# THE ROLE OF PERFORMANCE MEASURES IN THE FAST FOOD FRANCHISEE <br> INDUSTRY TO SUSTAIN POSITIVE GROWTH: CAPE METROPOLE - SOUTH AFRICA. 

by

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at the Cape Peninsula University of Technology

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## DECLARATION

I, Lindiwe Albertina Mabesele, declare that the contents of this thesis represent my own unaided work, and that the thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

| Lindiwe Albertina Mabesele |
| :--- |
| Signed |

11 November 2009
Date


#### Abstract

The Faculty of Business at the Cape Peninsula University of Technology conducts research in the niche area: "The Effective Management of SMMEs" as identified by the National Research Foundation of South Africa.

The research contained within the ambit of this thesis, has as its objective to establish the current position of performance measures utilised daily in the business activities by fast food franchisees, to raise awareness of future performance drivers (i.e. the critical success factors or non-financials aspects), and to highlight the importance of measuring the key performance areas of both financials and non-financial indicators as significant contributors to sustainability and growth of an enterprise.

The challenge managers is currently faced with pertain to the managing of businesses for results i.e. identifying the drivers of financial success, finding a balance to measure financial and non-financial performances, appraising and compensating people's performance. Lacking such tools, businesses have encountered difficulties managing what they could not describe or measure, or that are exposed to the risk of failure. Financial accounting (historic information) does not provide details about factors that actually help grow market share and profits (the main drivers of future performance).

The questions which should be asked, are: Are the managers of fast food franchisees able to identify critical information or articulate factors that are important to actually help grow market share and profits? What tools are utilized to measure and drive value in real-time? To what level is performance measured, and what is the role and purpose of the utilised measures in the fast food franchisees? Most importantly, to what extent are franchisees in the fast food industry equipped by franchisors through a franchise "package"? This remains problematic as the need to identify and understand information critical for decision making in the fast food industry becomes imperative for the growth and sustainability of the organization. To answer these questions, the performance measures actually used by franchisees, will be surveyed.

The proposed study will involve the collection, compilation, and analysis of both financials and non-financials performance measures using survey data from fast food franchisees within the Cape Metropolis. Quantitative data will be collected through opened and closed ended questionnaires (distributed to owners/managers of outlets) to document the existing performance measures and resulting perceived benefits.


The outcome of this thesis will help franchisees to identify critical success factors and raise awareness with franchisors on inadequacies in the franchise package, so as to contribute to the effective management of small businesses. Furthermore, the research will be of importance in empowering the fast food sector to take advantages of alternative performance measures, improve their business efficiencies and increase their capacity to grow and be sustainable.

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## GLOSSARY OF TERMS

## Terms

Financial performance
measure
Franchisee
Franchising

Franchisor

Non-financial performance measure

Performance measure

## Definition/Explanation

Any information that is expressed in South African Rand value and indicates aspects of performance.

The newcomer to business ownership (the outlet)
A business arrangement when an existing business/brand (franchisor) grants a license to the newcomer to business ownership (franchisee) to use the trade name and an entire business format (Futuse, 2007:9).

Head office for the existing franchise group. A business arrangement when an existing business/brand (franchisor) grants a license to the newcomer to business ownership (franchisee) to use the trade name and an entire business format. This business format is usually considered a recipe for success (Futuse, 2007:9).

This relates to any information that is not expressed in South African Rand value and indicates aspects of performance

A measure designed to indicate performance and so provide information for decision- making. This enables managers to manage the business effectively and indicate good and bad performance and compare against benchmarks. A performance measure can be defined as a metric used to quantify the efficiency and/or effectiveness of an action (Neely, Gregory \& Platts, 2005:1229).

The different sizes of small, medium and micro enterprises as defined according to their turnover, number of employees or asset value The Small Business Act no 102 of 1996 and Amendment Act of 2003 subdivide small enterprises into small and very small categories.

## CHAPTER ONE

## INTRODUCTION AND BACKGROUND

### 1.1 INTRODUCTION

In this thesis, the aim is to research the role of Performance Measures (PM) utilised by fast food franchisees for effective management of day-to-day activities of the outlets. It will evaluate the management information available to the managers in real time, through existing performance measurement systems, and the ability of managers to articulate critical success factors of the outlets. Furthermore, the research will evaluate various areas of performance measured by managers in their daily activities. More specific this study has as its primary objective, to evaluate whether the managers of fast food outlets utilise accurate management information through current PM for decision-making.

The unit of analysis that have been used for this study have been taken from the fast food franchise industry. It consists of franchisees as identified from the Franchise Association of South Africa list of members. The franchisee enters into an agreement to utilise the franchisor's 'tried and tested' recipe/formula, and sells the franchisor's products, they are not totally autonomous and self governing, therefore full freedom to determine and control the performance of the outlet, is limited. Furthermore, it is of importance to note that fast food franchisees operate under a restricted dispensation by the franchisors. In terms of this restricted dispensation, franchisees receive various services and assistance from the franchisor. Such a complex relationship between franchisor and franchisee business may directly impact on the competitiveness and success of a franchise (Hynes, 1998:1). The franchisor operates within the context of providing an environment to create sustainable franchisees, as well as economic wealth through the franchise package and transfer of business skills.

This chapter provides background to the research and the aims and objectives thereof. More specific, in this chapter the research will be introduced to provide the reader with a holistic perception of the research problem and how it will be mitigated as a result of the research.

### 1.2 AIMS AND OBJECTIVES OF THE STUDY

Companies are reported to have been using performance measures as a control mechanism with success and the number of literature and academic journals in this respect describing the process has grown exponentially. Not enough evidence exists however of performance
measure utilisation by SMMEs. The aim of this empirical research is, to establish the current position of performance measures utilised daily in business activities by fast food franchisees, to examine whether the performance measures as prescribed in the franchise package enabling the owners/managers to performance measure their daily activities in a balanced manner, to raise awareness of future performance drivers, and to highlight the importance of measuring the key performance areas of both financials and non-financial indicators as significant contributors to sustainability and growth of SMMEs.

By examining the performance measures and then cross-tabulating them with the management information critical for effective management of outlets, it is hoped that this will result in a report on information, indicating the average levels of what is measured compared to what should be measured in accordance with the literature review conducted in Chapter 2. This type of management information will help the franchisees with the required skills in identifying critical success factors and raise awareness with franchisors on inadequacies in the franchise package for improvement, so as to contribute to the effective management of small businesses. Secondly, this study will be of importance in empowering the fast food franchisee sector, to take advantage of alternative performance measures, improve their business efficiencies and increase their capacity to grow and be sustainable.

### 1.3 BACKGROUND TO THE RESEARCH PROBLEM

The manager or owner of a franchise must be able to articulate the critical success factors of the business through relevant information generated from the daily activities. The information must highlight areas and drivers of these factors, to help ensure that:
> The franchisee is not under threat of bankruptcy.
> The franchisee implements the controls, which will ensure that the organisation is pursuing strategies and actions, which will enable the achievement of its goals.

The measurement of performance is central to controls, which are encapsulated within the context of the following four questions:
> What has happened?
$>$ Why has it happened?
$>$ Is it going to continue?
> What are we going to do about it?

The information age environment require service organisations to have the capabilities for competitive success (Kaplan and Norton, 1996:3). The manager of a franchise business furthermore needs to have the ability to measure performance for both financial and non-
financial aspects of the business and this is often lacking due to too much reliance on the analysis of financial statements.

### 1.4 STATEMENT OF RESEARCH PROBLEM

The research problem to be researched within the ambit of this thesis, reads as follows:
"There is a high probability of the risk of failure of fast food franchisees due to the fact that they do not operate their businesses using accurate management information measures"

### 1.4.1 Research question, sub-questions and objectives

For ease of reference, the research sub-questions, research methods and associated objectives are contained within the ambit of Table 1:

Table 1.1

## Research Question

What management information is critical for franchisees in the fast food industry, to ensure sustainability?

| Research Sub Questions | Research Method (s) | Objectives |
| :--- | :--- | :--- |
| What information related to <br> accounting is contained in <br> stock standard franchise <br> packages? | Questionnaire underpinned by <br> descriptive, inferential statistical <br> analysis and literature review | To determine to what extent <br> the franchise package caters <br> for matters related to financial <br> accounting |
| What measures do <br> franchisees use to measure <br> performance? | Questionnaire underpinned by <br> descriptive and inferential <br> statistical analysis | To determine the existing <br> performance measures in <br> place to mitigate the risk of <br> failure |
| What performance <br> measures are critical for the <br> success of the franchisees <br> industry? | Questionnaire underpinned by <br> descriptive and inferential <br> statistical analysis, literature <br> review | To determine if the <br> manager/owner can identify <br> the critical success factors of <br> the franchisees |
| To what extent are critical <br> success factors utilised by <br> franchisees? | Questionnaire underpinned by <br> descriptive and inferential <br> statistical analysis, literature <br> review | To establish if the franchisees <br> are using the critical success <br> factors |

### 1.5 CURRENT STATUS OF THE RESEARCH AREA

In South Africa, franchising represents a business model that has spurred growth in the country's small and medium enterprises. The franchising sector has managed to achieve exponential growth in operating franchise brands, increasing turnover and the number of outlets, which includes by implication, job creation. Franchises are viewed as having the
potential to make a significant contribution to the country's economy and its citizens, because of their ability to create new jobs. According to the latest survey conducted by Standard Bank Franchise Factor, the number of local franchise brands has grown by 49 percent to 470 since March 2004. The number of outlets increased to 25870. The turnover of the franchises increased from R127 billion to R188 billion. Franchisees currently employ 412428 people (Futuse, 2007:9).

The Franchise Association of Southern Africa cited by Futuse (2007:9), reported that the failure rate of franchises is between 15 and 25 percent lower than for start up businesses. Furthermore, US and European statistics show that 60 percent of all new businesses fail in the first two to three years. Recent media articles reported that MacDonald's one of the blue chip franchises closed 15 of their 103 outlets in South Africa. This represents 14.56 percent of their total stores in the country. If such a big franchise can experience failures, so can many franchise initiatives, especially newly established ones, which are more vulnerable to risk and failure than blue chips initiatives (Mc Alphine, 2006:2).

There are a plethora of valid business reasons which can be listed for the failure in the fast food franchise industry, the majority of which points to the lack of certain competencies on the part of managers who manage the outlets. Managers of fast food franchises invariable rely on financial statements as the only single element to measure the performance of the business, adding to the failure potential of the business initiative.

The preliminary research findings based on a research paper presented by this researcher at the Western Cape Regional SAAA Conference held at the CPUT Hotel School, $8^{\text {th }}$ November 2007 (Mabesele, 2007:Conference Paper), resulted in the following analogies being drawn:
> Franchisees do not comprehensively performance measure their activities.
> No plan is evident as to what is measured.
> Much reliance on lagging financial information from financial statements is evident.
> Floor managers or similar are not specifically trained to measure performance.
> Franchise "package" agreements do not appear to contain elements of performance management frameworks or models.
> An obvious gap exists for the generation of essential information required for effective management.

Traditional' financial measures are not that suitable to capture the essence of a company's relationships with such important constituencies as customers, employees and suppliers. Furthermore, they shed little light on the key source of future revenue and profit in a firm, namely the state of product innovation (Deloitte, 2004:Online). Management accounting,
which is the preferred source of financial measure, has lost its relevance (Johnson \& Kaplan, 1987:256-260). The question however is if new business initiatives actually can manage their business effectively by measuring only the financial elements of their business, or does the measuring of non financials equally play a part?

Following the criticism of traditional performance models, which focused on financial measures, multidimensional and balanced models were created to support the development of the organisation and management of companies (Sinclair \& Zairi, 2000:145-168). The balanced and multidimensional models are defined as models that adopt different perspectives of analysis, and manage them in a co-ordinated way.

Specific research on the adoption of the Balanced Scorecard (BSC) by SMMEs (particularly franchisees) in South Africa is not common, serving as one of the reasons which mooted this empirical research study. However, media articles report that some small and medium companies' owner/managers use methods with certain elements similar to the BSC (Maseko, 2006:6-7). Large businesses are benefiting from using a BSC. A recent survey by Deloitte (2004:7), returned that 92 percent of management agreed that financial indicators alone cannot adequately capture the company's strengths and weaknesses. Non-financial factors are as important as financial ones in achieving organisational success.

As a rule, franchise business plans (recipes for success) is 'lacking' and inadequate to highlight important sections of accounting information needed for business success, thus setting the franchise initiative up for failure. The following open questions which should be asked, are: How can the franchisees check if there are gaps? Do they have a back up? Does the franchise package (the so called 'success recipe') provide franchisees with the mechanisms to measure and drive value in real-time? Are the managers of franchises able to identify critical information or articulate factors that are critical to actually help grow market share and profits? To what levels are performance measured and the role and purpose of the utilised measures clarified? These issues remain problematic as the need to identify and understand information critical for decision making in the running of a franchise becomes imperative for the growth and sustainability of the organisation.

### 1.6 RESEARCH DESIGN

### 1.6.1 The empirical study

A positivist approach will be used for this empirical research to answer the research questions by involving the owner/manager of franchises in the fast food sector as part of the
social world. 'Empirical' research is based on or guided by the result of observation or experiment of what is happening, from which conclusions can be drawn, and which are frequently associated with the 'positivistic' research paradigm, the latter commonly referred to as the 'quantitative' research paradigm (Leedy \& Ormrod, 2001:101-102).

### 1.6.2 Sampling

Accidental sampling will be used to distribute 100 questionnaires by approaching any franchisee in the fast food industry serving as units of analysis, in various suburbs of the Cape Metropole. The selection in terms of accidental sampling is justified on the grounds that the units of analysis are located in areas accessible to the author and will help to capture a broadly representative sample of fast food franchises. An accidental sampling type is the most convenient collection of members of the population (units of analysis) that are near and readily available for research purposes (Kruger \& Welman, 2004:62).

### 1.6.3 Data collection, analysis and interpretation

A questionnaire consisting of open and closed-ended questions will be used for the survey. The data consisting of 'quantitative' variables such as identification information regarding respondents, information to manage as well as independent and dependent variables such as business cycle activities and performance measures will be obtained (Collis \& Hussey, 2003:152-154). Descriptive and inferential statistics will be used for the analysis and interpretation of data.

### 1.7 DELINEATION OF THE RESEARCH

The study will be de-limited to the managers/owners of franchises in the fast food industry situated within the Cape Metropole area only. This will ensure that the focus will only be centered on one particular area, as opposed to a wider approach (Collis \& Hussey, 2003:128-129).

### 1.8 CONTRIBUTION OF THE RESEARCH

This empirical research attempts to establish the current position of performance measures utilised daily in business activities by fast food franchisees. Furthermore, to examine whether the franchise package enables the owners/managers to performance measure their daily activities in a balance manner, raise awareness of future performance drivers and to highlight
the importance of measuring the key performance areas of both financials and non-financial indicators as significant contributors to sustainability and growth of an enterprise.

Critical management information gleaned from the research will help the franchisees with skills in identifying critical success factors and raise awareness with franchisor on inadequacies in the franchise package for improvement, so as to contribute to effective management of small businesses. Secondly, this study will be of importance in empowering the fast food franchisee sector to take advantages of alternative performance measures, improve their business efficiencies and increase their capacity to grow and be sustainable.

## $1.9 \quad$ LIMITATIONS AND CONSTRAINTS

When examining and reviewing previous studies on performance measures, it is evident that not enough evidence exists for performance measure utilisation by SMMEs. Current extensively documented multi-dimensional performance measurement models primarily focus on their application in large organisations. This aspect will be further elaborated upon in chapter 2. This however according to Andersen, Cobbold and Lawrie (2001:2), should not be taken as an indication that the implementation of multi-dimensional performance measurement models is only appropriate to large organisations. Therefore this lack of research on SMMEs performance measures means that only limited previous research will be considered when comparing studies.

It is also important to note that the sample in this study comes from one business segment only, namely the fast food franchisee section. The franchisees who took part in the survey consist of owner/managers who have a full impact on the performance of their outlets, culminating in the results of this research not reflecting performance measures across fast food industries in general.

Due to the nature of unit of analysis (managers or owners) and their busy work schedules, it was difficult to contact most of the targeted respondents to take part in the survey. Furthermore, due to the restrictions franchisees operate under, there was a general reluctance in the disclosure of outlets information in terms of available data.

In addition it is important to note that the respondents were advised in advance that they were taking part in a 'fast food franchisee survey'. As a result, there was firstly the possibility that some may have felt a social pressure of having to look like they were performance measuring their outlet. In order to counteract this, it was highlighted to the respondents that
all information would be handled in the strictest confidence and that no names would be made public.

Whilst every effort was made to target one hundred fast food franchisees and create a large sample, due to the fact that the franchisees operated under restrictions by franchisors, there was no way of ensuring that they would commit to the process. The sample group that resulted consisted of only fifty one fast food franchisees, which in itself is a very small number, however statistically significant.

It is of importance to recognise the potential of research bias arising from the limitations and constraints mentioned above, however this author is of the opinion that it would have been beneficial to include failed franchisees to the study, however data on these entities were not readily available.

This chapter highlighted some of the aims and objectives of the study as well as giving some background to the reasons for this research. In this document findings will be compared to a preliminary survey conducted by this author, which focused on the information critical for effective management of franchise.

## CHAPTER TWO

## LITERATURE REVIEW

### 2.1 INTRODUCTION AND BACKGROUND

Lack of critical management information severely handicaps decision makers and managers in all enterprises (Romney \& Steinbart, 2000) cited by (Rudman, 2004:19). It has been established that there is not significant use of non-financial performance measures by managers of SMMEs in the Western Cape (Rudman, 2003:Conference).

Often, traditional financial accounting systems are used which is designed to provide information to users external to SMMEs such as lenders and tax authorities. However the same systems should provide management information internally to SMME managers for day-to-day operational decision-making. The internal users of these accounting systems often are without vital timely information needed to accomplish strategic planning, organizing, directing and controlling, which is critical for success (Baxendale, 2001:61).

In this chapter, the term SMME and franchising and the contribution made by franchises to the economy of South Africa will be discussed prior to defining performance measurements. This chapter will also focus on the performance measures, the balanced score card and its relevance relating to the fast food franchisees towards attainment of their objectives and vision.

In South Africa, franchising represents a business model that has spurred growth in the country's small and medium enterprises. The importance of SMMEs has been outlined by the International Organisation Development South Africa (IOD, 2000), as a vehicle of economic growth, which is motivated by macroeconomic concerns, such as improving the competitiveness of the economy, the provision of accessible consumer goods for the poor, and job-creation; which also serves as a vehicle of black economic empowerment. The organisation expressed the purpose of SMMEs as alleviating poverty through employment creation.

The small business sector has been noted to play a crucial role in world economies (Lefebvre, Lefebvre \& Prefontaine, 1999:Conference). In the European Union, small to medium enterprises (SMEs) account for 99 percent of all organisations, and 72 percent of employment, while in Japan they represent 99 percent of all organisations, and 60 percent of GDP. In Canada, organisations with less than 100 employees account for 99 percent of all
businesses. Currently in South Africa between 60 and 70 percent of new employment is being created by SMMEs. In the Western Cape region, SMMEs are seen as crucial to job creation and contribute 53.9 percent to total local employment (Friedrich, 2004: Online).

Many people have the wrong impression about the revenue-generating potential of the SMME sector, and would probably be surprised to learn that many of the country's multimillion Rand companies employ fewer than 25 people. Companies employing 25-50 staff members are considered to be small enterprises, and those who employ between 50-100 employees, constitute a medium-sized enterprise (Traders Africa, 2002:3). SMMEs can be defined as formal businesses that are registered, motivated by opportunity, and employ less than 250 employees (Oxford \& Wood, 2004:2-3).

### 2.1.1 SMME classification

The National Small Business Act (South Africa, 1996:20) defines four size classes of SMMEs in terms of numbers of employees, which are tabulated in Table 2.1 below:

Table 2.1: Defining four size classes of SMMEs by numbers of employees (South Africa, 1996:20)

| Size Class | Micro <br> Less than | Very Small <br> Less than | Small <br> Less than | Medium <br> Less than |
| :---: | :---: | :---: | :---: | :---: |
| Number of employees | 5 | 10 | 50 | 100 |

Small Medium and Micro enterprises (SMMEs) contribute 40 percent of the South Africa's Gross Domestic Product (GDP) and employ almost 60 percent of the private sector labour force. The importance of the small business sector therefore cannot be ignored (DTI, 2001).

### 2.2 THE CONTRIBUTION OF FRANCHISING TO THE ECONOMY

The franchising sector has managed to achieve exponential growth in operating franchise brands, increased turnover, number of outlets, and job creation. Franchisees are viewed as having the potential to make a significant contribution to the country's economy and its citizens, because of their ability to create new jobs.

The latest survey conducted by the Standard Bank Franchise Factor returned that the number of local franchise brands has grown by 49 percent to 470 since March 2004. The number of outlets increased to 25870. The turnover of the franchises increased from R127 billion to R188 billion (Futuse, 2007:9). Franchisees currently employ 412428 people (see Figure 2.1) (Gordon, 2006:23).

## The Standard Bank Franchise Factore



Figure 2.1: Employment statistics. Source: Gordon (2006:23)

The franchising sector as part of SMMEs are seen as crucial to job creation in the Western Cape region as they contribute 53.9 percent to total employment (Friedrich, 2004:Online). Recent reports returned that the franchising section has a growth of R256 billion turnover and the creation of 70000 new jobs over the previous two years (Verduyn, 2009:9). According to the Entrepreneur magazine (2009:38), the total income generated by fast food/takeaway outlets was R607,1 million in June 2007 and has increased to R637,7 million in June 2008.

A recent article in UK newspaper The Time (2008) on global recession, as quoted by the Entrepreneur Magazine (2009:38), reported that the fast food industry is one of the rare sectors to thrive in the economic downturn. FASA (2009:10), reports that franchising enjoys a sustainability rate of almost 96 percent and the sector contribution to GDP is 12,57 percent.

