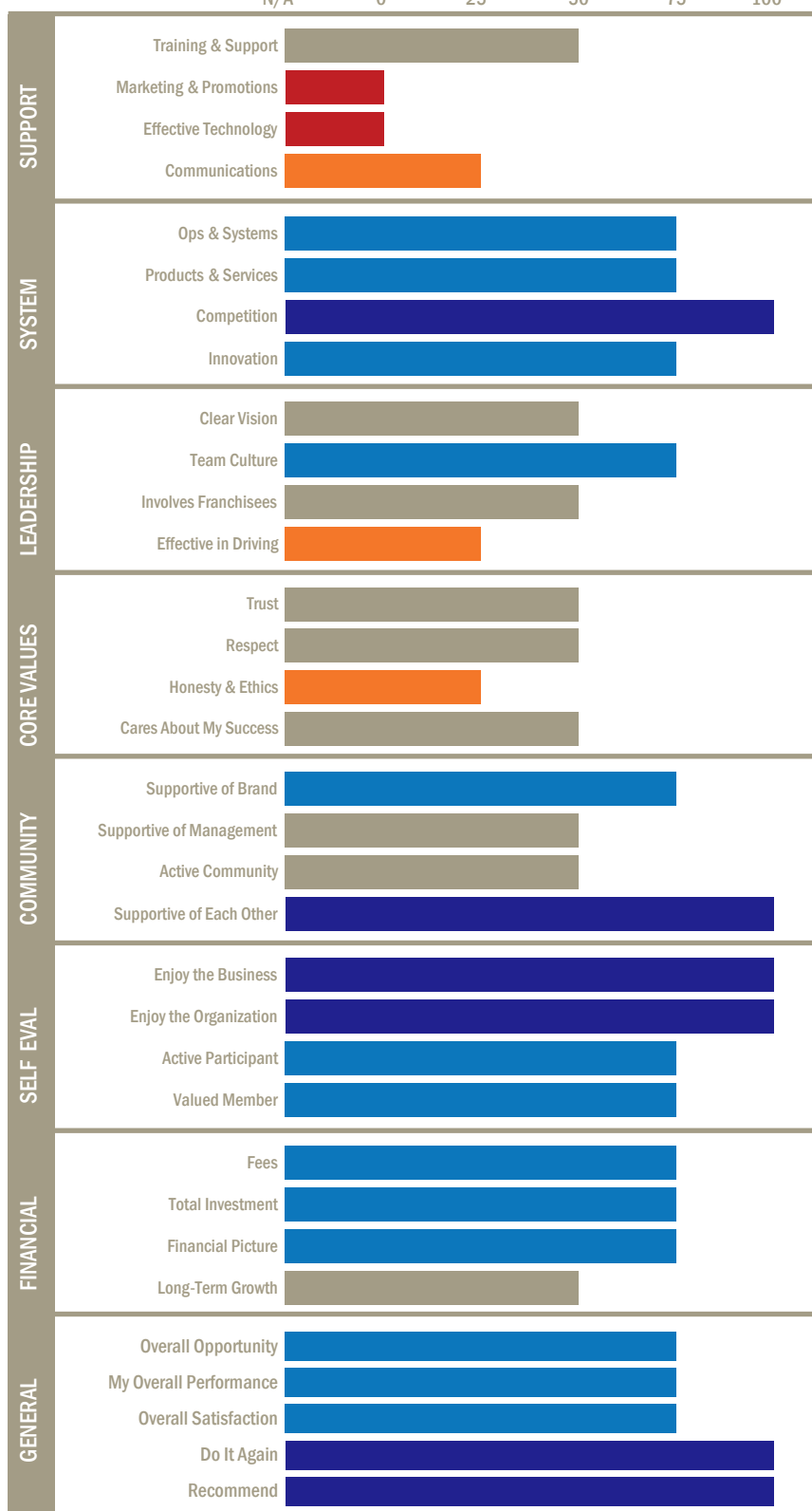
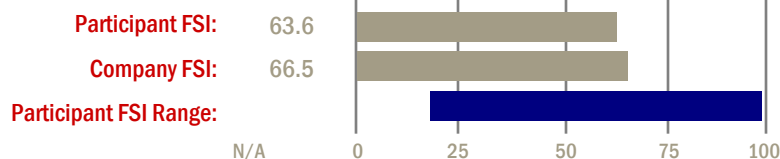
I like most of the people and love the company Color Me Mine as a whole, however, I personally have felt disrespected by Mike more than once.

What ONE thing could the corporate team do to help you drive more profitability in the business in the next year?

From what I understand positive changes are being made. I feel its important to keep our studios current and relevant with the time rather than waiting until several complaints have been made before changing a certain aspect. I believe plans for the new website design will be invaluable to the success and profitability of the company overall.

Additional Questions

Initial Training: good



Individual Survey (cont.)

Anonymous (#589703)

Additional Questions

The Home Office staff is readily available to re-train/review programs when needed: neutral

License Partner Promotions: average

CMM Promotions: poor

Online POS Support: average

Gift Card/Credit Card Support: good

Website Support: poor

Party/Event Booking Support: poor

Data Collection/Financial Analysis Support: average

Information is accessible on the support center: neutral

The President's weekly critical issue reports are useful: disagree

The Home Office staff is responsive when support is needed and problems arise: agree

The Home Office staff is knowledgeable and effective in helping to improve my business: agree

Did you attend the annual convention last month? yes

Overall satisfaction on the guest speaker: excellent

Overall satisfaction on the facilities/location: very good

I left the convention with actionable and useful information to implement in my business: agree

Topics to discuss during the next convention:

technology

operations

communications

product development