### 2.3 THE CONCEPT OF FRANCHISING ANALYSED

The historical development and conceptualisation of franchising possibly started as early as the 1850's and modern franchising began in the 1930's, however, South Africa joined the franchise movement in mid 1960. Fast food outlets and restaurants were the first to use franchising as a vehicle for expansion. Sibeko and Tambani (2000:Online), provides the following insight into the concept of franchising:

### 2.3.1 Franchising defined

In broad terms, franchising is a business arrangement wherein one party namely the franchisor, enters into a contractual relationship with another party, the franchisee, granting the franchisee rights to use the franchisor/s trade name and trademarks and to conduct a business in accordance with a specified format. The contractual relationship usually involves
an exchange of fees and contractual responsibilities on the part of the franchisor and franchisee alike (Sibeko \& Tambani, 2000:7). This definition is supported by FASA; Futuse (2007:9). Franchising is applied across a number of industries and in a variety of formats. Taking into consideration the different reasons and applications behind franchising, it is appropriate for the purposes of this analysis to define the two main types of franchising, namely the 'business format franchising' and 'product / trade name franchising'.
'Business format franchising' occurs when a franchisor has developed a proven business system and grants franchisees a licence to use the trade name, sell specified products and services and utilise prescribed marketing and business systems, for example, fast food outlets. The franchisee is usually required to pay the franchisor franchise fees, for the licensed right, in the form of up-front franchise fee, ongoing royalties or management services fees (usually calculated as a percentage of the franchisees turnover), and a marketing or advertising levy. Business format franchising is a modern day form of franchising, which requires a far closer working relationship between franchisor and franchisee in the form of training and regular business support (Sibeko \& Tambani, 2000:7).
'Product / Tradename franchising' is a traditional form of franchising, where a franchisor grants a franchisee a licence to use the tradename and sell specified products and services, for example, motor car dealers and petroleum / service stations. The franchisee is usually required to pay the franchisor, franchise fees for the licensed rights. These payments are made in the form of an up-front franchise fee or ongoing royalties (usually calculated as a percentage of the franchisee/s turnover) and a marketing or advertising levy as in the case of business format franchising. The main distinction of this form of franchising to the former, is that there are limited standards and procedures imposed by the franchisor on the franchisee, consequently the extent of training and business support is limited.

### 2.3.2 Advantages of franchising

Experts in the field of franchising list the following advantages of franchising, which are tabulated in Table 2.2 for ease of reference.

Table 2.2: Pros and cons of franchising vs independent business (Source: Which Franchise, 2007: Online)

| Consideration | Franchise |  |
| :--- | :--- | :--- |
| Trade Name | Independent Business | As a franchisee, you have the right to use an established <br> trade name, marks, logo and style. Your unit will be <br> indistinguishable from others in the network. However, <br> costomers could - and should - be made aware of local <br> ownership | | You will need to establish your own name. |
| :--- |
| This can take a long time, and as they say: "in <br> business, time is money". The name will not <br> be national, but customers will be aware of <br> local ownership. |


| Known Product or Service | Your product/service will have public acceptance. It is a major benefit if the network as a whole has a sound reputation, but could be a drawback if other franchisees within the network perform badly. | It takes a long time to establish a product/service that meets the needs of its target customer base and build up public acceptance. |
| :---: | :---: | :---: |
| Training | Training is essential, especially but not only if you are changing career. It provides you with the ability to use new technology, handle financial and staff management and gives you the confidence and skills required to operate a business successfully. | Your business will be based round your skills or hobbies. Business results will depend entirely on your own capabilities and dedication - there will be nobody to guide you. |
| Proven Business | A solid franchise will offer irrefutable evidence that the business has worked well elsewhere. However, this does not guarantee that it will work everywhere. Every franchisor should have carried out a viability study in your target market. | Your business will be new and unproven - the onus is on you to establish the likelihood of success. |
| Package | You are investing in a complete business franchise format that has been proven elsewhere and possibly even has an established following in your target territory. | As you will have little external support, your business is likely to start small and will require time to develop. In the meantime, overheads are building up, not to speak of lost opportunities costs. |
| Advertising | National advertising is the responsibility of the franchisor while local advertising will be undertaken by you. However, the franchisor is likely to offer guidance and even provide advertising materials. | This is entirely down to you. You have to devise and produce your own material and are responsible for media selection. Moreover, you are unlikely to qualify for discounts often offered to large groups. |
| Sourcing | Franchisors will specify the range of products and/or services you will carry. On occasion, franchisors may be the sole source of certain supplies. Either way, you should be able to benefit from bulk discount arrangements negotiated by the franchisor on the network's behalf. | You are free to determine the range of products and/or services you wish to offer. Moreover, you can shop around to get the best deals. However, as you will be buying in small quantities, initially at least, you are unlikely to receive substantial discounts. |
| On-going Help \& Support | You have access to an operations and procedures manual. In appropriate circumstances, a trouble shooting service may also be available. Moreover, a field service consultant (FSC) will visit you and offer on-site assistance. | You are on your own - the buck stops with you every time. You could hire an outside consultant - at a price - but he is unlikely to be familiar with your specific needs. |
| Location | The franchisor should assist with the selection of the optimal location for the business. In any event, the franchisor will reserve the right to approve the site. | You are free to make good or bad choices in site selection, and have to live with the consequences. Expert advice may be available - at a price - but it is unlikely that the expert understands your needs fully. |
| Ownership | Although you own the business, operation is subject to the clauses contained in the franchise agreement. Among other things, your right to sell the business is likely to be limited. The franchisor may reserve the right to purchase the business from you, or approve the incoming franchisee. Keep in mind that franchises are usually granted for a fixed period, with a right to renew, | You are free to sell or dispose of the business at any time to anyone. No one else has the right to terminate the business for as long as it is solvent. |
| Selling the business | Should you wish to sell the business, the franchisor may be prepared to purchase it from you, or may have a buyer lined up. | You have to find your own buyer. |

### 2.3.3 Disadvantages of becoming a franchisee

Franchising also has drawbacks, and it is important to understand them fully before two parties i.e. the franchisor and franchisee enters into any binding commitment (Which Franchise, 2007:Online). These drawbacks fall into three categories, namely;
> Limitations on independence,
> inflexibility, and
> risk associated with the network's overall performance.

### 2.3.4 Limitations on Independence

An important feature of franchising is that every aspect of the business format is defined. Not everyone will be happy to operate a business under such constraints, and one needs to consider this carefully. Furthermore, it should be kept in mind that in the SMME environment, and indeed in any business, "independence" is a relative term. No matter what business one is in, and even if one operates it independently, market realities, including the whims of major customers, can - and often will - influence the way a business operate (Which Franchise,2007:Online).

### 2.3.5 Discipline

Which Franchise (2007:Online), believes that being a franchisee requires a great deal of selfdiscipline. On the one hand as the owner "the boss" or manager of an outlet, no-one will control your routine movements. The owner or manager needs to be able to put in the required hours and the necessary enthusiasm to ensure the success of the business. On the other hand, owners or managers of outlets are working within a system in which there is little scope for creativity. Almost every aspect of operating the business is laid down in the operations and procedures manual. To exacerbate matters, franchisor representatives are appointed to ensure adherence to the proven guidelines.

Franchisor representatives have the objective to protect one against rushing into decisions one may regret later. Moreover, recent developments especially in the USA point toward a move away from the concept of "the franchisee as a blind follower", towards "the franchisee as the regional developer of the brand". This trend is sure to be followed in South Africa. Once this happens, networks that follow this paradigm will offer franchisees who can demonstrate commitment to the brand almost limitless opportunities for growth. There is a need to identify a system that offers a good culture fit and is prepared to accommodate the abilities as well as the aims and ambitions of the franchisee.

### 2.3.6 Monitoring by the franchisor

Initially, almost every franchisee welcomes visits by the franchisor's field service representatives, however this approach is soon viewed as unnecessary interference. The
owners or managers of fast food outlets often see no need for the representatives to come into the outlet and criticize the way the outlet is run, once they are able to do their own trouble-shooting, Which Franchise (2007:Online), explains that this is human nature but shortsighted nonetheless. Furthermore, the owner invests in a franchise precisely because it functions like a proverbial 'well-oiled machine', however question whether it is not fair and reasonable, then, that the franchisor expects the owner/manager to stick to the network's proven systems and procedures once they become a franchisee?

Several issues are at stake:
> The franchisor supplies the franchisee with a blueprint for business success. Unless the franchisee use the blueprint as intended, its efficacy becomes suspect.
> The brand's followers 'the franchisees/customers' do business with the franchisor precisely because of the perceived brand promise. Any deviation from the network's standards places the perceived brand promise under scrutiny. Not only would this impact negatively on the business performance of ones own unit, but also would impact negatively on the reputation of other members of the network.
> Having made a substantial investment into their business units, other members of the network expect the franchisor to protect their business interests. They would protest should the franchisor stand idly by while damage is done to the reputation of the brand.

### 2.3.7 Franchise fees

During the early stages of the franchise relationship, the franchisee depends on the franchisor's assistance and usually does not mind paying ongoing fees. As time goes by however, the franchisee is likely to become more self-sufficient. Eventually, the franchisee may resent paying these fees.

### 2.3.8 Reputation

Each outlet operating under the network's brand, regardless of whether it is operated by the franchisor or a franchisee, has the capacity to affect the reputation of the whole system. If there is a wide disparity in service quality from one outlet to the next, it will harm the reputation of the brand. This can affect the business performance of ones unit and one has little power to change it.

In certain circumstances, franchising can be an inflexible method of doing business. As a franchisee, one is bound by the franchise contract to operate the business in a carefully prescribed manner. Although the franchisor will have reserved the right to respond to changes in the market, this is unlikely to happen without a process of consultation. This tends to make the introduction of changes to the system, for example changes to the business format, the corporate identity or the product range, a slow process. It can be frustrating for individual franchisees not to be able to respond swiftly to the emergence of new trends in the local market, or the arrival of a local competitor.

On the positive side, it protects the franchisee against responding to fads that lack staying power. This prevents one from implementing 'knee-jerk reactions', which could upset suppliers, staff and long-standing customers for no good reason and may be costly to rectify (Which Franchise, 2007:Online).

### 2.4 FAILURE RATES (SMMEs INCLUDING FAST FOOD FRANCHISEES)

The DTI (2001), reports that 60 percent of new SMMEs fail within first two years. This results in wasted capital and disillusioned entrepreneurs. According to the U.S. Small Business Administration (Longley, 2006:1), over 50 percent of small businesses fail in the first year, and $95 \%$ fail within the first five years.

The Franchise Association of Southern Africa cited by Futuse (2007:9), reported that the failure rate of franchises are between 15 and 25 percent lower than for start up businesses. The US and European statistics show that 60 percent of all new businesses fail in the first two to three years. Furthermore, statistics show that 80 percent of new businesses fail within their first two years as a result of poor yield management, low productivity, long process flows, old plant equipment, etc.

Recent media articles reported that MacDonald's one of the blue chip franchises closed 15 of their 103 outlets in South Africa. This represents 15.6 percent of their total stores in the country. If such a big franchise can experience failures, so can many franchise initiatives, especially newly established ones, which are more vulnerable to risk of failure than blue chips initiatives (Mc Alphine, 2006:2). According to Gordon (2008:52), 6,5 percent of new franchises have failed in the past two years. The first step in a long process is job retention. When a job is lost in South Africa, approximately 15 to 23 people in the worker's extended family are affected. Before one can create jobs, one first needs to stabilise the business (Geldenhuys: 2002:1).

Several studies have been undertaken to determine the reasons for the failures of franchise enterprises. Amongst the most important reasons pointed to the lack of managerial capabilities such as identification of critical information for decision-making, and the experience of the managers.

There are a plethora of valid business reasons, which can be listed for the failure in the fast food franchise industry, the majority of which points to the lack of certain competencies on the part of managers who manage the outlets. Managers of fast food franchises invariable rely on financial statements as the only single element to measure the performance of the business, adding to the failure potential of the business initiative.

The risk of business failure is high amongst SMMEs. International research returned that the major causes for business decline and/or failure are internal factors especially lack of financial control, poor cash flow management, high gearing levels, inadequate management competence, poor production planning and control and insufficient marketing, rather than external factors such as economic and competitive changes. Unless there is experience and understanding of the management information critical for effective management and sustainability of fast food franchisee sector, the warning signals associated with business decline will go undetected (DTI, 1998:11).

### 2.4.1 Risks and controls

All organisations are constantly exposed to many threats and assume risk in achieving their goals. Some risks are inherent and cannot be limited, others are avoidable and may be limited by a good designed and maintained system of internal control (Grobler, Rudman \& Smith, 1998:1). The extent to which the goals are achieved, how well the organisation is being managed, and the proper use of the money within the organisation, needs to be monitored on an ongoing basis. The information generated by the monitoring is given to management to use to manage better. In a larger business, the management of the organisation have the responsibility to monitor activities in the course of operations, and through separate evaluations.

The scope and sequence of separate evaluations depends on the assessment of risks and effectiveness of on-going monitoring of controls and procedures basis as graphically depicted in Figure 2.2. For this reason, typically an internal auditor is employed within an organisation to assist the management in performing this monitoring function.


Figure 2.2: The risks and controls formula (Source: Adapted from Grobler et al., 1998:10)

Figure 2.2 is based on the original concept mooted by Rao Vallibineni, and which was expanded upon by Grobler et al. (1998), in CPUT Internal Auditing Notes 1998, and which is now adapted by this author to suit the fast food franchisees.

Control is about risk management and can help the organisation achieve its objectives, as effective control will provide reasonable assurance that the organisation will achieve its objectives (Grobler et al., 1998:10). Whether in a developed or developing economy, franchising is designed to mitigate risk. A franchised operation is part of a larger support network with a proven business track record, in which the franchisor provides continuous assistance with respect to all aspects of the business (Business in Africa, 2005:Online). According to Barrett (2008:1), managing and mitigating risk is a problem in itself, however managers either ignore, do not manage it properly or are ill-equipped to use the necessary tools for the job.

In terms of the dispensation applicable to SMME fast food franchisees the payment of extra support such as acquiring the services of an internal auditor (to perform or assist in the monitoring function) contributes to extra cost incurred, thereby further contributing to nonachievement of goals. When an owner goes through financial hardship, they should remain as a small entity until stabilised before they expand.

### 2.5 FRANCHISE RELATED LEGISLATION

Intellectual property rights and primacy of contract are important aspects of a successful franchise sector, with South Africa the only country in Africa to have franchise related legislation. To place it into an international context, only 13 countries have franchise related legislation and North American courts are still trying to clarify the relationship between the franchisor and the franchisee (Business in Africa, 2005:Online).

### 2.5.1 Acts governing franchising

As such there is no specific law governing franchising in South Africa. The franchise relationship is vested in law as a combination of various legal transactions while the franchise agreement can contain varied and apparently unrelated rights and obligations. The franchise agreement serves as an instrument to express such unrelated rights and obligations and is therefore viewed in South African law as an ordinary commercial agreement and governed primarily by the Law of Contract. In addition to the Law of Contract and various acts of parliament, there are distinct 'bodies' which have an influence on franchising in South Africa (FASA, 2007:Online).

It is clear that the development of a vibrant and healthy franchise sector should be encouraged and appropriately supported by Government. Currently, the inadequacies on the regulatory front do not support the development of a protective and enabling regulatory climate for franchising. To achieve optimum growth, certain interventions are needed to improve the regulatory and support environments for current and potential participants in the sector. A strategy was proposed to bring about support measures to stimulate growth in the franchising industry, and to provide the regulatory environment required to optimise the impact of these measures in contributing to South Africa's macro economic objectives (Sibeko \& Tambani, 2000:4).

Recent developments are that the Consumer Protection Bill is soon to become law, calling for franchisors to adhere to a strict Code of Ethics and Business Practises to ensure the success of franchising (FASA, 2009:10).

### 2.6 PROMOTING SMMEs IN SOUTH AFRICA

In line with the objectives of economic policy, growth in employment can be enhanced through Government support to small, medium- and micro-sized enterprises. The institutional framework of support for such enterprises calls for fundamental restructuring.

The Government will determine appropriate support policies, which will be both focused and sectorally differentiated. Support to this sector will best be decided by the Government, the private sector and NGOs acting in collaboration. The key areas of support to small and medium-sized enterprises will include according to Visagie (1997:660-667), the following:
> Access to advice.
> Favourable amendments to legislative and regulatory conditions.
$>$ Access to marketing and procurement.
> Access to training.
> Access to appropriate technology.
$>$ Encouragement of interfirm linkages.

### 2.7 BARRIERS TO THE SUCCESS OF SMMEs

In particular, the franchising fast food entities operate under a restricted setup by the franchisor, and are supposed to receive numerous services and help from the franchisor. Such a complex relationship between franchisor and franchise outlet business may directly affect the competitiveness and success of fast food entities (Hynes, 1998:Online).

Several factors contribute to the lack of sustainable institutions in the South African context, including lack of capacity, overhead and administrative expense, lack of staff training, information, and access to technology that would make programmes more effective.

Franchisees lack knowledge in various areas, which impair their success. These include amongst others:
> Franchising in general,
> how to evaluate and select a franchise,
> general managerial skills, and
> where to ask for information and where to lodge complaints

Franchisors in some instances also lack knowledge in the areas of:
> How to develop, manage and sustain franchise systems.
> How to support franchisees.
> Franchisors in some instances fail to provide franchisees with sufficient training and general business support.
> Franchise systems, which lack formal communication mechanisms to allow for effective communication to flow between franchisors and franchisees have been found to exist.
> Franchisors operating franchise systems without owning operational units, which compromises research and development, system enhancement and skills transfer.

One of the major trends for the new millennium is time and convenience. Consumers are placing more importance than ever on these factors. This means that anything that provides consumers with a time save option will have a good chance of success. This translates into anything from delivery services and house calls, to drive-thru windows and easy-access express locations, especially for service establishments that are traditionally inconvenient. As people are becoming more and more health conscious, there is a greater opportunity for fast food franchisees.

### 2.8 HISTORY OF MANAGEMENT ACCOUNTING PERFORMANCE MEASURES

Performance measures are defined as parameters used to quantify efficiency and effectiveness of business actions, intended to provide feedback to managers regarding achievement of desired outcomes (Niven, 2002:112-114). Traditional performance measures in many companies are primarily financial and are represented by the output of management accounting systems. Management accounting was developed in the 1920s, however business systems and practices have changed exponentially since then, particularly in the last two decades, but accounting systems have not kept up with developments. Some specific shortcomings of traditional, accounting-based performance measures are evident.

### 2.9 FINANCIAL VERSUS NON-FINANCIAL MEASURES

Financial indicators are said to reflect the capital market's obsession with profitability as the sole indicator of corporate performance. Critics of this approach suggest that it encourages management to take a number of actions, which focus on the short term at the expense of investing for the long term. Management should realize the importance of the non-financial performance measurement and be aware that, 'the less you understand the business, the more you rely on accounting numbers' and 'the nearer you get to operations, the more nonfinancial performance indicators you realise could be valuable aids to better management'. Non-financial measurements can warn about downside risks (Deloitte, 2004:10).

Mr Gary Benanav, of New York Life, cited by Deloitte (2004:19), believed that executive directors are the one's that are driving the emphasis on non-financial measurement, however the pressure from investors are much more on financial performance and no real pressure is applied to get into the details of non-financial matters.

Mr Laurent Beaudoin of Bombadier, the Canadian maker of aircraft and trains and by Deloitte (2004:19), is of the opinion that when they report financial results and discuss them at the
board meetings, the non-financial matters which caused the results to be good or not so good are raised at the same time, but without specific measurement of them.

Mr Jay Lorsch, a Harvard Business School professor by Deloitte (2004:9), believes that there are a lot of American directors who would like to look at long term health (non-financials), rather than the short term stock price, but the pressures to meet investors financial expectations from one quarter to the next, pushes the emphasis on financial data.

A recent survey by Deloitte and the Economist Intelligence Unit returned that 78 percent of corporate directors stated that financial indicators alone do not adequately capture their companies' strengths and weaknesses. Furthermore, Dr Walter Massey, a member of the board at McDonald's, commented that customers have greater power than before, and companies are finding they need to learn more about customer's needs and desires, in addition the ranks of the ecologically minded, social minded consumer are growing, and companies run considerable risk if they don't pay attention (Deloitte \& Touche Tohmatsu, 2007:Online).

SMMEs have to work harder and manage on their own to achieve financial goals. Due to their size and nature, SMMEs tend to be adaptive and innovative (DTI, 1995:Online). Owners or managers of fast food franchises have the time and can benefit from adopting the approach of measuring both financials and non-financial areas of their outlets.

### 2.10 DISENCHANTMENT WITH FINANCIAL ACCOUNTING (1987-1992)

Management accounting, which is the preferred source of financial measure, has lost its relevance (Johnson \& Kaplan, 1987:256-260). According to Eccles (1991:131-137), the information is unbalanced, and mainly relates to the past and requires special skills to interpret. Those who do use performance measures, often extract them from financial accounting systems information.
'Traditional' financial measures are not that suitable to capture the essence of the company's relationships with such important constituencies as customers, employees and suppliers. Furthermore, they shed little light on the key source of future revenue and profit in a firm, namely the state of product innovation (Deloitte, 2004:Online). Too much reliance on financial statements have proved to be ineffective and inadequate, which points to the fact that they are historic, provides a summary of the performance, and lacks to assist in identifying areas requiring corrective action in real- time (Rudman, 2004:18).

The effective management of franchisees is not only a question of financial measures of performance, which is a necessary condition but not a sufficient one, but also of various other measures of a non-financial nature. The question however is if new business initiatives actually can manage their business effectively by measuring only the financial elements of their business, or does the measuring of non-financials, equally play a part?

### 2.11 PERFORMANCE MEASUREMENT FRAMEWORKS AND MODELS

Following the criticism of traditional performance models, which focusses on financial measures, multidimensional and balanced models were created to support the development of the organisation and management of companies (Sinclair \& Zairi, 2000:145-168). Balanced and multidimensional models are defined as models that adopt different perspectives of analysis, and manage them in a co-ordinated way.

All the models developed after the mid-1980's, focus on a more balanced approach. However scholars take different approaches to balance, with some writing about the balance between internal and external measures, some propose balancing measures related to all the different organizational levels, some pay attention to the result-determinants relationship, and some propose balancing four different perspectives based on both the nature of the measures (financial and non-financials) and the object of the measures (internal and external) (Bititci, Garengo \& Biazzo, 2005:32).

The most popular performance measurement models are elaborated upon below:
> Performance Measurement Matrix: A framework which seeks to integrate different dimensions of performance using terms 'internal', 'external', 'cost' and 'non-cost' for simplicity and to enhance its flexibility (Keegan, Eiler \& Jones, 1989:38-43). However, it is sometimes criticized due to the fact that the model does not consider some perspectives and relationships highlighted by the Balanced Scorecard (Neely, Adams \& Kennerley, 2002:291-8).
> Performance Pyramid: Represents a pyramid built on four levels, showing the links between corporate strategy, strategic business units and operations. The strategic objectives are translated from the company vision using a top-down approach. Furthermore, the measure is balanced in that it measures stakeholder satisfaction and operational activity (Lynch \& Cross, 1991) cited by (Bititci et al., 2005:38).
> Balanced Scorecard: This framework aims to provide management with balanced measures based on four perspectives namely a financial perspective (the company's ability to make profits e.g. return on capital, cash flow, profitability), a customer perspective (evaluating the customer opinions regarding the company's image, products/service, satisfaction and analysis on market share and customer retention), an internal process perspective (linking the lead measures to the organizational process, which the company must excel it to achieve a competitive advantage), and an innovation and learning perspective (the company's ability to develop continuous improvement and add value using continuous learning). Furthermore, each of these perspectives is linked to the different types of organizational objectives, measures and activities supporting improvement (Kaplan \& Norton, 1992:71-79; 1996:75-85).
> Integrated Performance Measurement System: This information system enables the performance management process to function effectively and efficiently. The concept underlines two main facets of the performance measurement system, namely 'integrity' (to measure whether the information system does promote the integration of various areas of business), and 'deployment' (refers to deployment of business objectives and policies thorough-out four levels namely: corporate, business units, business process and activities (Bititci, Carrie \& McDevitt, 1997:46-53).
> Six Sigma: A statistical analysis tool and management system designed to streamline business processes by eliminating defects. The implementation of the methodology aims to improve and sustain quality, eliminate waste and increase profit. It places more emphasis on understanding and managing customer needs, adapting the business to meet those needs, using data analysis to minimise variation in those processes to quickly improve existing processes using sustainable practices (Bylinskly, 1998:Online).
> Integrated Performance Measurement for Small Firms: This model was specifically designed to be used by SME's. It is based on seven main dimensions of measures, classified as two external dimension (financial performance and competitiveness) and five internal dimensions (costs, production factors, activities, products and revenues) connected by a causal chain. The internal dimensions are used to monitor the whole production process, and the external dimensions are used to monitor the company's position in its competitive context (Laitinen, 2002:65-99).
> Performance Prism: Represents a three-dimension model, developed at the UK based Cranfield University, which aims to measure performance of the whole organization. A prism graphically represents the architecture of the model with each face of the prism
corresponds to a specific areas and analysis namely; stakeholders satisfaction, strategies, process, capabilities and stakeholders' contribution (Neely, Adams \& Kennerley, 2002:291-8).

### 2.12 THE ‘BALANCED SCORECARD’ (BSC)

The BSC was first mooted as a result of a study conducted in 1990 based on the belief that much reliance on financial accounting as performance measure was becoming obsolete. This could be attributed to the fact that financial accounting as a performance measure provides a summary of financial performance therefore lacked on providing detailed performance measure of the organization as a result.

The BSC as a framework was used by people wanting to measure performance based on the principle that a performance measurement system should provide managers with sufficient information from a number of perspectives. In this respect, see Figure 2.3.


Figure 2.3: The balanced scorecard (Source: Kaplan \& Norton, 1996:76)

Kurtzman (1997:128-130), found that 64 percent of the companies questioned were measuring performance from a number of perspectives in a similar way as the BSC.

The BSC is extensively documented in academic papers; its focus however is levelled on its application in large organisations drawing on case examples like e.g. Mobil and CIGNA (Kaplan \& Norton, 1996; 2000). Although 50 percent of the Fortune 1000 companies currently use a BSC, few small businesses are using the mechanism. A review of the literature found no BSC related articles published in leading small business/entrepreneurship journals (ICSB, 2006:407). However, this fact should not be taken as an indication that the BSC is only appropriate for large organisations (Andersen et al., 2001:2).

Specific research on the adoption of the BSC by SMMEs (particularly franchisees) in South Africa is not common, serving as one of the reasons which mooted this empirical research study. However, media articles report that some small and medium companies owner/manager use methods with certain elements similar to the BSC (Maseko, 2006:6-7).

### 2.13 HOW DOES THE BSC ENHANCE PERFORMANCE MEASURES?

The BSC (Kaplan \& Norton, 1992; 1996), is considered to be the most popular model in practice today aimed at measuring whether the activities of a company are meeting its objectives in terms of the vision and strategy. By focusing not only on financial outcomes but also on the human issues, the BSC helps to provide a more comprehensive view of a business, which in turn helps organizations to act in their best own long-term interests (Anonymous, 2007:Online).

Furthermore the Balanced Scorecard is simply a concise report featuring a set of measures that relate to the performance of an organization. By associating each measure with one or more expected values (targets), managers of organizations can be alerted when organizational performance is failing to meet expectations (Anonymous, 2007:Online).

## > BSC and Key Performance Indicators

Key Performance Indicators (KPI) are used in performance measurement systems such as the BSC. The ultimate purpose of KPl's is to drive future performance. The BSC provides the framework for capturing and reporting this performance. The best types of measurement provide more than score keeping, in that they help one understand what changes are needed to improve the score. Good measurement usually start with the core competencies of the organization i.e. understanding how the organization works.

The real sources of value; i.e. those elements that result in higher capacities for higher performance come from many sources. They include great customer service, great products, extremely efficient operations and ultimately the greatest source of value resides in the ability to innovate.

Examples of KPI's for specific measurement areas include: Measurement Area => Customer Service (Price, Delivery, Support, Satisfaction).

Examples of KPI's => Price comparisons to competition, number of on-time deliveries, response times, customer complaints, number of product returns, customer survey results, service awards, etc. Measurement Area=> Internal Operations (Efficiency, Costs, Production, Inventories).

Examples of KPI's => Cycle times, inventory turnovers, defect rates, plant utilization, targets met, unit cost compared to competition, overhead trends, etc. Measurement Area=> Innovation (New Products, Technology, R \& D).

Examples of KPl's => Number of new products, number of patents, new technologies adopted, system improvements implemented, etc. Measurement Area=>Financial (Profitability, Growth, Value).

Examples of KPl's => Return on Equity, growth rate compared to industry growth rate, EVA, levels of operating cash flow, etc.

The ultimate purpose of KPl's is to drive future performance. The BSC provides the framework for capturing and reporting this performance. Peters (1997:427-452), in his book "The Circle of Innovation" points to the fact that 'innovation is what separates the men from the boys when it comes to value-creation'. By focusing on core competencies, strategic themes emerge to help one identify what areas of the business should be measured. In this manner, a set of KPl's can be formulated, which helps one to measure and report on the strategic areas that give the organization a competitive foothold in the marketplace.

## > Balanced Scorecard strengths

The BSC meets some of the requirements of an ideal system of performance measurement, because it encourages the use of both financial and non-financial measures from different perspectives. Furthermore, the BSC describes the current business position through relatively few measures for each business unit and for enterprise as a whole; and focuses management attention on factors that are crucial to the accomplishments of the business strategy.

The key to the BSC, is that is helps managers to find a balance between short term and long terms objectives, financial and non-financial measures, lagging and leading indicators, internal and external performance perspective when performance measuring the organization.

## > Balanced Scorecard weaknesses

The BSC approach has many problems associated with its use. Although it encourages balance among measures, it does not provide a bottom line score or a unified view with clear recommendations; it is simply a list of metrics. Too many measurements, too much emphasis on financials, too few leading indicators, disregard for human resource capital, all represent fundamental reasons why so many BSC's are 'out-of-balance'. One of the primary biggest problems is excessive measurement.

According to Brown (1996:240-54), it can be worse to have too many measurements than to have no measurements at all, however recommends that the overall organization have no more than 20 measurements. Another challenge within the BSC is 'detail vs summary'. How much detail to include depends upon what is required for decision-making? The BSC should provide sufficient information so that people can act on unacceptable performance. The ability to drill down and see what is going on, is important for problem solving.

### 2.14 ORGANISATIONS WHO BENEFITED FROM USING BSC

Large businesses are benefiting from using a BSC. A recent survey by Deloitte (2004:7), returned that 92 percent of management agreed that financial indicators alone cannot adequately capture the company's strengths and weaknesses, non-financial factors are as important as financial ones in achieving the organization success.

At Sun Life of Canada for example, top executives receive written transcripts of customer complaints and can listen to audio recordings of specific complaints while the riskmanagement committee of the board focuses on customer complaints (Deloitte, 2004:14). At Brinks in the United States, the company places a high priority on employee commitment and holds what is called a 'speak-out' at each branch every month. The employees are asked to voice their complaints, which are then transcribed with no names attached. The CEO reads all the speak-out minutes and follow-up to see that employee concerns are acted upon (Deloitte, 2004:14).

According to ICSB (2006:407), small businesses can also benefit from using a BSC, as demonstrated by Susan Johnson, president at Futura Industries in the United States who stated the following: "We had all the financial metrics, lots of customer measures, and got ISO accredited three years ago so we had internal processes focused on quality, but it is our employees that differentiate us from all other extrusion companies".

At Hyde Park Electronics for example, new products sales are used to measure development effectiveness. The company tracks what they are spending on new product development and time to market. New product sales are an indication of whether those investments are paying off. The company measures of customer satisfaction are increased sales and increased income that would result from product acceptance and the generation of repeat customers. Other key customer metrics that drive customer satisfaction are related to product shipment and whether the customer gets the product on the date they requested (ICSB, 2006:407).

### 2.15 WHY IS THE BSC APPROPRIATE FOR FAST FOOD INDUSTRY?

The BSC designs in large enterprises normally include an elaborate process for identifying measures selected to inform management about the organisation's progress towards achievement of its goal (Olve, Roy \& Wetter, 1999:320-8) (Andersen et al., 2001:5). As discussed above, financial measures are not enough for any business, the BSC can be used with five or 5,000 employees working toward the same goals (Green, Garrity, Gumbus \& Lyons, 2002:30-36).

In SMMEs (particularly fast food franchisees), the utility of formal measure definition is lower. The limited size and complexity of the organization means that the managers are well aware (at least collectively) of all performance related issues (Mintzberg, 1981:103-116) (Andersen et al., 2001:5).

The BSC stands out in the popular literature as a very popular and practical instrument from which a multi-dimensional strategic management tool can be developed. Such a strategic management tool can be adopted by fast food franchisee and thereafter customized (see Figure 2.4), to suit their respective outlets for effective management of the daily activities. The model is based upon the terms 'balance' and 'measurement', the latter is elaborated upon by the founders, Kaplan and Norton as: "If you can't measure it, you can't manage it" (Kaplan \& Norton, 1996:21).


Figure 2.4: The BSC Generic Strategy Map (Source: Kaplan \& Norton, 1996:96)

The term balance is exemplified by four desirable balances, namely:
> Between short and long-term goals,
> between financial and non-financial measures,
> between indicators of activities and results, and
> the balance between the internal and external perspectives.

The strategies of the organization are followed-up by measuring from four perspectives: customer, processes, development and finances. The idea being that if the first three perspectives develop as desired, then long term financial success should result. The four perspectives are linked in a hierarchical cause-effect chain. Learning and development strengthen the competence of the employees. This is thought to support the realization and development of internal processes, which in turn leads to better customer relations, increased loyalty from the customers, and in financial success.

Defining the right measures is critical in achieving the desired results. When deciding on what to measure, the process starts with the entity's purpose namely; the visions, mission statement and strategic goals (refer Figure 2.4). The entity's measures should link directly to the strategic objectives. As the strategic objectives are deployed and cascade down to intermediate and lower level goals, they define what the performance measures should be for the lower levels in the organization. Once the objectives or expected results for each organizational unit such as departments, work centres or individuals are defined, the performance measures can be established. The managers are to indicate the critical success factors, including resources, capabilities, processes, and results for achieving the outlets' goals (Manoochehri, 1999:Online).

As a rule, franchise business plans (recipes for success) is 'lacking' and inappropriate to highlight important sections of accounting information needed for success, thus setting a trap for failure. How can the franchisees check if there are gaps? Do they have a back up? The open questions which should be asked are the following: Does the franchise package (the so called 'success recipe') provide franchisees with the mechanisms to measure and drive value in real-time? Are the managers of franchises able to identify critical information or articulate factors that are critical to actually help grow market share and profits? To what levels are performance measured and the role and purpose of the utilised measures clarified? These issues remain problematic as the need to identify and understand information critical for decision making in the running of a franchise becomes imperative for the growth and sustainability thereof.

### 2.16

## BSC APPROPRIATENESS FOR FRANCHISOR AND FRANCHISEE?

## $>\quad$ Franchisor perspective

Many franchisors are involved in businesses that meet consumer needs - retail goods, petrol sales, fast food and other entertainment and are expected to enlarge their operations as long as the economy remains buoyant. There is a constant need for people to open their own businesses in order to overcome unemployment, however business failure remains a major problem (Macqueen, 2006:Online).

The Franchise Association of Southern Africa believes that a franchise model, by taking away the isolation of business-owners, overcomes lack of business skills. Furthermore, the franchisor would want to know the franchisee progress and whether franchisee is following the plan (success recipe). As demonstrated, has been stated that financial accounting is inadequate therefore the BSC should be included within the franchise package (recipe for success) and would help ensure the support required to empower (through prescription) the franchisee with the monitoring tool, thereby ensuring the achievement of goals as promised.

## > Franchisee perspective

Macqueen (2006:Online), who is the chairperson of FASA, speaking at a First National Bank seminar, stated that at least 80 percent of new businesses in South Africa fail within the first year, citing business management skill as a major factor attributing to this. Furthermore, Macqueen stated that business-owners are also extremely 'lonely' and often the decisionmaking is done on one's own, without any sort of support. The franchisee wishing to monitor progress, typically perform as promised by the franchisor and check the integrity of information, through the accounting system prescribed and obtained from the franchise package the managers often use 'diluted' financial accounting measures, and as a result, operate 'in the dark'.

Those who wish to survive in times of non-growth incur unnecessary costs to obtain monitoring methods and contribute further to non-achievement of the goal. The franchisees need enhanced accounting information to identifying the drivers of financial success and performance measure as in the instance of the BSC. The challenges facing managers of franchises include tackling the tough job of managing businesses for results i.e. identifying the drivers of financial success and performance measuring these factors. Lacking such tools, managers of franchises can encounter difficulties managing what they cannot describe or measure, and thereby causing the franchisees to fail.

Measuring customer, operational efficiency, learning, and growth all contribute to bottom line profitability. In this respect, Kaplan and Norton (2001:Online) elaborate upon these issues as they pertain to the BSC as follows:
> Promotes growth: The focus on long-term strategic outcomes, not just short-term operational results.
> Tracks performance: Individual and collective results tracking against targets in order to correct and improve.
> Provides focus: The BSC provides focus on what is important to the company by aligning measures to a few critical strategies.
> Alignment to goals: Measures which are truly important to success become linked and support each other across the organization.
> Goal clarity: Helps clarify whether daily activities contribute to the goals of the enterprise.
> Accountability: Individuals are assigned owners of metrics for the results.

### 2.17 PRELIMINARY INDUSTRY FINDINGS

Preliminary research findings based on a research paper presented by this author at the Western Cape Regional SAAA Conference held at the CPUT Hotel School, $8^{\text {th }}$ November 2007 (Mabesele, 2007:Conference Paper) returned the following:

## > Profile of fast food franchisee respondents

A total of 100 questionnaires were distributed with 40 fully completed questionnaires being returned. The non-franchise respondents were then deleted from the sample leaving 22 questionnaires, from which conclusions were drawn. It was found that 36 percent of the outlets were run by owner-manager with 16 years experience on average and 55 percent by managers (not owners) with four years experience.

## > Financial reports

Most franchisees indicated the reasons for preparation of financial statements (depicted in Figure 2.5 for ease of reference), as follows:


Figure 2.5: The purpose for preparation of financial reports (Source: Mabesele, 2007:Conference)

Figure 2.5 reflects highlight the following: A total of 43.75 percent of respondents indicated that the purpose for the preparation of financial statements is for tax purposes, while 31.25 percent of the respondents believed that financial statements are used for determining profit. Twenty five percent of respondents use financial statements for control purposes, while 43.75 percent of respondents use it to determine business growth.

## > The performance measures utilised in the business cycle

The unit of analysis response-to-measurement for purpose of providing information for effective management was grouped into the major fast food franchise activities and the extent to which areas of activities are performance measured are reflected in Figure 2.6.


Figure 2.6: The areas of activities performance measured
(Source: Mabesele, 2007:Conference)

Figure 2.6 highlights the most commonly and least performance measured areas of activities, which are expanded upon below for ease of reference:

## Areas most performance measured:

Marketing,
Advertising,
Stock,
Customer/sales order, and
Delivery sales takings.

## Areas least performance measured:

Purchases,
Payments of suppliers,
Product preparation,
Delivery to customer, and
Customer satisfaction.

## > The vision of the franchisees

The aspects, areas and measures, which were identified by the respondents to be important for the description and measurement of vision of the franchisee are depicted in Figure 2.7, Figure 2.8 and Figure 2.9.


Figure 2.7: Description of the vision by manager and owner/manager (Source: Mabesele, 2007:Conference)

Figure 2.7 reflects that expansion and most successful franchise in group were the most important aspect used to describe the vision of franchisee.


Figure 2.8: Most important areas used for achievement of the vision (Source: Mabesele, 2007:Conference)

Figure 2.8 illustrates that turnover and growth were the most important areas used to measure the franchisees' ability to achieve the vision.


Figure 2.9: Most important measures used for achievement of the vision
(Source: Mabesele, 2007:Conference)

Figure 2.9 reflects that sales and turnover were the most used measures for achievement of the vision.

## > The mission statement

When questioned about their mission statement, areas and measures used to measure achievement of the mission, the percentages which were returned are reflected in Figure 2.10.


Figure 2.10: Description of the mission by manager and owner/manager
(Source: Mabesele, 2007:Conference)

Figure 2.10 illustrates that good customer services, customer satisfaction and quality food were mainly used as a measure for achievement of the mission of franchisees.


Figure 2.11: Most important areas used for achievement of mission
(Source: Mabesele, 2007:Conference)

Figure 2.11 illustrates that turnover, stock take and cleanliness were the most important areas used to measure the franchisees' ability to achieve the mission.


Figure 2.12: Most important measures used for achievement of mission
(Source: Mabesele, 2007:Conference)

Figure 2.12 illustrates that checklists and reports were the mostly used measures for achievement of the vision.

From the conducted research, the following analogies were drawn:
> Franchisees do not comprehensively performance measure their activities.
> In terms of plans, none represent any measurement
> Most owners/managers rely on lagging financial information for decision making.
> Floor managers or similar are not specifically trained to do their jobs.
> Franchise 'package' agreements do not appear to contain even elements of performance measurement frameworks or models.
> An obvious gap exists for the generation of essential information required for effective management.

The primary objective of the preliminary study was to establish the current position of the performance measures used by franchises in the fast food industry. A clear need was established to utilize performance measures for both financial and non-financials in the fast food industry, enabling the franchises to effectively manage their businesses, grow and be sustainable.

Based on the above preliminary study, it was recommended that further research be conducted into performance measures utilization by fast food franchisees in South Africa and to determine the benefits thereof to the industry. The franchisees in the fast food sector need to become aware of the benefits and the various ways to measure performance in their business activities, and the owners and management of fast food franchises should be provided with training in performance measures, enabling them to manage the businesses effectively.

## CHAPTER THREE

## RESEARCH METHODOLOGY

### 3.1 INTRODUCTION

Leedy, Newby and Ertmer (1997:9), explain that methodology dictates the data gathered, the approach to be adopted so that meaning that lies below the surface of such data manifest, and draws conclusions that lead to the expansion of knowledge. This chapter provides an overview of the data collection design and methodology used in this study to gather the relevant primary data and examines the statistical and analytical tools that have been applied to conduct the analysis.

Through the literature study conducted within the ambit of Chapter 2, it has become evident that performance measurement is critical to ensure the success of an organization. It enables the business to identify strengths and weaknesses, aligns the strategies, vision, mission, objectives, and ensures a balance in measuring financial and non-financial matters.

To bridge the gap of the plethora of diverse factors impacting on performance measurement of a business, a BSC model would serve as basis on which fast food franchisees can adopt and improve their ability to identify the management information, which is critical for the performance measurement of their outlets. The factors included in the model are exemplified by the following four elements, namely:
> The difference between short and long-term goals
> The difference between financial and non-financial measures
> The difference between indicators of activities and results
> The difference between the internal and external perspectives

### 3.2 AIM OF THIS CHAPTER

The aim of this chapter and the survey contained therein is to determine what management information is critical and are utilized by managers for effective management of fast food franchisees. The primary objective being to solve the research problem as defined in Chapter 1, Paragraph 1.4, and which reads as follows:
"There is a high probability of the risk of failure of fast food franchisees due to the fact that they do not operate their businesses using accurate management information measures".

### 3.3 RESEARCH QUESTIONS

Collis and Hussey (2003:125) citing Kerlinger (1986), suggest that good research questions for quantitative research should, "... express a relationship between variables, be stated in unambiguous terms in question form, and imply the possibility of empirical testing". Furthermore, it is usual to begin the research questions with 'what' or how' (Collis \& Hussey, 2003:127).

The research question forming the crux of this thesis, reads as follows: What management information is critical for franchisees in the fast food industry, to ensure sustainability?

The following investigative questions will be researched in support of the research question:
> What information related to accounting is contained in stock standard franchise packages?
> What measures do franchisees use to measure performance?

- What performance measures are critical for the success of the franchisees industry?
> To what extent are critical success factors utilized by franchisees?


### 3.4 SURVEY ENVIRONMENT

Due to imbalance of existing performance management systems, the concept has become an essential part of business success around the world. This has culminated in businesses seeking improved and balanced techniques and strategies to effectively manage their organizations. Furthermore, the majority of SMME managers, which for the purpose of this research study include fast food franchisees who lack the necessary skills to articulate the performance requirements of their organisations in real time. Certain managers still use financial information (lagging indicator), while those who can afford it, turn to outsourcing which can result in cost ineffectiveness, high reliance on franchisor feedback (lack of control) or seek independent advice, which will address their specific need (Baard, 2004:Online) cited by (Chambers, 2005:73). It is therefore evident that there is a need to assist SMMEs in adopting other modes of performance measurement and the viability of utilising both financials and non-financial measures.

As a result, it was therefore a requirement to determine what the role of performance measures in the fast food franchisees industry is, highlight the information lacking in existing performance measurement systems, and suggest the adoption of an alternative BSC model to assist SMMEs to improve their ability to identify and manage critical success factors of the
organisations. Cooper and Schindler (2003:55), define a model as, "...a representation of a system that is constructed to study some aspect of that system or the systems as a whole".

The food service sector consists of various franchised (franchisee owned) and nonfranchised (independent) outlets, each with a unique purpose in the consumer food service. The various fast food franchisees, which will serve as the research environment, include the following:
> Cafés/bars,
$>$ full-service restaurants,
$>$ fast food outlets,
> 100\% Home delivery/takeaways, and
> self-service cafeterias.

### 3.5 RESEARCH METHODS

### 3.5.1 Preliminary pilot study

Prior to this research study, a preliminary pilot study was conducted during 2007 by the author using a questionnaire which contained both open and closed ended questions. The questionnaire format allowed for a list of themes for establishing relevant points, personal opinions and perceptions. The objective of the preliminary survey was to collect, analyze and utilise the findings for an earlier degree and at the same time serve as basis and impetus for the research undertaken in this thesis. The results of the preliminary pilot study were expanded upon in item 2.17 of the previous chapter.

To fully understand the quality and nature of performance measure data, the specific requirements for each statistical method must be understood before adopting a particular research approach.

### 3.5.2 Quantitative approach

Struwig and Stead (2001:7-8), define quantitative research as: "...a form of conclusive research, involving large representative samples and fairly structured data collection procedures." With quantitative research, the emphasis is placed on the methodology, since it relies on the measurement and analysis of statistical data to determine relationships between entities, which could ultimately culminate in quantifiable conclusions. According to Collis and Hussey (2003:10-15), quantitative research involves collecting and analyzing numerical data and applying statistical tests.

Due to the size of samples analyzed through quantitative approaches, it is essential to fully understand the nature of the elements required to produce high quality outputs, before starting a survey of a quantitative nature. Struwig and Stead (2001:7) and Cooper and Schindler (2003:148), respectively claim that the most common methods used to conduct quantitative research involve exploratory, descriptive and experimental approaches.

### 3.5.3 Qualitative Approach

Qualitative refers to the meaning or definition of something being described, as opposed to the exact numerical measurement of that something, as in the quantitative approach. In layman's terms, qualitative refers to meaning of a research area, while quantitative assumes the meaning of the research area and refers to a measure of it (Cooper \& Schindler, 2003:152). Qualitative research is often used in studies that involve the management science, sociology, anthropology, social work, education, history, etc.

Several authors believe that the qualitative approach appears to serve as a methodology of verification rather than discovery (Struwig \& Stead, 2001:7; Cooper \& Schindler, 2003:152). To conduct qualitative research, a researcher could make use of a variety of approaches, which will be elaborated upon in Paragraph 3.8 below.

### 3.6 RESEARCH DESIGN

To conduct this study an empirical research with quantitative methods for collecting data was deployed, with the unit of analysis being the managers or owners of fast food outlets.

### 3.7 CHOICE OF SAMPLING METHOD

The food service sector consists of various franchised (franchisee owned) and nonfranchised (independent) outlets, each with a unique purpose in the consumer food service. The various fast food franchisees, which will serve as the individual strata for the survey, include the following:
> Cafés/bars,
> full-service restaurants,
> fast food outlets,
> 100\% Home delivery/takeaways, and
> self-service cafeterias.

To ensure that each identifiable strata of the population were taken into account (Collis \& Hussey, 2003:157) (Easterby-Smith, Thorpe \& Lowe, 2002:239-59), various respondents were selected from a list extracted from FASA website (Appendix A).

According to Collis and Hussey (2003:155-160), a 'sample' is made up of some of the members of a 'population' namely, a body of people or any other collection of items under consideration for the purpose of the research, furthermore sampling can be categorized as 'probability sampling' or 'non-probability sampling'.

Within the context of probability sampling the researcher can in advance determine that each segment of the population will be represented in the sample. The most popular methods of probability sampling are:
> Random sampling,
> systematic sampling, and
> stratified sampling.

Within the context of non-probability sampling the researcher has no way of forecasting or guaranteeing that each element of the population will be represented in the sample. The three methods of non-probability sampling are:
> Convenience 'accidental' sampling,
> quota sampling, and
> purposive sampling.

### 3.8 THE TARGET POPULATION

With any survey, it is necessary to clearly define the target population, which Collis and Hussey (2003:55), define as follows:

## "A population is any precisely defined set of people or collection of items which is under consideration".

The 'sampling frame' defined by Vogt (1993:213-220), as 'a list or record of the population from which all the sampling units are drawn. For this survey, 100 fast food franchisees, randomly selected from FASA list of franchisees represent the sampling frame. This transposes in 100 managers or owner-and-manager from different fast food franchisee outlets in the Cape Metropole (Appendix B) being randomly selected.

The target population was specifically chosen in order to validate the practicality of the concepts as presented here. The risk of bias, which cannot be statistically eliminated, is recognised by the author based on the very definition of the target population as well as the number of respondents selected.

### 3.9 DATA COLLECTION DESIGN

According to Emory and Cooper (1995), three primary types of data collection (survey) methods can be distinguished namely:
> Personal interviewing.
> Telephone interviewing.
> Self-administered questionnaires/surveys.

While personal interview method was used to guide the respondents on the requirements for completion of the survey, the primary data collection method used in this survey is the selfadministered questionnaires/surveys, described by Leedy and Ormrod (2001:196), as:
"...simple in design: The researcher poses a series of questions to willing participants; summarizes their responses with percentages, frequency counts, or more sophisticated statistical indexes; and then draws inferences about a particular population from the responses of the sample".

The data collection method used in the survey, falls within the context of a survey, defined by Collis and Hussey (2003:60), as:

## "A sample of subjects being drawn from a population and studied to make inferences about the population"

More specific, the survey conducted in this thesis falls within the ambit of the 'descriptive survey' as defined by Ghauri, Grønhaug and Kristianslund (1995:60).

The data collection method used fall within the ambit of both the definitions attributed to the concepts 'survey' and 'field study'. 'Survey', according to Gay and Diebl (1992:238), is an attempt to collect data from members of a population in order to determine the current status of that population with respect to one or more variables, while Kerlinger (1986:372), define 'field study' as non-experimental scientific inquiries aimed at discovering the relations and interactions among ... variables in real ... structures. As in the case of most academic research, the collection of data forms an important part of the overall thesis content.

### 3.10

## MEASUREMENT SCALES

The survey will be based on the Likert-style rating scale, whereby respondents were asked to respond to questions or statements (Parasuraman, 1991:410). The reason for choosing the Likert scale, the fact that the scale can be used in both respondent-centred (how responses differ between people) and stimulus-centred (how responses differ between various stimuli) studies, most appropriate to glean data in support of the research problem in question (Emory \& Cooper, 1995:180-181). The advantages in using the popular Likert scale according to Emory and Cooper (1995:180-181), are:
> Easy and quick to construct.
$>$ Each item meets an empirical test for discriminating ability.
> The Likert scale is probably more reliable than the Thurston scale, and it provides a greater volume of data than the Thurston differential scale.
> The Likert scale is also treated as an interval scale.

According to Remenyi, Money and Twite (1995:224), interval scales facilitate meaningful statistics when calculating means, standard deviation and Pearson correlation coefficients.

### 3.11 THE DEMAND FOR A QUALITATIVE RESEARCH STRATEGY

While this author acknowledges that a number of strategies can be applied in similar research projects, the well-known concepts of objectivity, reliability etcetera, inherited from the empirical analytical paradigm, is suggested for business research in more or less the traditional way. Quoting Thorndike and Hagen, these concepts are defined by Emory and Cooper (1995:156), as follows:
> Practicality: Practicality is concerned with a wide range of factors of economy, convenience, and interpretability.
> Validity: Validity refers to the extent to which a test measures what we actually wish to measure. Smallbone and Quinton (2004:154) citing Yin (2003) identified 3 subsets to the concept validity, namely: construct validity, internal validity and external validity.
> Reliability: Reliability has to do with the accuracy and precision of a measurement procedure.

### 3.12 SURVEY DESIGN

Collis and Hussey (2003:39), is of the opinion that, 'if research is to be conducted in an efficient manner and make the best of opportunities and resources available, it must be organised. Furthermore, if it is to provide a coherent and logical route to a reliable outcome, it
must be conducted systematically using appropriate methods to collect and analyse the data. A survey should be designed in accordance with the following stages:
> Stage one: Identify the topic and set some objectives.
> Stage two: Pilot a questionnaire to find out what people know and what they see as the important issues.
$>\quad$ Stage three: List the areas of information needed and refine the objectives.
$>\quad$ Stage four: Review the responses to the pilot.
$>\quad$ Stage five: Finalise the objectives.
$>\quad$ Stage six: Write the questionnaire.
$>\quad$ Stage seven: Re-pilot the questionnaire.
$>\quad$ Stage eight: Finalise the questionnaire.
$>\quad$ Stage nine: Code the questionnaire.

The survey design to be used in this instance is that of the descriptive survey as opposed to the analytical survey. The descriptive survey is according to Collis \& Hussey (2003:66), frequently used in business research in the form of attitude surveys. The descriptive survey as defined by Ghauri, Grønhaug and Kristianslund (1995:60), has furthermore the characteristics to indicate how many members of a particular population have a certain characteristic. Particular care was taken to avoid bias in the formulation of the questions.

The statements within the survey have been designed with the following principles in mind:
$>$ Avoidance of double-barrelled statements.
> Avoidance of double-negative statements.
$>$ Avoidance of prestige bias.
$>$ Avoidance of leading statements.
$>$ Avoidance of the assumption of prior knowledge.

### 3.13 THE VALIDATION SURVEY QUESTIONS

The questionnaire included quantitative questions prepared and piloted to ensure they reflected a high degree of 'validity' (Easterby-Smith, Thorpe \& Lowe, 2002:239-59). The structured questions were developed from the preliminary pilot study questionnaire (Appendix C), furthermore designed and compiled around the four perspectives of a balanced scorecard (Appendix D). To ensure clarity and validity of the questions contained, the questionnaire was processed through the following three phases, namely:

## Phase 1: Design of criteria questions as instrument: Criteria 1

The purpose of this phase was to design and then test to evaluate the performance measures used by franchises in their daily activities position or the compositions/categories of the franchisees (Appendix E). This was further divided into four main sections elaborated upon below:

Section A: Franchisee background

The questions in this section focused on general information of the franchisee (to help determine the SMME classification in accordance with the Small Business Act of 1996 and Amendment Act of 2003), responsibilities for management information and other relevant aspects. In so doing, the questions 1-8 (see Appendix E) on the background of the franchisee could be answered.

Section B: Franchisor's franchise package

This section covered all aspects of the contents of the franchise package and was constructed to examine the promises made by the franchisor through the franchise package. The section questions were designed to answer the investigative question: 'What information related to accounting is contained in stock standard franchise packages?'. The purpose of questions 9 was to determine what tools were provided by the franchisor through the stock franchise package to ensure their success.

## Section C: Management information of outlets

This section was made up of 6 quantitative questions that were based on Likert-style rating scale. The respondents were asked to indicate their responses to each of the questions as to 'what' and 'how' they conducted performance measuring. Questions 10 to 16 in this section were specifically tied to the business cycles of franchisees (see Appendix I), the four perspectives of the balance scorecard (see Appendix D and set to answer investigative questions:
> What measures do franchisees use to measure performance?
> What performance measures are critical for the success of the franchisees industry?

Section D: Perceptions on existing PM

This section consisted of 3 questions aimed at examining what the respondent perceived to be critical success factors for the quality of information provided by their existing performance measurement systems. These categories were constructed in line with the survey conducted by Deloitte in 2004 and 2007 to help answer the investigative question:
$>$ To what extent are critical success factors utilized by franchisees?

A pilot survey was conducted to test the effectiveness and relativity of the questions in terms of criteria 1 (Appendix F). A questionnaire was analyzed by a willing fast food outlet owner/manager (the participant have the necessary information at his disposal to answer the questions) and re-tested by a statistician (Appendix $G$ ). The owner/manager is working as a lecturer at the author's institution and owned a franchise outlet at the time of the survey, while the statistician is familiar with the study of this thesis to help identify questions that might not be relevant to the study or required clarity.

## Phase 2: Editing and testing of criteria questions as instruments: Criteria 2

After conducting Phase 1 (see Paragraph above), several issues became clear regarding the design of criteria1. Issues identified were then used to edit and improve the design of criteria 1 (see Appendix H).

## Phase 3 - Final changes to criteria questions as instruments: Criteria 3

The third phase was used to implement the final changes identified through Phase 2 (see paragraph above). Sections and questions affected on the criteria list include:

## Section A: Question 4 (Managerial experience)

The words 'Indicate year/months' was added to question 4 (see Appendix G) to provide a better understanding of what was required from the respondents.

## Section A: Question 5 (Total revenue)

Due to the competitive nature of the fast food industry, the words 'optional' and 'Indicate Rand Value' were added to question 5 (see Appendix G) to reduce the effect of feeling compelled to disclose information deemed to be sensitive by respondent.

## Section B: Question 6 (Franchise package)

The words 'Choose one or more options' were added to question 6 (see Appendix G) and question 8 of Section B (see Appendix G) for respondents to select various items received as a promise from franchisor as well as financial records generated.

## Layout

A cover page was added to the questionnaire, which stated the purpose of the study, detailed steps involved to successfully complete the questionnaire and to ensure that ethical issues with reference to consent of participants right not to participate in the study and confidentiality of information concerns, were addressed. This page included also the instructions directed to respondents under heading 'Instructions for completion' (see Appendix E) to encourage them to give more open and honest response.

On the last page of the questionnaire, request for respondents' details were added, requiring the participant to specify the name of the outlet, position held by a person who completed the questionnaire, contact numbers and e-mail address. These were added to simplify the analysis process in case of possible errors occurring and ensure feedback to the respondents who indicated so.

These changes were then applied and the questionnaires were distributed mainly to the managers/owners of outlets through personal visits by the author. All franchisee outlets at the time of this study, were identified through a list extracted from FASA website and placed onto spreadsheet (see Appendix A) for use during distribution to identify the respondents to form part of the survey.

The validation of data occurred during the completion of questionnaire process where managers requested verification and clarity of questions for confirmation and attempts were made to ensure that the respondents complete the questions in own hand-writing wherever possible.

Due to the nature of unit of analysis (managers or owners) and their busy work schedules, it was difficult to endeavour to get most of the targeted respondents to take part in the survey. Furthermore, due to the restrictions franchisees operate under, there was a general reluctance for the disclosure of the outlets information in terms of raw data. There was little more that could be done to incentivise them to take part and therefore the survey ultimately rendered fifty one respondents taking part in the survey.

### 3.14 CONCLUSION

In this chapter, the 'performance measurement' survey design and methodology was address under the following functional heading:
$>$ Survey environment.
> Aim of the chapter.
$>$ Choice of sampling method.
> Target population.
> Data collection.
> Measurement scales.
> Demand for a qualitative research strategy.
> Survey sensitivity.
> Survey design.
> Survey questions.

In Chapter 4, results from the survey will be analysed in detail and conclusions drawn.

## CHAPTER 4

## DATA COLLECTION, ANALYSIS AND INTERPRETATION

### 4.1 INTRODUCTION

Data analysis is "the process of bringing order, structure and meaning to the mass of collected data" (de Vos 2002, 339). This chapter discusses the results of the data analysis of the survey conducted on the fast food franchise industry in Cape Metropole - South Africa. The aim of this study is to determine the role of performance measures in the fast food franchise industry to sustain positive growth. The data obtained from the completed questionnaires will be presented and analysed by means of various analyses (uni-variate, bivariate and multi-variate) as it comes applicable.

The data has been analysed by using SAS software. As descriptive statistics, frequency tables are displayed in Paragraph 4.2, which shows the distributions of the statement responses. Descriptive statistics is used to summarize the data. As a measure of central tendency and dispersion, Table 4.3 shows the means and standard deviation of the variables that are continuous.

### 4.2 ANALYSIS METHOD

### 4.2.1 Validation survey results

A descriptive analysis of the survey results returned by the research questionnaire respondents are reflected below. The responses to the questions obtained through the questionnaires are indicated in table format for ease of reference. Each variable is tested to fall within the boundaries. The database in which the data was captured is developed, so that data validation is insured. This culminated in build in boundaries and rules so that the data capturer does not make mistakes. Other measures to insure data validity is to capture the information twice and then compare to see whether any mistakes were made and correct it. Data validation is the process of ensuring that a program operates on clean, correct and useful data. The construct validation however can only be taken to the point where the questionnaire measure what it is suppose to measure. Construct validation was addressed in the planning phase of the survey and when the questionnaire was developed. This questionnaire is purported to measure the performance measures of the fast food franchisee industry in Cape Metropole.

### 4.2.2 Data format

The data from the questionnaires was coded according to a predetermined coding scheme and captured on a database in Microsoft Access, which was developed for this purpose. It was then imported into SAS-format through the SAS ACCESS module.

### 4.2.3 Preliminary analysis

The reliability of the statements (items) in the questionnaire posted to the sample respondents drawn from the fast food industry in Cape Metropole - South Africa are tested by using the Cronbach Alpha tests. (See Paragraph 4.3.1). Descriptive statistics was performed on all variables; displaying means, standard deviations, frequencies, percentages, cumulative frequencies and cumulative percentages. This also includes simple graph analysis, which illustrates the descriptive statistics. These descriptive statistics are discussed in Paragraphs 4.3.2 and 4.3.3. (See also computer printout in Appendix L).

### 4.2.4 Inferential statistics

The following inferential statistics are performed on the data:
> Cronbach Alpha test to determine consistency of statements (items).
> T-tests to compare sample means of different groups.
> Chi-square test to determine associations.

### 4.2.5 Technical report with graphical displays

A written report with explanations of all variables and their outcome was compiled. A Cross analysis of variables where necessary was performed, attaching statistical probabilities to indicate the magnitude of differences or associations.

All inferential statistics are discussed in Paragraph 4.3.4.

### 4.2.6 Assistance to researcher

The conclusions made by the researcher, was validated by the statistical report. Help is given to interpret the outcome of the data. The final report written by the researcher was validated and checked by the statistician, to exclude any misleading interpretations.

### 4.2.7 Sample

The target population forming the sampling frame is made up out of managers or owners of all fast food industry franchisees in the Cape Metropole - South Africa. A convenient sample was drawn from the 100 questionnaires that were distributed on an accidental sampling tactic by approaching any franchisee in the fast food industry as unit of analysis, in various suburbs of the Cape Metropole. The number of respondents that completed the sample on the end was 51 . Thus $51 \%$ of the original sample realized.

### 4.3 ANALYSIS

In total 51 respondents (managers or owners or both) of fast food franchisee in Cape Metropole answered the questionnaire posted to them. The items (statements) in the questionnaire will be tested for reliability in the following paragraph.

### 4.3.1 Reliability testing

Cronbach's Alpha is an index of reliability associated with the variation accounted for by the true score of the "underlying construct". Construct is the hypothetical variables that are being measured (Cooper \& Schindler, 2001:216-217). More specific, it would be that Cronbach's alpha measures how well a set of items (or variables) measures a single uni-dimensional latent construct.

The reliability test (Cronbach's Alpha Coefficient) was done on all the items (statements) which represent the measuring instrument of this survey, with respect to the responses rendered in this questionnaire. The results are represented in Table 4.1.

TABLE 4.1: Cronbach's Alpha Coefficients (Source: Own Source)

| Statements |  | Variable nr. | Correlation <br> with total | Cronbach's <br> Alpha <br> Coefficient |
| :--- | ---: | ---: | ---: | ---: |
| SECTION B: SUPPORT FOR MANAGEMENT OF THE BUSINESS ACTIVITIES |  |  |  |  |


| Statements | Variable nr. | Correlation <br> with total | Cronbach's <br> Alpha <br> Coefficient |  |
| :--- | :--- | ---: | ---: | ---: |
| B8.07 | Stock variance reports. | B8_07 | 0.0280 | 0.9823 |
| B8.08 | Sales variance reports. | B8_08 | 0.0423 | 0.9822 |
| B8.09 | Debtors and Suppliers reports | B8_09 | 0.1131 | 0.9821 |
| B8.10 | Lead time reports. | B8_10 | 0.2731 | 0.9820 |
| B9. | Dos |  |  |  |

B9. Does the franchiser prescribe performance measures to evaluate the business performance in the following activities:

| B9.01 | Marketing. | B9_01 | 0.1403 | 0.9819 |
| :--- | :--- | :--- | :--- | :--- |
| B9.02 | Advertising. | B9_02 | 0.1124 | 0.9819 |
| B9.03 | Purchases. | B9_03 | 0.2659 | 0.9819 |
| B9.04 | Stock Control. | B9_04 | 0.0728 | 0.9819 |
| B9.05 | Payment of suppliers. | B9_05 | 0.1269 | 0.9819 |
| B9.06 | Customer's Orders / Sales | B9_06 | 0.1193 | 0.9819 |
| B9.07 | Product Preparation. | B9_07 | 0.0988 | 0.9819 |
| B9.08 | Delivery to customers. | B9_08 | 0.0698 | 0.9819 |
| B9.09 | Deposit sales takings. | B9_10 | 0.1773 | 0.9819 |
| B9.10 | Customer satisfaction. | B9_11 | 0.3463 | 0.9819 |
| B9.11 | Employees. | B9_12 | 0.1825 | 0.9819 |
| B9.12 | Quality Assurance. | B9_13 | 0.1853 | 0.9819 |
| B9.13 | Law Compliance. |  |  |  |
| SE |  |  | 0.9819 |  |

## SECTION C: BUSINESS CYCLES AND PERFORMANCE MEASURES

C10. To what extend do you use performance measures in your business activities:

| C10.01 | Marketing. | C10_01 | 0.3117 |
| :--- | :--- | :--- | :--- |
| C10.02 | Advertising. | C10_02 | 0.1564 |
| C10.03 | Purchases. | C10_03 | 0.1872 |
| C10.04 | Stock Control. | C10_04 | 0.0718 |
| C10.05 | Payment of suppliers. | C10_05 | 0.9819 |
| C10.06 | Customer's Orders / Sales | C10_06 | 0.9819 |
| C10.07 | Product Preparation. | C10_07 | 0.1142 |
| C10.08 | Delivery to customers. | C10_08 | 0.9822 |
| C10.09 | Deposit sales takings. | C10_09 | 0.9819 |
| C10.10 | Customer satisfaction. | C10_10 | -0.1446 |
| C10.11 | Employees. | C10_11 | -0.4191 |
| C10.12 | Quality Assurance. | C10_12 | -0.1333 |
| C10.13 | Law Compliance. | C10_13 | -0.1624 |
| C11. | 0.9819 |  |  |

C11. Which of the following areas of organisation performance are key drives of success for your outlet:

| C11.01 Customer satisfaction. | C11_01 | 0.4942 | 0.9818 |
| :--- | :--- | :--- | :--- |


| Stateme | nts | Variable nr. | Correlation with total | Cronbach's Alpha Coefficient |
| :---: | :---: | :---: | :---: | :---: |
| C11.02 | Product quality. | C11_02 | 0.6490 | 0.9818 |
| C11.03 | Product preparation. | C11_03 | 0.5780 | 0.9818 |
| C11.04 | Service quality. | C11_04 | 0.6167 | 0.9818 |
| C11.05 | Financial results. | C11_05 | -0.5028 | 0.9821 |
| C11.06 | Employee commitment. | C11_06 | 0.7736 | 0.9817 |
| C11.07 | Quality of management processes. | C11_07 | 0.7162 | 0.9817 |
| C11.08 | Innovation. | C11_08 | 0.7718 | 0.9816 |
| C11.09 | Progress towards your vision. | C11_09 | 0.8049 | 0.9816 |
| C11.10 | Achievement of desired results in daily activities. | C11_10 | 0.5074 | 0.9818 |
| C11.11 | Quality of relationship with external stakeholders. | C11_11 | 0.7502 | 0.9816 |
| C11.12 | Impact on society and the environment. | C11_12 | 0.6620 | 0.9817 |
| C11.13 | Compliance with the laws performance. | C11_13 | 0.7847 | 0.9816 |
| C11.14 | Deposit sales takings. | C11_14 | 0.2142 | 0.9819 |
| C11.15 | Delivery to customer. | C11_15 | 0.4049 | 0.9818 |
| C11.16 | Customer orders and sales. | C11_16 | 0.4922 | 0.9818 |
| C11.17 | Stock activities. | C11_17 | 0.5234 | 0.9818 |
| C11.18 | Purchases activities. | C11_18 | 0.4224 | 0.9818 |
| C11.19 | Advertising activities. | C11_19 | 0.8009 | 0.9817 |
| C11.20 | Marketing activities. | C11_23 | 0.7582 | 0.9817 |
| C12. Please rank you opinions of your organisation with regard to the following: |  |  |  |  |
| C12.01 | Financial measures used by the organisation. | C12_01 | 0.2814 | 0.9819 |
| C12.02 | Non-Financial measures used by the organisation. | C12_02 | 0.5025 | 0.9818 |
| $\mathrm{C} 12.03$ | Achieving the objectives and targets on a daily basis. | C12_03 | 0.6389 | 0.9817 |
| C12.04 | Ability to retrieve information anytime when required. | C12_04 | 0.8535 | 0.9815 |
| C12.05 | Organisation's ability to analyze weaknesses and strengths. | C12_05 | 0.8908 | 0.9814 |
| C12.06 | Sufficient feedback from franchisor. | C12_06 | 0.4938 | 0.9818 |
| C12.07 | Market share. | C12_07 | 0.7344 | 0.9816 |
| C12.08 | Awareness of what competitors are doing. | C12_08 | 0.6023 | 0.9817 |
| C12.09 | Compliance with laws and regulations requirements. | C12_09 | 0.5477 | 0.9818 |
| C12.10 | Clear definition and understanding of | C12_10 | 0.6881 | 0.9817 |


| Statemen |  | Variable nr. | Correlation with total | Cronbach's <br> Alpha <br> Coefficient |
| :---: | :---: | :---: | :---: | :---: |
| business objectives. |  |  |  |  |
| C12.11 | Customer perception on the business. | C12_11 | 0.9039 | 0.9814 |
| C12.12 | Ability of organisation to monitor customer complaints. | C12_12 | 0.7398 | 0.9817 |
| C12.13 | Measuring customer expectations. | C12_13 | 0.8436 | 0.9815 |
| C12.14 | Number of new customers. | C12_14 | 0.8655 | 0.9814 |
| C12.15 | Customers services. | C12_15 | 0.5115 | 0.9818 |
| C12.16 | Customer retention. | C12_16 | 0.7769 | 0.9815 |
| C12.17 | Customer delivery lead-time. | C12_17 | 0.7274 | 0.9816 |
| C12.18 | Alignment of employee to business vision. | C12_18 | 0.4700 | 0.9818 |
| C12.19 | Ability of employees to complete work on scheduled time. | C12_19 | 0.6358 | 0.9818 |
| C12.20 | Employees understanding of operational procedures. | C12_20 | 0.5942 | 0.9817 |
| C12.21 | Employees satisfaction / motivation. | C12_21 | 0.8369 | 0.9815 |
| C12.22 | Existing agreed performance standards. | C12_22 | 0.8358 | 0.9815 |
| C12.23 | Rewarding achievement of short term financial target. | C12_23 | 0.7555 | 0.9816 |
| C12.24 | Staff accountability of use of resources. | C12_24 | 0.5676 | 0.9817 |
| C12.25 | Monitoring learning and reporting capabilities. | C12_25 | 0.7457 | 0.9816 |
| C12.26 | Internal communication. | C12_26 | 0.6299 | 0.9817 |
| C13. In your capacity as manager / owner, indicate the level of attention you give to each area: |  |  |  |  |
| C13.01 | Financial results. | C13_01 | 0.1299 | 0.9819 |
| C13.02 | Operational performance. | C13_02 | 0.5914 | 0.9818 |
| C13.03 | Employee commitment. | C13_03 | 0.8809 | 0.9816 |
| C13.04 | Customer satisfaction. | C13_04 | 0.3181 | 0.9819 |
| C13.05 | Product quality. | C13_05 | 0.6241 | 0.9818 |
| C13.06 | Service quality. | C13_06 | 0.6101 | 0.9818 |
| C13.07 | Innovation. | C13_07 | 0.8210 | 0.9816 |
| C13.08 | Quality of relationships with external stakeholders. | C13_08 | 0.8555 | 0.9816 |
| C13.09 | Impact of society and environment. | C13_09 | 0.8729 | 0.9816 |
| C13.10 | Brand strength. | C13_10 | 0.4370 | 0.9818 |
| C13.11 | Quality of governance and management processes. | C13_11 | 0.8264 | 0.9816 |


| Statements |  | Variable nr. | Correlation |  |
| :---: | :---: | :---: | :---: | :---: |
| C14. What type of management mechanisms do you use: |  |  |  |  |
| C14.01 | Activity based costing. | C14_01 | 0.1672 | 0.9819 |
| C14.02 | Standard costing. | C14_02 | 0.3258 | 0.9819 |
| C14.03 | Breakeven Analysis. | C14_03 | 0.2681 | 0.9819 |
| C14.04 | Capital Budgeting. | C14_04 | 0.6833 | 0.9817 |
| C14.05 | Balanced Scorecard. | C14_05 | $0 . .6898$ | 0.9817 |
| C14.06 | Management by objectives. | C14_06 | 0.5610 | 0.9818 |
| C14.07 | Performance Prism. | C14_07 | 0.7274 | 0.9817 |
| C14.08 | Ratio Analysis. | C14_08 | 0.2856 | 0.9819 |
| C14.09 | Six Sigma. | C14_09 | 0.6469 | 0.9817 |
| C14.10 | Total Quality Management. | C14_10 | 0.4526 | 0.9818 |
| C14.11 | Baldridge. | C14_11 | 0.7016 | 0.9817 |
| C14.12 | CRM Measurement Framework. | C14_12 | 0.6984 | 0.9817 |
| C14.13 | Leadership Driven Measurement. | C14_13 | 0.6305 | 0.9818 |
| C14.14 | Accountability Scorecard. | C14_14 | 0.7071 | 0.9817 |
| C14.15 | HR Scorecard. | C14_15 | 0.6753 | 0.9817 |
| C15. How would you rate the quality of information as provided by your current performance measurement system to measure the following areas: |  |  |  |  |
| C15.01 | Price comparisons to competition. | C15_01 | 0.8741 | 0.9815 |
| C15.02 | Number of on-time deliveries. | C15_02 | 0.9096 | 0.9814 |
| C15.03 | Response times. | C15_03 | 0.8511 | 0.9815 |
| C15.04 | Customer complaints. | C15_04 | 0.8077 | 0.9815 |
| C15.05 | Number of products returns. | C15_05 | 0.7708 | 0.9816 |
| C15.06 | Customer survey results. | C15_06 | 0.9218 | 0.9814 |
| C15.07 | Service rewards. | C15_07 | 0.8801 | 0.9814 |
| C15.08 | Cycle times. | C15_08 | 0.7480 | 0.9816 |
| C15.09 | Inventory turnover. | C15_09 | 0.7871 | 0.9816 |
| C15.10 | Defect rates. | C15_10 | 0.8172 | 0.9815 |
| C15.11 | Resources utilization. | C15_11 | 0.8265 | 0.9815 |
| C15.12 | Target met. | C15_12 | 0.7211 | 0.9816 |
| C15.13 | Unit cost compared to competition. | C15_13 | 0.8434 | 0.9815 |
| C15.14 | Overhead trends. | C15_14 | 0.7005 | 0.9816 |
| C15.15 | Employee morale. | C15_15 | 0.9394 | 0.9814 |
| C15.16 | Market share. | C15_16 | 0.8626 | 0.9815 |
| C15.17 | Employee talent. | C15_17 | 0.9282 | 0.9814 |
| C15.18 | Number of new products. | C15_18 | 0.6578 | 0.9817 |
| C15.19 | Systems improvements implemented. | C15_19 | 0.8501 | 0.9815 |


| Statements | Variable nr. | Correlation with total | Cronbach's <br> Alpha <br> Coefficient |
| :---: | :---: | :---: | :---: |
| C15.20 Number of patents. | C15_20 | 0.4782 | 0.9818 |
| C15.21 New technologies adopted. | C15_21 | 0.8985 | 0.9814 |
| C15.22 Cash balances. | C15_22 | 0.3670 | 0.9819 |
| C15.23 Payment of payables. | C15_23 | 0.3003 | 0.9819 |
| C15.24 Sales margins | C15_24 | 0.1899 | 0.9819 |
| SECTION D: BARRIERS |  |  |  |
| D16. How would you rate the quality of information as provided by your current performance measurement system to measure the following areas: |  |  |  |
| C16.01 Too complicated. | C16_01 | 0.6546 | 0.9818 |
| C16.02 Not suitable for daily activities. | C16_02 | 0.7604 | 0.9816 |
| C16.03 Too focused on financials. | C16_03 | 0.7650 | 0.9816 |
| C16.04 Difficulty measuring non-financials. | C16_04 | 0.7732 | 0.9816 |
| C16.05 Lack of information. | C16_05 | 0.8665 | 0.9815 |
| C16.06 Lack of knowledge on performance measured. | C16_06 | 0.7515 | 0.9816 |
| C16.07 No one to consult. | C16_07 | 0.7791 | 0.9816 |
| C16.08 Support more costly than expected. | C16_08 | 0.7552 | 0.9816 |
| C16.09 Lack of readily available support. | C16_09 | 0.7143 | 0.9816 |
| C16.10 Different from original promise. | C16_10 | 0.7288 | 0.9816 |
| Cronbach's Coefficient Alpha for standardized variable |  |  | 0.9819 |
| Cronbach's Coefficient Alpha for raw variables |  |  | 0.9822 |

According to the Cronbach's Alpha Coefficients (Table 4.1) for all the items in the questionnaire:
> 0.9822 for raw variables; and
> 0.9819 for standardized variables; which were more than the acceptable level of 0.70 , this questionnaire proves to be reliable and consistent.

### 4.3.2 Descriptive statistics

Table 4.2 shows the descriptive statistics for all the variables in the questionnaire measuring performance, with the frequencies in each category and the percentage out of total number of questionnaires completed. It is of importance to note that the descriptive statistics are based on the total sample. In some cases there were no answers given (left blank) in the questionnaire. These are shown as "unknown". The computer printouts with the descriptive statistics are also shown in Appendix J, while table 4.2 is contained within the ambit of Appendix N .

TABLE 4.3: Descriptive statistics for continuous variables (Source: Own Source)

| Variable | N | Mean | Standard <br> Deviation | Range <br> 1. Previous managerial experience$r 31$ |
| :--- | ---: | ---: | ---: | ---: |
| 2. Number of employees | 50.935 | 8.9179 | 36.0 |  |
| 3. Turnover per annum | 17 | 4033215.71 | 39.500 | 22.5554 |

### 4.3.3 UNI-VARIATE GRAPHS



FIGURE 4.1: 3D - Pie chart for indicating franchise (Source: Own Source)

Most of the respondents indicated that their business is part of a franchise.


FIGURE 4.2: 3D - Pie chart for position at franchise (Source: Own Source)

Most of the respondents were the manager of the business.


FIGURE 4.3: 3D - Pie chart for year franchise was established (Source: Own Source)


FIGURE 4.4: 3D - Pie chart for number of years with managerial experience (Source: Own Source)

Nearly $40 \%$ of the respondents had zero managerial experience or did not indicate their managerial experience.


FIGURE 4.5: 3D - Pie chart for size of franchise (Source: Own Source)

As the graph illustrates this sample consists mostly out of small business franchises.


FIGURE 4.6: $100 \%$ stack bar for management support received (Source: Own Source)
Overall most of the respondents agreed with all of the statements to some degree. Although almost $40 \%$ of the respondents indicated that they did not receive "Guidelines on how to write up the books" or "Accounting systems", it seems that most of the business activities were received by the franchises owner or manager when the franchise was acquired.


FIGURE 4.7: $100 \%$ stack bar for statements and reports generated (Source: Own Source)

According to the frequency distribution of the responses, the following statements or reports were generated from the financial records more frequently (On demand, daily, monthly and weekly):
> Analysis of cash register.
> Stock variance reports.
> Sales variance reports.
> Cash flow statement.
> Bank reconciliation.
> Debtors and suppliers reports.


FIGURE 4.8: $100 \%$ stack bar for performance measures prescribed (Source: Own Source)

It seems that the performance measures prescribed by the franchise with the highest preference by the respondents are:
> Quality assurance.
> Customer satisfaction.
> Product preparation.
> Stock control.
> Marketing.
> Customer's orders or sales.
> Law compliance.
> Purchases.


FIGURE 4.9: $100 \%$ stack bar for use of performance measurements (Source: Own Source)

The following performance measurements are used the most often:
$>$ Delivery to customers.
> Customer's orders or sales.
> Customer satisfaction.
> Stock control.


FIGURE 4.10: 100\% stack bar for key driver of success (Source: Own Source)

The respondents indicated that financial results are the most critical driver of success, with the following drivers which follows directly:
> Customer satisfaction.
$>$ Product quality.
> Service quality.
> Product preparation.
> Customer order / sales.

The following two graphs split the organisation- and operational performance items.


FIGURE 4.11: 100\% stack bar for key driver of success for organisational performance (Source: Own Source)


FIGURE 4.12: $100 \%$ stack bar for key driver of success for operational performance (Source: Own Source)


FIGURE 4.13: $100 \%$ stack bar for opinion regarding management (Source: Own Source)

The high unknown response of "Market share" and "Organisation's ability to analyze weaknesses or strengths" indicates little knowledge of these factors and the high opinion of the respondents regarding "Financial measures used by the organisation" indicates a well used factor in measuring performance.


FIGURE 4.14: 100\% stack bar for opinion regarding customers (Source: Own Source)

The following aspects were ranked as average to excellent:
> Customer services.
> Ability of organisation to monitor customer complaints.
> Clear definition and understanding of business objects.

The rest of the customer aspect had a very high unknown factor and thus it indicates not measuring it or little knowledge of it.


FIGURE 4.15: 100\% stack bar for opinion regarding employees (Source: Own Source)
"Employee satisfaction/motivation" and "Existing agreed performance standards" have a high unknown factor and indicates little knowledge of these two aspects. The rest the opinions regarding employee aspects are ranked as average. Although there was a high unknown factor for "Rewarding achievement of short term financial targets", this aspect has the most respondents ranked as good to excellent.


FIGURE 4.16: 100\% stack bar for opinion regarding resources (Source: Own Source)
"Monitoring learning and reporting capabilities" has a high unknown factor and indicates little knowledge of this aspect. "Staff accountability for use of resources" and "Internal communications" are ranked as average.


FIGURE 4.17: $100 \%$ stack bar for level of attention (Source: Own Source)

The following areas receive the highest level of attention by the managers and owners:
> Financial results.
> Customer satisfaction.
> Operational performance.
> Brand strength.


FIGURE 4.18: $100 \%$ stack bar for type of management mechanism used (Source: Own Source)

Mostly the following management mechanisms were used:
> Breakeven analysis.
> Ratio analysis.
$>$ Activity based costing.
$>$ Standard costing.
> Total quality management.


FIGURE 4.19: $100 \%$ stack bar for quality info regarding customer service (Source: Own Source)

There were a high percentage of "Don't know" responses for more than half of the customer services, quality measurements. This indicates that little knowledge of customer service aspects exists or that these aspects are not measured in the franchise, especially on the following:
> Customer service results.
> Service awards.
$>$ Number of on-time deliveries.
> Response times.

With respect to quality the rest of the customer services were rated on average as average in quality.


FIGURE 4.20: 100\% stack bar for quality info regarding internal operations (Source: Own Source)

Again there were a high percentage of "Don't know" responses for more than half of the internal operations quality measurements. This indicates that little knowledge of internal operations exists, especially on the following aspects:
> Employee morale.
> Market share.
$>$ Employee talent.
> Defect rates.
> Cycle times.
> Resource utilization.

With respect to quality the rest of the internal operations were rated on average as average in quality.


FIGURE 4.21: $100 \%$ stack bar for quality info regarding innovation (Source: Own Source)

When evaluating at the average of the responses that was indicated, the innovation aspects provided by the current performance measurement system have an average quality.


FIGURE 4.22: $100 \%$ stack bar for quality info regarding financial aspects (Source: Own Source)

According to the respondents, all the financial aspects as provided by the current performance measurement system have a good to excellent quality.


FIGURE 4.23: $100 \%$ stack bar for problems currently experienced (Source: Own Source)

The statements measuring the problems currently experienced with performance measurements are sorted from the activity that have the most major problems to the activity
that has the least problems and then represented in Figure 4.23. The following activities have the most major problems:
> Difficulty measuring non-financials.
> Support is more costly than expected.
> Too focused on financials.
$>$ Different from original promise.

### 4.3.4 Comparative statistic

Due to the fact that this study focuses on the descriptive statistics, no comparisons were made except between the respondents who established there franchise outlet before 2000 and those that established their franchise outlets after 2000. The reason for this comparison is that this was the only variable where there are enough respondents in the 2 groups to do valid comparisons using chi-square and t-tests. A Kruskal Wallis test which may be more appropriate for ordinal data was also performed and although not shown in this paragraph the results can be found in Appendix L.

Due to a small sample size, when comparing the 2 groups with respect to the different statements the chi-square test becomes invalid because of expected frequencies of less than 5 in some of the cells. To overcome the problem categories were aggregated that means more or less the same. For instance the scales "Excellent" and "Good", and "Average" and "Fair" are grouped together so that there are two groups indicating "Good to excellent" and "Fair to average". In most of the cases there are still expected frequencies of less than 5, thus the $t$-test was used to compare the sample means between the two groups with respect to the responses on the statements.

The following tables will only show all the statistically significant differences. However note must be taken that all the comparisons (significant and not significant) will be attached in Appendix K.

TABLE 4. 4: T-tests for statistically significant comparisons between the year-of-establishment groups
(Source: Own Source)

| Question / Statement | Group | Sample <br> Size | Mean | T-test <br> value | P-Value |
| :--- | :--- | :--- | ---: | :--- | :--- | | Comparisons between the year of establishment groups |
| :--- |
| C11. Which of the following areas of organisation performance is a key drives of success for your outlet: |
| C11.14 Deposit sales takings |


| Question / Statement | Group | Sample <br> Size | Mean | T-test <br> value | P-Value |
| :--- | :--- | :--- | :--- | :--- | :--- |

C12. Please rank you opinions of your organisation with regard to the following:

| C12.05 Organisation's ability to analyze weaknesses and strengths | Before 2000 | 25 | 3.68 | -2.41 | 0.0199* |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2000 \& after | 22 | 5.00 |  |  |
| C12.14 Number of new customers | Before 2000 | 25 | 4.16 | -2.49 | 0.0167* |
|  | 2000 \& after | 22 | 5.45 |  |  |
| C12.21 Employee satisfaction / motivation | Before 2000 | 25 | 4.04 | -2.26 | 0.0290* |
|  | 2000 \& after | 22 | 5.27 |  |  |
| C12.22 Existing agreed performance standards | Before 2000 | 25 | 4.04 | -2.21 | 0.0320* |
|  | 2000 \& after | 22 | 5.27 |  |  |
| C12.23 Rewarding achievement of short term financial target | Before 2000 | 25 | 3.32 | -2.09 | 0.0421* |
|  | 2000 \& after | 22 | 4.45 |  |  |

C13. In your capacity as manager / owner, indicate the level of attention you give to each area:

| C13.03 Employee commitment | Before 2000 | 25 | 2.04 | -2.88 | 0.0062** |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2000 \& after | 20 | 2.70 |  |  |
| C13.07 Innovation | Before 2000 | 25 | 2.39 | -2.53 | 0.0156* |
|  | 2000 \& after | 20 | 2.53 |  |  |
| C13.08 Quality of relationships with external stakeholders | Before 2000 | 24 | 2.25 | -2.72 | 0.0097** |
|  | 2000 \& after | 19 | 2.68 |  |  |
| C13.09 Impact of society and environment | Before 2000 | 25 | 2.16 | -3.37 | $0.0017^{* *}$ |
|  | 2000 \& after | 19 | 2.79 |  |  |
| C13.11 Quality of governance and management processes | Before 2000 | 25 | 1.80 | -2.12 | 0.0401* |
|  | 2000 \& after | 19 | 2.26 |  |  |

C15. How would you rate the quality of information as provided by your current performance measurement system to measure the following areas:

| C15.02 Number of on-time deliveries | Before 2000 | 23 | 4.09 | -2.64 | 0.0121* |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2000 \& after | 18 | 5.50 |  |  |
| C15.03 Response times | Before 2000 | 24 | 3.88 | -2.14 | 0.0378* |
|  | 2000 \& after | 20 | 5.05 |  |  |
| C15.06 Customer survey results | Before 2000 | 24 | 4.12 | -2.09 | 0.0426* |
|  | 2000 \& after | 20 | 5.35 |  |  |
| C15.10 Defect rates | Before 2000 | 22 | 4.45 | -2.42 | $0.0212^{*}$ |
|  | 2000 \& after | 20 | 5.55 |  |  |
| C15.13 Unit cost compared to competition | Before 2000 | 22 | 2.95 | -2.63 | 0.0120* |
|  | 2000 \& after | 20 | 3.95 |  |  |
| C15.16 Market share | Before 2000 | 22 | 4.18 | -2.66 | 0.0118* |
|  | 2000 \& after | 20 | 5.55 |  |  |

D16. What problems are you currently experiencing with performance measures in you daily activities:

| C16.01 Too complicated | Before 2000 | 24 | 1.58 | -2.07 | $0.0442^{*}$ |
| :--- | :--- | :--- | :--- | :--- | :--- |


| Question / Statement | Group | Sample Size | Mean | T-test value | P-Value |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2000 \& after | 21 | 1.86 |  |  |
| C16.02 Not suitable for daily activities | Before 2000 | 24 | 2.21 | -2.87 | 0.0063** |
|  | 2000 \& after | 21 | 2.86 |  |  |
| C16.03 Too focused on financials | Before 2000 | 24 | 2.79 | -2.50 | 0.0162* |
|  | 2000 \& after | 21 | 3.52 |  |  |
| C16.04 Difficulty measuring non-financials | Before 2000 | 25 | 2.84 | -3.67 | 0.0010** |
|  | 2000 \& after | 21 | 3.81 |  |  |
| C16.06 Lack of knowledge on performance measures | Before 2000 | 24 | 2.50 | -3.54 | 0.0010** |
|  | 2000 \& after | 21 | 3.43 |  |  |
| C16.07 No one to consult | Before 2000 | 24 | 1.08 | -3.04 | 0.0046** |
|  | 2000 \& after | 21 | 2.85 |  |  |
| C16.08 Support more costly than expected | Before 2000 | 24 | 2.21 | -3.49 | 0.0015** |
|  | 2000 \& after | 21 | 3.50 |  |  |
| C16.09 Lack of readily available support | Before 2000 | 24 | 2.05 | -3.28 | 0.0025** |
|  | 2000 \& after | 21 | 3.08 |  |  |
| C16.10 Different from original promise | Before 2000 | 24 | 2.75 | -3.04 | $0.0041^{* *}$ |
|  | 2000 \& after | 21 | 3.62 |  |  |

SAS computes a P-value (Probability value) that measure statistical significance which automatically incorporate the chi-square values. Results will be regarded as significant if the $p$-values are smaller than 0.05 , because this value presents an acceptable level on a $95 \%$ confidence interval ( $p \leq 0.05$ ). The $p$-value is the probability of observing a sample value as extreme as, or more extreme than, the value actually observed, given that the null hypothesis is true. This area represents the probability of a Type 1 error that must be assumed if the null hypothesis is rejected (Cooper \& Schindler, 2001:509).

The $p$-value is compared to the significance level ( $\alpha$ ) and on this basis the null hypothesis is either rejected or not rejected. If the p value is less than the significance level, the null hypothesis is rejected (if $p$ value $<\alpha$, reject null). If the $p$ value is greater than or equal to the significance level, the null hypothesis is not rejected (if $p$ value $\geq \alpha$, don't reject null). Thus with $\alpha=0.05$, if the $p$ value is less than 0.05 , the null hypothesis will be rejected. The $p$ value is determined by using the standard normal distribution. The small $p$ value represents the risk of rejecting the null hypothesis.

A difference has statistical significance if there is good reason to believe the difference does not represent random sampling fluctuations only. Results will be regarded as significant if the p -values are smaller than 0.05 , because this value is used as cut-off point in most
behavioural science research. In this case the null hypothesis is that the two groups have equal means. Thus when $p<0.05$; the null hypothesis is rejected and it is proved that the means are not equal. There is thus a statistically significant difference between the means.


FIGURE 4.24: 100\% stack bar for comparison between years of establishment
(Source: Own Source)
There is a statistical significant difference between the means of the 2 'year of establishment'-categories for "Deposit of sales takings" as a key driver of success. There are statistically significant differences between the means of the 2 'year of establishment'categories for the following regarding the ranking of opinion (See Figures 4.24-4.29):
> Organisation's ability to analyze weaknesses and strengths.
> Number of new customers.
> Employee satisfaction/ motivation.
$>$ Existing agreed performance standards.
> Rewarding achievement of short term financial targets.

Note should be taken of the large number of respondents who "didn't know", especially in the "Since 2000" category.


FIGURE 4.25: 100\% stack bar for comparison between years of establishment regarding opinion of organisations ability to analyse weaknesses and strengths (Source: Own Source)


FIGURE 4.26: 100\% stack bar for comparison between years of establishment regarding opinion of number of new customers (Source: Own Source)


FIGURE 4.27: 100\% stack bar for comparison between years of establishment regarding opinion of employee's satisfaction or motivation (Source: Own Source)


FIGURE 4.28: 100\% stack bar for comparison between years of establishment regarding opinion of existing agreed performance standards (Source: Own Source)


FIGURE 4.29: 100\% stack bar for comparison between years of establishment regarding opinion of rewarding achievement of short term financial target (Source: Own Source)

Statistically significantly less attention for franchisees that were established since 2000 are given to the following areas than for the franchises that were established before 2000:
> Employee commitment.
> Innovation.
> Quality of relationship with external stakeholders.
> Impact of society and environment.
> Quality of governance and management processes.


FIGURE 4.30: 100\% stack bar for comparison between years of establishment regarding level of attention for employee commitment (Source: Own Source)


FIGURE 4.31: $100 \%$ stack bar for comparison between years of establishment regarding level of attention for innovation (Source: Own Source)


FIGURE 4.32: $100 \%$ stack bar for comparison between years of establishment regarding level of attention for quality of relationship with external stakeholders (Source: Own Source)


FIGURE 4.33: 100\% stack bar for comparison between years of establishment regarding level of attention for impact of society and environment (Source: Own Source)


FIGURE 4.34: 100\% stack bar for comparison between years of establishment regarding level of attention for quality of governance and management processes (Source: Own Source)

The quality of the following information as provided by the franchises current performance are statistically significantly less poor for the franchises that were established before 2000 than those whom were established since 2000:
> Number of on-time deliveries.
> Response time.
> Customer survey results.
> Defect rates.
> Unit costs compared to competition.
> Market share.


FIGURE 4.35: 100\% stack bar for comparison between years of establishment regarding quality rating of number of on-time deliveries (Source: Own Source)


FIGURE 4.36: 100\% stack bar for comparison between years of establishment regarding quality rating of response times (Source: Own Source)


FIGURE 4.37: 100\% stack bar for comparison between years of establishment regarding quality rating of number of customer survey results (Source: Own Source)


FIGURE 4.38: 100\% stack bar for comparison between years of establishment regarding quality rating of number of defect rates (Source: Own Source)


FIGURE 4.39: 100\% stack bar for comparison between years of establishment regarding quality rating of number of unit costs compared to competition (Source: Own Source)


FIGURE 4.40: $100 \%$ stack bar for comparison between years of establishment regarding quality rating of number of market share (Source: Own Source)

Franchisees that were established since 2000, experienced statistically significantly more problems with the following performance measures, than those that were established before 2000:
> Too complicated.
> Not suitable for daily activities.
> Too focused on financials.
> Difficulty measuring non-financials.
> Lack of knowledge on performance measures.
> No one to consult.
> Support more costly than expected.
> Lack of readily available support.
> Different from original promise.


FIGURE 4.41: 100\% stack bar for comparison between years of establishment regarding performance measures being too complicated (Source: Own Source)


FIGURE 4.42: 100\% stack bar for comparison between years of establishment regarding performance measures not suited for daily activities (Source: Own Source)


FIGURE 4.43: 100\% stack bar for comparison between years of establishment regarding performance measures being too focused on financials (Source: Own Source)


FIGURE 4.44: 100\% stack bar for comparison between years of establishment regarding difficultly to measure non-financials (Source: Own Source)


FIGURE 4.45: 100\% stack bar for comparison between years of establishment regarding lack of knowledge on performance measures (Source: Own Source)


FIGURE 4.46: 100\% stack bar for comparison between years of establishment with respect to no one to consult regarding performance measures (Source: Own Source)


FIGURE 4.47: 100\% stack bar for comparison between years of establishment regarding support more costly than expected (Source: Own Source)


FIGURE 4.48: 100\% stack bar for comparison between years of establishment regarding lack of readily available support (Source: Own Source)


FIGURE 4.49: $100 \%$ stack bar for comparison between years of establishment regarding performance measures being different from original promise (Source: Own Source)

Although statistically significant differences with respect to the other variables for the respondent and enterprise profile may exist, it could not be proved due to the fact the there are not enough respondents in all the different groups. Due to the fact that this is an empirical study, the model will be based on the descriptive information that is presented in this chapter.

## CHAPTER 5

## CONCLUSIONS AND RECOMMENDATIONS

### 5.1 INTRODUCTION

The Franchise Association of Southern Africa cited by Futuse (2007:9), reported that the failure rate of franchises is between 15 and 25 percent lower than start up business. The US and European statistics show that 60 percent of all new businesses fail in the first two to three years. Furthermore, statistics show that $80 \%$ of new businesses fail within their first two years as a result of poor yield management, low productivity, long process flows, old plant equipment, etc.

Recent media articles reported that MacDonald's one of the blue chip franchises closed 15 of their 103 outlets in South Africa. This represents 15.6 percent of their total stores in the country. If such a big franchise can experience failures, so can many franchise initiatives, especially newly established ones, which are more vulnerable to risk of failure than blue chips initiatives (Mc Alphine, 2006:2). According to Gordon (2008:52), 6,5 percent of new franchises have failed in the past two years.

Several studies already undertaken determined the reasons for the failures of franchise enterprises. Amongst the most important reasons pointed out are the lack of managerial capabilities such as identification of critical information for decision-making and the experience of the managers. The question that motivated the researcher to do this study is: "What management information is critical for franchisees in the fast food industry, to ensure sustainability?"

### 5.2 AIMS OF THIS CHAPTER

The research results were discussed in chapter 4. This final chapter aims to evaluate the research objectives with the main implications of the findings from all investigative questions before going on to draw conclusions, make recommendations and conclude with proposal for further research.

### 5.3 EVALUATING RESEARCH OBJECTIVES

In this section, the primary and secondary objectives of the study are evaluated against the outcomes of the research results discussed, indicating whether or not the objective was
realized. The primary objective will be evaluated first thereafter the researcher will evaluate the secondary objectives as stated in chapter 1.

Performance measures are defined as parameters used to quantify efficiency and effectiveness of business actions, intended to provide feedback to managers regarding achievement of desired outcomes (Niven, 2002:112-114). Traditional performance measures in many companies are primarily financial, and represented by the output of management accounting systems. Too much reliance on financial statements has proven to be ineffective and inadequate, which points to the fact that they are historic, provides a summary of the performance, and lacks to assist in identifying areas requiring corrective action in real- time (Rudman, 2004:18).

The study first provide valuable information on the profiles on the fast food franchisees' respondents, including the identification of their businesses as a part of franchise, the occupations in businesses they own and/or manage, their managerial experience and the number of employees employed in the business.

Secondly, it provided the researcher with: a) The general business information of the respondents including the detail of support material they received from the franchise package. b) The person who prepares financial statements, types and frequency of financial records generated, their perceptions of the performance measures prescribed by the franchisor and extent to which they are measured. c) Their perceptions about the most important areas of key drivers of success, their perceptions about the financial measures and non-financial measures used by the business. d) The levels of attention to which they give various business areas. Finally, the quality of information provided by current performance measurement systems and problems currently experienced with performance measures in the daily activities were presented.

## PRIMARY OBJECTIVE

The primary objective of this study was to establish the current position of performance measures utilised daily in business activities by fast food franchisees and determine the role played by the performance measures prescribed by the franchisor in helping the franchisee identify critical management information in real-time.

As indicated in the literature study, there are a plethora of valid business reasons, which can be listed for the failure in the fast food franchise industry, the majority of which point to the lack of certain competencies on the part of managers who manage the outlets. The
challenge managers are faced with presently is tackling the complex job of managing businesses for results i.e. identifying the drivers of financial success, finding a balance to measure financial and non-financial performances, appraising and compensating people's performance.

Controversely, the franchisor through the 'franchise package' prescribes performance measures to be used by franchisees in their daily activities. The questions that arose are:
> What information related to accounting is contained in stock standard franchise packages?
> What measures do franchisees use to measure performance?

- What performance measures are critical for the success of the franchisees industry?
> To what extent are critical success factors utilized by franchisees?

The internal users of these accounting systems often are without vital timely information needed to accomplish strategic planning, organizing, directing and controlling, which is critical for success (Baxendale, 2001:61). Management should realize the importance of the non-financial performance measurement and be aware that, 'the less you understand the business, the more you rely on accounting numbers' and 'the nearer you get to operations, the more non-financial performance indicators you realise could be valuable aids to better management'. Non-financial measurements can warn about downside risks (Deloitte, 2004:10).

The following secondary objectives are evaluated:

## SECONDARY OBJECTIVES

To determine to what extent the franchise package caters for matters related to financial accounting.

To determine the existing performance measures in place to mitigate the risk of failure.

To determine if the managers/owners can identify the critical success factors of their outlets.

To determine if the franchisees are using the critical success factors.

### 5.4 DISCUSSION OF RESULTS

As for the results obtained through this survey the following analogies can be drawn from this research:
> The most frequently statements or reports that were generated from the financial records are:

- Analysis of cash register,
- stock variance reports,
- sales variance reports,
- cash flow statement,
- bank reconciliation, and
- debtors and suppliers reports.
> The performance measures prescribed by the franchisors are mostly:
- Quality assurance,
- customer satisfaction,
- Product preparation,
- stock control,
- marketing,
- customer's orders or sales,
- law compliance, and
- purchases.
> The performance measurements that are most often used, are:
- Delivery to customers,
- customer's orders or sales,
- customer satisfaction, and
- stock control.
> The financial results are the most critical driver of success for organisational performance, which are closely followed by the following drivers:
- Customer satisfaction,
- product quality,
- service quality, and
- product preparation.
> The following drivers are the most critical driver of success for operational performance:
- Customer order / sales, and
- stock activities
> The franchisees (managers/owners) have not much knowledge of "Market share" and "Organisation's ability to analyze weaknesses or strengths" but "Financial measures used by the organisation", "Compliance with laws and regulation requirements" and "Achieving the objectives and targets on a daily basis" are ranked highly in the management category.
> "Customer services", "Ability of organisation to monitor customer complaints" and "Clear definition and understanding of business objects" are the highest rated factors related to the customer's category. There is however a very high unknown response to the rest of the factors related to customers, which can indicate a lack of knowledge of these performance measures.
> "Employee satisfaction/motivation" and "Existing agreed performance standards" have a high unknown response and this can also indicate lack of knowledge for these two aspects. The opinions regarding employee aspects are ranked as average. Although there was a high unknown factor for "Rewarding achievement of short term financial targets", this aspect has the most respondents ranked as good to excellent.
> "Staff accountability for use of resources" and "Internal communications" are ranked as average. The factor "Monitoring learning and reporting capabilities" has a high unknown response and this indicates little knowledge of this aspect.
> The following areas receive the highest level of attention by the managers and owners:
- Financial results,
- customer satisfaction,
- operational performance, and
- brand strength.
> The following management mechanisms are used often:
- Breakeven analysis,
- ratio analysis,
- activity based costing,
- standard costing, and
- total quality management.
> There are a high percentage of "Don't know" responses for more than half of the customer services, quality measurements. This indicates that little knowledge of customer service aspects exists or that these aspects are not measured in the franchise, especially on the following:
- Customer service results,
- service awards,
- number of on-time deliveries, and
- response times.
$>$ With respect to quality the rest of the customer services were rated on average as average in quality.
> There are a high percentage of "Don't know" responses for more than half of the internal operations quality measurements. This indicates that little knowledge of internal operations exists, especially on the following aspects:
- Employee morale,
- market share,
- employee talent,
- defect rates,
- cycle times, and
- resource utilization.
> The quality of the rest of the internal operations is rated as average.
> The innovation aspects provided by the current performance measurement system has been rated as having average quality.
> The financial aspects as provided by the current performance measurement system have a good to excellent quality.
> The major problems currently experienced with performance measurements are:
- Difficulty measuring non-financials,
- support is more costly than expected,
- too focused on financials, and
- different from original promise.


### 5.5 RESEARCH OBJECTIVES EVALUATED

### 5.5.1 Support for management of business activities (Section B of questionnaire)

> Secondary objective
> To determine to what extent the franchise package caters for matters related to financial accounting.

It has been established that there is not significant use of non-financial performance measures by managers of SMMEs in the Western Cape (Rudman, 2003:Conference). Managers of fast food franchises invariable rely on financial statements as the only single element to measure the performance of the business, adding to the failure potential of the business initiative.

The shortcomings in this method of measuring performance is that 'traditional' financial measures are not that suitable to capture the essence of the company's relationships with such important constituencies as customers, employees and suppliers. Furthermore, the effective management of franchisees is not only a question of financial measures of performance, which is a necessary condition but also of various other measures of a nonfinancial nature.

The support for management of business activities received when acquiring the outlet, according to this study, were mostly food preparation requirements, menu, monitoring stock and staff training, except for 'accounting systems' and 'guidelines on how to write up the books'. Most of the respondents generated financial records from the accounting system on demand, daily, weekly and monthly, however the responsibility of accounting and writing up books was left to the bookkeeper/accountant as evidenced by 64,7percent of respondents.

One may conclude that the franchise package as provided by the franchisor caters mostly for financial accounting (lagging indicator) matters, however non-financial (leading indicators) matters are inadequately catered for, thereby falling short in assisting the owner/manager with comprehensive performance measures that are relevant for decision-making on their daily activities of the outlets.

### 5.5.2 Business cycles and performance measures(Section C of questionnaire)

## Secondary objective

To determine the existing performance measures in place to mitigate the risk of failure.

The performance measures mostly prescribed by franchisor were in the activities of quality assurance, stock control, product preparation, customer satisfaction, marketing, customer's orders/sales, law compliance and purchases. The performance measures were mostly used on a daily and weekly basis on delivery to customers, customer's orders/sales, customer satisfaction and stock control. One may assume that daily and weekly performance measuring means that owner/manager determine their performance at the end of the day and end of the week.

Although the respondents received the support for management of business activities and prescribed performance measures from the franchise package, however they used the performance measures on a daily and weekly basis, they did not used the performance measures on demand as a means to effectively manage their business as and when discrepancies arise within business activities. Measuring performance at end of the day and end of the week probably does not enable owner/manager take corrective action in real-time.

Based on the returned results, one may conclude that there is a gap in the existing performance measures, in particular to what activities are currently measured compared to what measures that should be measured (as suggested in the balanced scorecard) to help owner/manager take immediate corrective action in case on discrepancies in their daily activities.

## Secondary objective

To determine if the managers/owners can identify the critical success factors of their outlets.

The challenges facing managers of franchises currently are tackling the difficult job of managing businesses for results i.e. identifying the drivers of financial success and performance measuring these factors. Lacking such tools, managers of franchises can encounter difficulties managing what they cannot describe or measure, and thereby causing the franchisees to fail.

The manager or owner of a franchisee must be able to articulate the critical success factors of the business through relevant information generated from the daily activities. The information must highlight areas and drivers of these factors to help ensure that:
$>$ The franchisee is not under threat of bankruptcy.
> The franchisee implements the controls which ensure that the organisation is pursuing strategies and actions which will enable the achievement of its goals.

Based on the results, one may conclude that owner/managers have difficulty in articulating areas that critical to ensure the success and sustainability of their outlet. As indicated in the discussion section above, owner/manager agreed that financial results are most critical and non-financial (the key drivers of performance) are the most important.

## Secondary objective

To determine if the franchisees are using the critical success factors.

Which Franchise (2007:Online) believes that one of the major trends for the new millennium is time and convenience. Consumers are placing more importance than ever on these factors. This means that anything that provides consumers with a time save option will have a good chance of success. This translates into anything from delivery services and house calls to drive-thru windows and easy-access express locations, especially for service establishments that are traditionally inconvenient.

As indicated in the discussion section above, owner/manager agreed that financial results are given high attention in comparison to non-financial (the key drivers of performance). Often traditional financial accounting systems are used, which are designed to provide information to users external of the SMMEs such as lenders and tax authorities. However the same systems should provide management information internally to the managers for day-today operational decision-making. The internal users of these accounting systems often are without vital timely information needed to accomplish strategic planning, organizing, directing and controlling, which is critical for success (Baxendale, 2001:61). However, in this instance one may conclude that the owner/manager do not adequately use the management information critical to daily in their activities. The results do not reveal evidence on measurement of, for example, innovation or employee satisfaction.

### 5.5.3 Barriers

The results returned point to the reality that there is rising franchisee dissatisfaction with the current performance measures as prescribed by the "franchise package". Top managers are not happy and are frustrated with most strategic-business-advice. The main problems seem to be that clients are involved in implementation and that consultants do not satisfy the real needs. The suggestion is that the performance measure prescribed by 'franchisor' and used by 'franchisee', should be focusing on both measurement of financial and non-financial aspects of the daily activities, create a more value by transferring process skills to clients and share more responsibility for implementation, creating value with their clients.

### 5.6 RECOMMENDATIONS

Which Franchise (2007:Online) reported that the owners or managers of outlets are working within a system in which there is little scope for creativity (Innovation). Almost every aspect of operating the business is laid down in the operations and procedures manual. In certain circumstances, franchising can be an inflexible method of doing business. As a franchisee, the encumbent is bound by the franchise contract to operate the business in a carefully prescribed manner. Although the franchisor will have reserved the right to respond to changes in the market, this is unlikely to happen without a process of consultation. This tends to make the introduction of changes to the system, for example changes to the business format, the corporate identity or the product range, a slow process. It can be frustrating for individual franchisees not to be able to respond swiftly to the emergence of new trends in the local market, or the arrival of a local competitor. Lack of critical management information severely handicaps decision makers and managers in all enterprises (Romney \& Steinbart, 2000) cited by (Rudman, 2004:19).

Based on this study, the following recommendations are suggested by this author on how to improve this situation:
> Franchisors should provide an environment in which franchisees are empowered to use alternative performance measuring methods.
> Improvement in the Franchise Package should include measurement of non-financial aspects.

To exacerbate matters, franchisor representatives can be relied upon to ensure adherence to the proven guidelines. Having made a substantial investment into their business units, other members of the network expect the franchisor to protect their business interests.
> Training of fast food franchisee owners/managers to be self-sufficient to reduce cost of consultation.

The fact that most of the reports used for management decision making are generated from the financial records indicated that there is an imbalance in the performance measures used by fast food franchisees and need assistance in measuring not only financial matters of business but non-financials as well.
> The fast food franchisees should be made aware of the benefits performance measures addressing both financial and non-financials.

The owners/managers need more information on the effective management of their outlets. To satisfy this need, the owners/manager would probably benefit by undergoing some training on performance measures and frameworks. Tertiary institutions should assist in developing performance measurement models such as the balanced scorecard (BSC) that can be customised to suit individual franchisee. Tertiary institutions should offer courses which are needed to equip aspirant owners with the relevant knowledge and skills to performance measure their franchisees and grow a successfully.
> The fast food franchisee owners/managers should be empowered to identify critical success factors.

Vocational training programs and workshop should be tailor-made to meet the needs of the fast food franchisee sector in relation to performance measures and the benefits thereof. It is further recommended that the study of fast food franchisee performance measure be carried out throughout the Republic of South Africa (RSA) for an overall picture on the role of performance measures.

The risk of business failure is high amongst SMMEs. International research reveals that the major causes for business decline and/or failure are internal factors especially lack of financial control, poor cash flow management, high gearing levels, inadequate management competence, poor production planning and control and insufficient marketing rather than external factors such as economic and competitive changes. Unless there is experience and understanding of the management information critical for effective management and sustainability of fast food franchisee sector, the warning signals associated with business decline will go undetected (DTI, 1998:11).

If the above question can be answered, not only that franchisees will be helped with skills in identifying critical success factors, but also the franchisors, in particular will be made aware on inadequacies in the franchise package for improvement to help the franchisees with accurate management information required to effectively manage their outlets. Secondly, the franchisees will be empowered to take advantages of alternative performance measures (PM), improve their business efficiencies and increase their capacity to grow and be sustainable.

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APPENDIX A: FASA MEMBER LISTING

- Barcelos Flamed Chicken
- Bimbo's Fast Foods
- Blacksteer
- Cappuccino's Café \& Pizzeria
- Captain Dorego
- Chicken King
- Chicken Licken
- Col'Cacchio
- Debonairs Pizza Franchise
- Dulce Continental Café
- Fontana Chicken
- Hops \& Beans
- Hot Dog Café
- Juicy Lucy
- Kauai Juice (Pty) Ltd
- Kentucky Fried Chicken
- King Pie
- Maxi's Restaurant
- McDonald's South Africa
- Mike's Kitchen
- Mochachos Chicken Villages
- Mozart Ice Cream classics
- Mugg \& Bean
- Nando's
- Ocean Basket
- Ola Milky Lane
- Piatto
- Pizza Parlour
- Pizza Perfect
- Romans Pizza
- Roosters
- Simply Asia
- Saddles Steak Franchise
- Sandwich Baron
- Scooters Pizza
- Sausage Saloon
- The Brazen Head
- The Coffee Stop
- Steers
- St Elmo's Woodfired Pizzeria
- Tuscan BBQ Holdings (Pty) Ltd
- Wimpy Restaurants


## APPENDIX B: CAPE METROPOLE MAP


http://accomsa.com.www29a.your-server.co.za/wcape/wccity-capetown.php (Accessed 29 May 2009)

## CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

RESEARCH conducted by the FACULTY OF BUSINESS

INVESTIGATING THE ROLE OF PERFORMANCE MEASURES USED BY FRANCHISES IN THE FAST FOOD INDUSTRY

The National Research Foundation of South Africa identified areas requining research.
The Faculty of Business of the Cape Peninsula University of Technology responded by identifying a research niche area:" The effective management of e-Commerce SMME's".

The research contributes to the bocly of knowledge within that area by establishing the current position of financial and non-financial performance measures used by SMME's in the effective management of franchises in the fast food industry.

The information obtained in this questionnaire will remain confidential.
Shoukd you require feedback from the survey, please provide your e-mail address in the space provided on the last page.

All enquiries regarding this research and questionnaire may be directed at the Research Supervisor Mr. Spurgeon Rudman; e-mail: rudmans@cput.ac.za

Phone: (021) 4603232


THANK YOU!
Your willingness to complete this questionnaire is greatly appreciated.
More details on how to complete this questionnaire is located at the back, should you need it.

This questionnaire should only be completed by businesses operating as part of a franchise group. However if you still wish to complete the questionnaire, then complete all questions and replace the word "franchise" with the word "business".

It would be greatly appreciated if you could respond to the following questions so as to assist us in performing this research.
(Plesse indicate with " $X$ " where appropriate)

## General

1. Is your business part of a franchise? $\quad \mathrm{Yes}_{\square} \square \mathrm{No} \square$
2. Are you the owner, manager or both the owner and manager of the franchise?
Owner (do not manage) $\quad \square \quad$ Manager (do not own) $\quad \square \quad$ Both Owner \& Manager $\quad \square$
3. What year was your franchise outlet estabished?

4. What is your previous managerial experiance related to the fast food industry?

5. To enable us to categrize your business in terms of the Small Business Amendment Act of 2003 please indicate the following:

| Number of Employees | $\square$ |
| :--- | ---: |
| Turnover per annum (Ootions) | $\square$ |

6. Who is responsible for preparing the financial statements?

| Bockkeeper/Accountant | $\square$ | Owner |
| :--- | :--- | :--- |
| Manager | $\square$ | Consultant |
| Other ( please specity) |  |  |

7. For what purposes are the financial statements prepared? (eg: Interpretation, policy,etc.)
8. Does the franchiscr prescribe (in the franchise business package) performance measures to evaluate the business performance in the following areas?

| Marketing | Performance <br> not <br> measured |  | Package prescribes measures |  | Franchisee uses measures |  | $\begin{array}{\|c\|} \text { Results sent } \\ \text { to } \\ \text { franchisor? } \end{array}$ |  | Franchisor gives feedback? |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Advertising | Yes | No | Yes | No. | Yes | No | Yes | No | Yes | No |
| Purchases | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Stock Control | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Payment of suppliers | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Cuskomer's Orders/Seles | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Product Preparation | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Delivery to customers | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Deposit sales takings | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Cuskomer Satisfaction | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Employees | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Quality Assurence | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| Law Compliance | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |

Other (please specify):
9. What statements and reports are generaled from the financial records and how often?

Cash flow stalement
Statement of Changes in Equity
Income Statement
Balance sheet
Bark reconcliation
Analysis of cash register
Stock variance reports
Sales variance reports
Debtors and Suppliers Reports
Lead time Reports

| Never | On <br> demand | Weekly | Monthly | Quarterly | Arnually |
| :--- | :--- | :--- | :--- | :--- | :--- |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
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|  |  |  |  |  |  |
|  |  |  |  |  |  |

Other (please specify):

## 10. What did you receive (as pert of the franchise package) when you acquired the franchise outtet?

| How to write up the books (accounts) | Site (Location) |
| :---: | :---: |
| How to measure success | Staff Trairing |
| How to motivate the staff | Menu |
| How to moritor the stock | Marketing Plan |
| Food preparation requirements | Equipment |
| Accounting Systems | Décor |

Other ( please specify)
$\qquad$
$\qquad$

## Marketing

11 What are the three most important measures that you use to determine how your marketing
$\qquad$
1
2
3

## Advertising

12 What are the three most important measures that you use to datermine how your achertising efforts perform? (eg: Increase in units sold, increase in customers, etc.)
1
$\qquad$
$3 \longrightarrow$

Procurement Process (Purchases)
13 What are the three most imporlant measures that you use to determine how your purchase activities perform? (eg: Purchase budget, Bulk dscount \%, etc.)

1
2

3

## Stock Control

14 What are the three most important measures that you use to determine how your stock activity performs. (eg: Economic Order Quantity, Products discarded due to decay, etc.)
1 $\qquad$
2
3 $\qquad$

## Suppliers

15 What are the three most important measures in place to monitor your suppliers? (Even if they are prescribed by franchiscor) (eg: Creditors peyback period, No of credit notes, etc.)
1 $\qquad$
2
$\qquad$

Customer Orders/Sales
16. What are the three most important measures in place to monitor your salas activity?
(eg: Cash register, EFT Slips, etc.)
1
$\qquad$
3

Product Preparation
17 What are the three most important measures used to monitor the quality and effectiveness of product preperation ? (eg: Lead time from order received till customer receives procuct, et.)
1 $\qquad$
2
$\qquad$

Delivery to customers (if applicable)
18 What are the three most important measures you use to monitor the delivery of the products to the customers?
1
2

3

## Deposit sales takings

19 What are the three most important measures you use to monitor the deposits of the sales takings? (eg: The amount of cash overnight in the store, etc.)

1
2
${ }^{3}$

## Customers satisfaction

20 What are the three most imporlant measures in place to monitor your customer satisfaction?
(eg Number of returns, Number of complaints, etc.)
${ }^{1}$ $\qquad$
2 3

Emplovees Satisfaction
21 What are the three most important measures in place to monitor your employee satisfaction? (eg Staff Turnover, Staff Attendance, etc.)
1
$\qquad$
$\qquad$

Compliance with rules and regulations
22 . What are the three most important measures in place to monitor complance with laws and regulations?
1
$\qquad$
$\qquad$
3

Business plan and emarging strategies
23 Where cho you see this outlet in 10 years from now? (Your Vision)
$\qquad$
$\qquad$
$\qquad$

24 What IPA (key performance areas) and measures do you use to cletermine whether your are progressing towards your vision?

| Key performance area | Measures used |
| :--- | :--- |
|  |  |
|  |  |
|  |  |

25 How would you describe the business that you do? (Your Mission)
$\qquad$
$\qquad$
$\qquad$

26 What are the main aspects that you measure to see if your daily activities are achieving the desired results?

| Areas measured | Measures used |
| :--- | :--- |
|  |  |
|  |  |



If you wish to provide comments regarding this research, please use the space below.
$\square$

Thank you very much for your participation!

## APPENDIX D: THE BALANCED SCORECARD PERSPECTIVES



The balanced scorecard (Source: Kaplan \& Norton, 1996:76)

## APPENDIX E: QUESTIONNAIRE (FOR RESEARCH IN 2009)









## APPENDIX F: PILOT QUESTIONNAIRE (FRANCHISEE)

## CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

RESEARCH conducted by the FACULTY OF BUSINESS

THE ROLE OF PERFORMANCE MEASURES IN THE FAST FOOD FRANCHISEE INDUSTRY TO SUSTAIN POSITIVE GROWTH: CAPE METROPOLE-SOUTH AFRICA

Thank you for agreeing to participate in this research survey.

This questionnaire is part of a Masters research study undertaken to establish the current position of financial and non-financial performance measures used by SMME's in the effective management of franchisees in the fast food industry.

All the answers will be handled in the STRICTEST CONFIDENCE.

The information obtained in this questionnaire will only be used for academic purposes and held by Cape Peninsula University of Technology.

Should you wish to verify the authenticity of this request or have questions relating to it please contact me personally or my supervisor:

Prof. Dr. J A Watkins; e-mail: profwatkins@telkomsa.net
Cell no: 0836472572
Lindiwe Mabesele; e-mail: mabeselel@cput.ac.za
MTech Candidate
Phone: (021) 4603620

## INSTRUCTIONS FOR COMPLETION

1. To qualify to participate in this questionnaire, you must be:

- a business operating as part of a franchise group.
- an owner \& manager of an outlet
- a manager but not owner of an outlet

2. Please answer all questions from the perspective of a manager or owner \& manager.
3. Should you wish for feedback from the survey, kindly provide your e-mail address below:
e-mail address: $\qquad$

To be completed by manager or owner/manager

## SECTION A: RESPONDENT AND ENTERPRISE PROFILE

Please indicated the following:
1 Is your business part of a franchise?

2. Are you the owner, manager or both the owner and manager of the franchise?

| Owner <br> (do not manage)$\quad \square$ | Manager <br> (do not own) | $\square$ |
| :--- | :--- | :--- | Both Owner \& Manager

3. What year was your franchise outlet established?

## 2003

What is your previous managerial experience related to the fast food industry?
4. (Indicate number of years)
5. To enable us to categorize your business in terms of the Small Business Amendment

Act of 2003, please indicate the following:
Number of Employees
Turnover per annum (Optional)
(Indicate Rand Value)


## SECTION B: SUPPORT FOR MANAGEMENT OF THE BUSINESS ACTIVITIES

What did you receive (as part of the franchise package) when you acquired the outlet?
6. (Choose one or more options)

Guidelines on how to write up the books (accounts)
How to measure success
How to motivate the staff
How to monitor the stock
Food preparation requirements
Accounting Systems

7. Who is responsible for preparing the financial statements?

| Bookkeeper/Accountant | $\boxed{Q}$ | Owner | $\square$ |
| :--- | :--- | :--- | :--- |
| Manager | $\square$ | Consultant | $\square$ |

What statements and reports are generated from the financial records and how often?
8. (Choose one or more options)

Cash flow statement
Statement of Changes in Equity
Income Statement
Balance sheet
Bank reconciliation
Analysis of cash register
Stock variance reports
Sales variance reports
Debtors and Suppliers Reports
Lead time Reports

| Never | demand | Weekly | Monthly | Quarterly | Annually |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1 |  |  |  |
|  |  |  | 1 |  |  |
|  |  |  | $d$ |  |  |
|  |  |  | $\gamma$ |  |  |
|  |  |  | $\alpha$ |  |  |
|  |  | 4 |  |  |  |
|  |  | $d$ |  |  |  |
|  |  | $a$ |  |  |  |
|  |  | 2 |  |  |  |
|  |  | $\alpha$ |  |  |  |

9 Does the franchisor prescribe (in the franchise business package) performance measures to evaluate the business performance in the following activities?

Marketing
Advertising
Purchases
Stock Control
Payment of suppliers
Customer's Orders / Sales
Product Preparation
Delivery to customers
Deposit sales takings
Customer Satisfaction
Employees
Quality Assurance
Law Compliance

| Yes of | No |
| :---: | :---: |
| Yes $\alpha$ | No |
| Yes d | No |
| Yes V | No |
| Yes Q 7 | No |
| Yes V | No |
| Yes d | No |
| Yes $\gamma$ | No |
| Yes d | No |
| $Y$ Yes $\chi^{\prime}$ | No |
| Yes $\alpha$ | No |
| Yes od | No |
| Yes $\downarrow$ | No |

## SECTION C: BUSINESS CYCLES AND PERFORMANCE MEASURES

10 To what extent do you use performance measures in your business activities?

| Business activities | Never | $\begin{gathered} \text { On } \\ \text { demand } \end{gathered}$ | Daily | Weekly | Monthly | Annually |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Marketing |  |  |  | $\alpha$ |  |  |
| Advertising | 4 |  |  |  |  |  |
| Purchases |  |  |  | 1 |  |  |
| Stock Control |  |  | 1 |  |  |  |
| Payment of suppliers | , |  |  |  | 9 |  |
| Customer's Orders / Sales |  |  | $A$ |  |  |  |
| Product Preparation |  |  | $\alpha$ |  |  |  |
| Delivery to customers |  |  | 1 |  |  |  |
| Deposit sales takings |  |  |  | 1 |  |  |
| Customer Satisfaction |  |  | $k$ |  |  |  |
| Employees |  | $q$ |  |  |  |  |
| Quality Assurance |  | $\phi$ |  |  |  |  |
| Law Compliance |  | $\alpha$ |  |  |  |  |

11 Which of the following areas of organisation performance are key drivers of success for your outlet?

|  | rer | Critical driver | Important driver | Minor driver | Nota drivet |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Customer satisfaction |  | $\alpha$ |  |  |
|  | Product quality |  | \% |  |  |
|  | Product preparation |  | $\gamma$ |  |  |
|  | Service quality |  | $\rho$ |  |  |
|  | Financial results | 1 | , |  |  |
|  | Employee commitment |  |  | 0 |  |
|  | Quality of management processes |  |  | $\theta$ |  |
|  | Innovation |  |  | V |  |
|  | Progress towards your vision |  |  | $\alpha$ |  |
|  | Achievement of desired results in daily activities |  |  | $x$ |  |
|  | Quality of relationship with external stakeholders |  |  |  | 4 |
|  | Impact on society and the environment |  |  |  | $y$ |


|  | Compliance with the laws performance |  | $\alpha$ |
| :---: | :---: | :---: | :---: |
|  | Deposit sales takings | $\phi$ |  |
|  | Delivery to customer (if applicable) | N |  |
|  | Customer orders and sales | $q^{\prime}$ |  |
|  | Stock activities | q |  |
|  | Purchases activities |  | 4 |
|  | Advertising activities |  | $x$ |
|  | Marketing activities |  | $y$ |

12 Please rank your opinions of your organisation with regard to the following:


| 0 | Clear definition and understanding of business objectives <br> Customer perception on the business <br> Ability of organisation to monitor customer complaints <br> Measuring customer expectations <br> Number of new customer <br> Customer services <br> Customer retention <br> Customer delivery lead time |  | 4 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  | $r^{\prime}$ |
|  |  |  | 4 |  |  |  |  |
|  |  |  |  |  |  |  | v |
|  |  |  |  |  |  |  | 1 |
|  |  |  | $a$ |  |  |  |  |
|  |  |  |  |  |  |  | $y$ |
|  |  |  |  |  |  |  |  |




13 In your capacity as manager or owner \& manager, indicate the level of attention
you give to each of the following area:

Financial results
Operational performance (efficiency and effectiveness of key business processes)
Employee commitment
Customer Satisfaction
Product quality
Service quality
Innovation (i.e. success in developing new products/services)
Quality of relationships with external stakeholders (supply chain and alliances)
Impact of society and environment
Brand strength
Quality of governance and management processes

| $\begin{aligned} & 40 \\ & \frac{5}{5} \\ & \frac{0}{5} \\ & \text { In } \\ & \hline \end{aligned}$ |  |  |
| :---: | :---: | :---: |
| $\alpha$ |  |  |
|  | $\alpha$ |  |
|  |  | $\alpha$ |
| $\alpha$ |  |  |
| $\alpha$ |  |  |
| $\alpha$ |  |  |
|  | 4 |  |
|  | $\lambda$ |  |
|  | v |  |
| * |  |  |
|  | $\downarrow$ |  |

14 What type of management mechanisms do you use?


How would you rate the quality of information as provided by your current performance measurement system to measure the following areas


## SECTION D: BARRIERS

16 What problems are you currently experiencing with performance measures in your daily activities?

Too complicated
Not suitable for daily activities
Too focused on financials
Difficulty measuring non-financials
Lack of information
Lack of knowledge on performance measures
No one to consult
Support more costly than expected
Lack of readily available support
Different from original promise


Thank you for participating in this study

## APPENDIX G: PILOT QUESTIONNAIRE (STATISTICIAN)




## APPENDIX H: FINAL QUESTIONNAIRE (FOR RESEARCH IN 2009)



区 Microsoft Excel - M_Tech_Research_Questionnaire_Version1_Prof_Watki... $-\square$



X Microsoft Excel - M_Tech_Research_Questionnaire_Version1 Prof_Watki... $\quad \square \times$

$\boxed{2}$ Microsoft Excel - M_Tech_Research_Questionnaire_Versiont Prof Watki... $-\square$

$\boxed{2}$ Microsoft Excel - M_Tech Research Questionnaire_Version1 Prof Watki... $-\square$


Z Microsoft Excel - M_Tech_Research_Questionnaire_Version1 Prof_Watki... $\quad \square \times$


ㅈ﹎ Microsoft Excel - M_Tech_Research_Questionnaire_Version1_Prof_Watiki.. - X


K Microsoft Excel - M_Tech_Research_Questionnaire_Version1 Prof_Watkins_21_Jan_09....


## APPENDIX I: BUSINESS CYCLES IN FAST FOOD FRANCHISEES

## Business cycles:

- Marketing
- Advertising
- Procurement (purchases)
- Stock control
- Suppliers
- Customer orders/Sales
- Product preparation
- Delivery to customers
- Deposit sales takings
- Customer satisfaction
- Employees satisfaction
- Compliance with rules and regulations


## APPENDIX J: DESCRIPTIVE STATISTICS FOR EACH VARIABLE



|  | A2 | Frequency | Percent | Cumulative <br> Frequency |
| :--- | :---: | :---: | :---: | :---: |
| Cumulative <br> Percent |  |  |  |  |
| Owner | 4 | 7.84 | 4 | 7.84 |
| Manager | 31 | 60.78 | 35 | 68.63 |
| Both | 16 | 31.37 | 51 | 100.00 |
| Chi-Square Test |  |  |  |  |
| for Equal Proportions |  |  |  |  |


| Chi-Square 21.5294 <br> DF 2 <br> Pr $>$ ChiSq $<.0001$ <br> Sample Size $=51$  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| A3 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 4 | 7.84 | 4 | 7.84 |
| 1969 | 1 | 1.96 | 5 | 9.80 |
| 1972 | 1 | 1.96 | 6 | 11.76 |
| 1979 | 1 | 1.96 | 7 | 13.73 |
| 1980 | 2 | 3.92 | 9 | 17.65 |
| 1986 | 1 | 1.96 | 10 | 19.61 |
| 1987 | 2 | 3.92 | 12 | 23.53 |
| 1988 | 1 | 1.96 | 13 | 25.49 |
| 1989 | 1 | 1.96 | 14 | 27.45 |
| 1990 | 1 | 1.96 | 15 | 29.41 |
| 1991 | 2 | 3.92 | 17 | 33.33 |
| 1993 | 1 | 1.96 | 18 | 35.29 |
| 1994 | 1 | 1.96 | 19 | 37.25 |
| 1995 | 1 | 1.96 | 20 | 39.22 |
| 1996 | 2 | 3.92 | 22 | 43.14 |
| 1997 | 5 | 9.80 | 27 | 52.94 |
| 1998 | 2 | 3.92 | 29 | 56.86 |
| 2000 | 1 | 1.96 | 30 | 58.82 |
| 2001 | 3 | 5.88 | 33 | 64.71 |
| 2003 | 1 | 1.96 | 34 | 66.67 |
| 2004 | 1 | 1.96 | 35 | 68.63 |
| 2005 | 7 | 13.73 | 42 | 82.35 |
| 2006 | 3 | 5.88 | 45 | 88.24 |
| 2007 | 5 | 9.80 | 50 | 98.04 |
| 2008 | 1 | 1.96 | 51 | 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| $\begin{array}{lr} \text { Chi-Square } & 30.8627 \\ \mathrm{DF} \\ \mathrm{Pr}>\text { Chisq } & 0.1578 \end{array}$ <br> WARNING: The table cells have expected counts less than 5 . Chi-Square may not be a valid test. Sample size $=51$ |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| A4 Frequency |  | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 20 | 39.22 | 20 | 39.2243.14 |
| 1 | 23 | 3.925.88 |  |  |
| 2 |  |  | 25 | 49.0254.90 |
| 3 | 3 | 5.88 5.88 | 2830 |  |
| 4 | 2 | 3.92 |  | 58.82 |
| 5 | 2 | 3.92 | 32 | 62.75 |
| 6 | 4 | 7.84 | 36 | 70.59 |
| 7 | 1 | 1.96 | 37 | 72.55 |
| 9 |  | 1.96 | 38 |  |
| 10 | $\frac{1}{2}$ | 3.92 | 40 | 74.51 78.43 |
| 11 | 2 | 1.961.96 | 41 | $\begin{aligned} & 78.43 \\ & 80.39 \end{aligned}$ |
| 12 | 1 |  | 42 | 80.39 82.35 |
| 13 |  | 1.96 |  | 84.31 |
| 14 | 1 | 1.961.96 | 44 | 86.27 |
| 15 | 1 |  | 45 | 88.24 |
| 16 | 2 | 3.92 | 47 | 92.16 |
| 22 | 1 | 1.96 | 48 | 94.12 |
| 27 |  | 1.96 | 49 | 96.08 |
| 30 | 1 | 1.96 | 50 | 98.04 |
| 37 | 1 | 1.96 | 51 | 100.00 |





| Chi-Square Test |  |
| :--- | :--- | ---: |
| for Equal Proportions |  |
| $-2 h i-$ Square | 39.7255 |
| DF | 6 |
| Pr $\gg$ ChiSq | $<.0001$ |
| Sample Size $=51$ |  |


| B8_05 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
|  | 0 | 4 | 7.84 | 4 |
| Never | 2 | 3.92 | 7.84 |  |
| On demand | 6 | 11.76 | 6 | 11.76 |
| Weekly | 19 | 37.25 | 12 | 23.53 |
| Monthly | 18 | 35.29 | 31 | 60.78 |
| Annually | 1 | 1.96 | 49 | 96.08 |
| Daily | 1 | 1.96 | 50 | 98.04 |
|  |  |  | 51 | 100.00 |


| Chi-Square Test <br> for Equal Proportions |
| :---: |
| Chi-Square 50.9804 <br> DF 6 <br> Pr Chisq $<.0001$ <br> Sample size $=$ 51 |


| B8_06 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | ---: | ---: | ---: |
|  | 4 | 7.84 | 4 | 7.84 |
| Never | 4 | 1.96 | 5 | 9.80 |
| On demand | 19 | 37.25 | 24 | 47.06 |
| Weekly | 16 | 31.37 | 40 | 78.43 |
| Monthly | 2 | 3.92 | 42 | 82.35 |
| Annually | 1 | 1.96 | 43 | 84.31 |
| Daily | 8 | 15.69 | 51 | 100.00 |


| Chi-Square Test |  |
| :--- | :--- |
| for Equal Proportions |  |
| Chi-Square | 45.4902 |
| DF | 6 |
| Pr $>$ ChiSq | $<.0001$ |
| Sample Size $=51$ |  |


| B8_07 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
| Never | 3 | 5.88 | 3 | 5.88 |
| On demand | 15 | 29.41 | 18 | 35.29 |
| Weekly | 22 | 43.14 | 40 | 78.43 |
| Monthly | 1 | 1.96 | 41 | 80.39 |
| Annually | 1 | 1.96 | 42 | 82.35 |
| Daily | 9 | 17.65 | 51 | 100.00 |

$$
\begin{aligned}
& \begin{array}{l}
\text { Chi-Square Test } \\
\text { for Equal Proportions }
\end{array} \\
& \begin{array}{lr}
\text { Chi-Square } & 43.2353 \\
\text { DF } \\
\text { Pr ChiSq } & <.0001 \\
\text { Sample Size }= & 51
\end{array}
\end{aligned}
$$

| B8_08 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| Never | 2 | 3.92 | 2 | 3.92 |
| On demand | 15 | 29.41 | 17 | 33.33 |
| week7y | 19 | 37.25 | 36 | 70.59 |
| Monthly | 5 | 9.80 | 41 | 80.39 |
| Annually | 1 | 1.96 | 42 | 82.35 |
| Daily | 9 | 17.65 | 51 | 100.00 |

\[

\]

| B8_09 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 3 | 5.88 | 3 | 5.88 |
| Never | 3 | 5.88 | 6 | 11.76 |
| On demand | 4 | 7.84 | 10 | 19.61 |
| week7y | 21 | 41.18 | 31 | 60.78 |
| Monthly | 13 | 25.49 | 44 | 86.27 |
| Annually | 1 | 1.96 | 45 | 88.24 |
| Daily | 6 | 11.76 | 51 | 100.00 |

$$
\begin{aligned}
& \begin{array}{l}
\text { Chi-Square Test } \\
\text { for Equal Proportion }
\end{array} \\
& \begin{array}{lr}
\text { for Equal Proportions } \\
\text { Chi-Square } & 42.4706
\end{array} \\
& \begin{array}{l}
\mathrm{DF} \\
\mathrm{Pr}>\mathrm{ChiSq}
\end{array} \quad<.0001
\end{aligned}
$$

| B8_10 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
|  | 0 | 9 | 17.65 | 9 |
| Never | 13 | 25.49 | 17.65 |  |
| On demand | 9 | 17.65 | 22 | 43.14 |
| Week7y | 13 | 25.49 | 31 | 60.78 |
| Month7y | 3 | 5.88 | 44 | 86.27 |
| Annually | 1 | 1.96 | 47 | 92.16 |
| Daily | 3 | 5.88 | 48 | 94.12 |
|  |  |  | 51 | 100.00 |


| B9_01 | Frequency | Chi-Square Test <br> for Equal Proportions |  | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Chi-square 20.2353 <br> DF 6 <br> Pr $>$ Chisq 0.0025 <br> Sample Size $=51$  |  |  |
|  |  | Percent | Cumulative Frequency |  |
| Yes <br> No | 43 8 | 84.31 15.69 | 43 51 | 84.31 100.00 |
|  |  | Chi-Square Test <br> for Equal Proportions |  |  |
|  |  | Chi-Square 24.0196 <br> DF 1 <br> Pr $>$ Chisq $<.0001$ <br> Sample Size $=$ 51 |  |  |
| B9_02 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| YesNo | 38 13 | 74.51 25.49 | 38 51 | 74.51 100.00 |
|  |  | Chi-Square Test <br> for Equal Proportions |  |  |
|  |  | Chi-square 12.2549 <br> DF 1 <br> Pr Chisq 0.0005 <br> Sample size $=51$  |  |  |
| B9_03 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Yes Yo No | 3 41 7 | 5.88 80.39 13.73 | 3 44 51 | 5.88 86.27 100.00 |
|  |  | Chi-Square Test <br> for Equal Proportions |  |  |
|  |  |  |  |  |
| B9_04 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Yes No | 45 6 | 88.24 11.76 | $\begin{aligned} & 45 \\ & 51 \end{aligned}$ | 88.24 100.00 |
|  |  | Chi-Square Test for Equal Proportions |  |  |
|  |  |  |  |  |
| B9_05 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Yes <br> No | 28 | 54.90 45.10 | 28 51 | 54.90 100.00 |
|  |  | Chi-Square Test <br> for Equal Proportions |  |  |
|  |  | Chi-square 0.4902 <br> DF  <br> Pr > ChiSq 0.4838 <br> Sample Size $=$ 51 |  |  |
| B9_06 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Yes | 42 | 82.35 17.65 | $\begin{aligned} & 42 \\ & 51 \end{aligned}$ | 82.35 100.00 |
|  |  | Chi-Square Test <br> for Equal Proportions |  |  |
|  |  | ```Chi-Square 21.3529 DF Pr ChiSq <.0001 Sample size = 51``` |  |  |
| B9_07 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| O Yes No | 1 45 5 | 1.96 88.24 9.80 | 1 46 51 | 1.96 90.20 100.00 |
| No |  | Chi-Square Test <br> for Equal Proportions |  |  |
|  |  | ```Chi-Square 69.6471 DF Pr > ChiSq <.0001 Sample size = 51``` |  |  |
| B9_08 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| $\begin{aligned} & 0 \\ & \text { Yes } \\ & \text { No } \end{aligned}$ | 4 35 12 | 7.84 68.63 23.53 | 4 39 51 | 7.84 76.47 100.00 |



| C10_01 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Never | 6 | 11.76 | 7 | 13.73 |
| On demand | 6 | 11.76 | 13 | 25.49 |
| Daily | 5 | 9.80 | 18 | 35.29 |
| Weekly | 17 | 33.33 | 35 | 68.63 |
| Monthly | 16 | 31.37 | 51 | 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| $\begin{array}{lr} \text { Chi-Square } & 24.6471 \\ \text { DF } \\ \text { Pr }>\text { Chisq } & 0.0002 \\ \text { Sample size }=51 \end{array}$ |  |  |  |  |
| c10_02 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 3 | 5.88 | 3 | 5.88 |
| Never | 7 | 13.73 | 10 | 19.61 |
| On demand | 5 | 9.80 | 15 | 29.41 |
| Daily | 2 | 3.92 | 17 | 33.33 |
| Weekly | 14 | 27.45 | 31 | 60.78 |
| Monthly | 19 | 37.25 | 50 | 98.04 |
| Quarterly | 1 | 1.96 | 51 | 100.00 |


| Chi-Square Test for Equal Proportions |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Chi-Square 37.5294 <br> DF 6 <br> Pr $>$ Chisq $<.0001$ <br> Sample size $=51$  |  |  |  |  |
| C10_03 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Never | 4 | 7.84 | 4 | 7.84 |
| On demand | 3 | 5.88 | 7 | 13.73 |
| Daily | 21 | 41.18 | 28 | 54.90 |
| weekly | 21 | 41.18 | 49 | 96.08 |
| monthly |  | 3.92 | 51 | 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| Chi-Square 38.3137 <br> DF 4 <br> Pr $\quad$ ChiSq $<.0001$ <br> Sample Size $=$ 51 |  |  |  |  |
|  |  |  |  |  |
| C10_04 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Never | 1 | 1.96 | 1 | 1.96 |
| on demand | 1 | 1.96 | 2 | 3.92 |
| Daily | 39 | 76.47 | 41 | 80.39 |
| weekly | 9 | 17.65 | 50 | 98.04 |
| monthly |  | 1.96 | 51 | 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| $\begin{array}{lr} \text { Chi-Square } & 106.3529 \\ \text { DF } & 4 \end{array}$ |  |  |  |  |
|  |  |  |  |  |
| $\begin{gathered} \text { Pr }>\text { chisq } \\ \text { Sample Size } \end{gathered}=\stackrel{.0001}{51}$ |  |  |  |  |
| C10_05 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Never | 12 | 23.53 | 12 | 23.53 |
| on demand | 5 | 9.80 | 17 | 33.33 |
| Daily | 8 | 15.69 | 25 | 49.02 |
| weekly | 9 | 17.65 | 34 | 66.67 |
| Monthly | 17 | 33.33 | 51 | 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| Chi-SquareDF |  |  |  |  |
|  |  |  |  |  |
| $\begin{aligned} & \text { Pr } \underset{\text { Sample size }}{>}=51 \end{aligned}$ |  |  |  |  |
| C10_06 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Never | 3 | 5.88 | 4 | 7.84 |
| On demand | 4 | 7.84 | 8 | 15.69 |
| weekly | 41 | 80.39 | 49 | 96.08 |
|  | 2 | 3.92 | 51 | 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| Chi-Square 116.7451 <br> DF  <br> Pr > Chisq <br> Sample Size $<.0001$ |  |  |  |  |
|  |  |  |  |  |
| C10_07 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 2 | 3.92 | 2 | 3.92 |
| Never | $\frac{1}{2}$ | 1.96 | 3 | 5.88 |
| on demand | 2 | 3.92 | 5 | 9.80 |
| Daily | 45 | 88.24 | 50 | 98.04 |
| weekly | 1 | 1.96 | 51 | 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| $\begin{array}{lr} \text { Chi-square } & 148.5098 \\ \text { DF } & 4 \\ \text { Pr }>\text { ChiSq } & <.0001 \\ \text { Sample size }=51 \end{array}$ |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| C10_08 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 |  | 7.84 |  | 7.84 |
| Never | 4 | 7.84 | 8 | 15.69 |
| on demand | 3 | 5.88 | 11 | 21.57 |
| daily | 38 | 74.51 | 49 | 96.08 |
| weekly | 2 | 3.92 | 51 | 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| Chi-Square 94.9804 <br> DF 4 <br> Pr $>$ ChiSq $<.0001$ <br> Sample Size $=51$  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| C10_09 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Never | 9 | 17.65 | 10 | 19.61 |
| Daily | 19 | 37.25 | 29 | 56.86 |
| Week M M ${ }^{\text {manthly }}$ | 10 1 | 39.22 1.96 | 49 50 | 96.08 98.04 |
| Quarterly | 1 | 1.96 | 51 | 100.00 |


| Chi-Square Test <br> for Equal Proportions |
| :---: |
| Chi-Square 48.4118 |
| DF 5 |
| Pr > Chisq <. 0001 |
| Sample Size $=51$ |


| C10_10 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Never | 2 | 3.92 | 3 | 5.88 |
| On demand | 3 | 5.88 | 6 | 11.76 |
| Daily | 40 | 78.43 | 46 | 90.20 |
| weekly | 3 | 5.88 | 49 | 96.08 |
| Monthly | 2 | 3.92 | 51 | 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| ```Chi-Square 140.4118 DF Pr > ChiSq <.0001 Sample size = 51``` |  |  |  |  |


| C10_11 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| Never | 14 | 27.45 | 14 | 27.45 |
| On demand | 15 | 29.41 | 29 | 56.86 |
| Daily | 16 | 31.37 | 45 | 88.24 |
| Week 7 y | 3 | 5.88 | 48 | 94.12 |
| Monthly | 3 | 5.88 | 51 | 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| Chi-square 17.1373 <br> DF 4 <br> Pr $\quad$ ChiSq 0.0018 <br> Sample Size $=$ 51 |  |  |  |  |
| c10_12 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Never | 5 | 9.80 | 6 | 11.76 |
| On demand | 19 | 37.25 | 25 | 49.02 |
| Daily | 16 | 31.37 | 41 | 80.39 |
| Weekly | 7 | 13.73 | 48 | 94.12 |
| Monthly | 3 | 5.88 | 51 | 100.00 |

Chi-Square Test

$$
\begin{aligned}
& \begin{array}{l}
\text { for Equal proportions } \\
\text { fffffffffffffffffffff } \\
\text { Chi-Square } \\
31.4706
\end{array} \\
& \text { Pr > ChiSq <. } 0001 \\
& \text { sample size }=51
\end{aligned}
$$

| C10_13 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Never | 5 | 9.80 | 6 | 11.76 |
| On demand | 21 | 41.18 | 27 | 52.94 |
| Daily | 11 | 21.57 | 38 | 74.51 |
| Weekly | 5 | 9.80 | 43 | 84.31 |
| Monthly | 8 | 15.69 | 51 | 100.00 |


| Chi-Square Test |  |
| :--- | ---: |
| for Equal Proportions |  |
| Chi-Square | 28.6471 |
| DF | 5 |
| DF $>$ Chisq | $<.0001$ |
| Sample Size $=51$ |  |


| C11_01 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| Critical driver | 17 | 33.33 | 17 | 33.33 |
| Important driver | 34 | 66.67 | 51 | 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| Chi-Square 5.6667 <br> DF  <br> Pr $>$ Chisq 0.0173 |  |  |  |  |
|  |  |  |  |  |


| C11_02 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| Critical driver | 16 | 31.37 | 16 | 31.37 |
| Important driver | 34 | 66.67 | 50 | 98.04 |
| Minor driver | 1 | 1.96 | 51 | 100.00 |

Chi-Square Test
for Equal Proportions
$\begin{array}{lr}\text { Chi-square } & 32.1176 \\ \text { DF } & 2 \\ \text { Pr }>\text { ChiSq } & <.0001\end{array}$

| C11_03 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
| Critical driver | 15 | 29.41 | 15 | 29.41 |
| Important driver | 33 | 64.71 | 48 | 94.12 |
| Minor driver | 3 | 5.88 | 51 | 100.00 |


| Chi-Square Test <br> for Equal Proportions |
| :---: |
| Chi-Square 26.8235 |
| DF 2 |
| Pr > Chisq <. 0001 |
| Sample Size $=51$ |


| C11_04 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| Critical driver | 17 | 33.33 | 17 | 33.33 |
| Important driver | 31 | 60.78 | 48 | 94.12 |
| Minor driver | 3 | 5.88 | 51 | 100.00 |
|  | $\text { for } \mathrm{Ch}$ | uare Test Proporti |  |  |
|  | Chi-S | 23.0 |  |  |
|  |  | - 23.05 |  |  |
|  | $\mathrm{Pr}>\text { Sam }$ | $\begin{aligned} & \text { q } \\ & \text { size }=.0 \\ & 51 \end{aligned}$ |  |  |
| C11_05 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Critical driver <br> Important driver Minor driver | 36 | 70.59 | 37 | 72.55 |
|  | 12 | 23.53 | 49 | 96.08 |
|  | 2 | 3.92 | 51 | 100.00 |
|  | Chi-Square Test for Equal Proportions |  |  |  |
|  | $\begin{array}{lr} \text { Chi-Square } & 62.3333 \\ \text { DF } \end{array}$ |  |  |  |
|  | $\begin{aligned} & \mathrm{Pr} \underset{\text { Sample }}{>} \text { Chisq }=\stackrel{0}{51} 1 \end{aligned}$ |  |  |  |


|  | Clı_06 | Frequency | Percent | Cumulative <br> Frequency |
| :--- | :---: | :---: | :---: | :---: |
| Comulative |  |  |  |  |

$$
\begin{aligned}
& \text { Ch1-Square Test } \\
& \text { for Equal Proportions }
\end{aligned}
$$

$$
\text { Chi-Square } 39.0980
$$

| C11_07 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Critical driver | 7 | 13.73 | 8 | 15.69 |
| Important driver | 17 | 33.33 | 25 | 49.02 |
| minor driver | 18 | 35.29 | 43 | 84.31 |
| Not a driver | 8 | 15.69 | 51 | 100.00 |
|  | Chi-Square Test for Equal Proportions |  |  |  |
| Chi-Square 20.2745 <br> DF 4 <br> Pr $\quad$ ChiSq 0.0004 <br> Sample size $=51$  |  |  |  |  |
| C11_08 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 2 | 3.92 | 2 | 3.92 |
| Critical driver | 4 | 7.84 | 6 | 11.76 |
| Important driver | 13 | 25.49 | 19 | 37.25 |
| Minor driver | 24 | 47.06 | 43 | 84.31 |
| Not a driver | 8 | 15.69 | 51 | 100.00 |


| Chi-Square Test |  |
| :--- | ---: |
| for Equal Proportions |  |
| Chi-Square | 30.2745 |
| DF | 4 |
| Pr $>$ ChiSq | $<.0001$ |




| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |
| C11_18 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Critical driver ${ }^{\text {O }}$ Important driver Minor driver | ( $\begin{array}{r}2 \\ 9 \\ 19 \\ 21\end{array}$ | $\begin{array}{r} 3.92 \\ 37.65 \\ 37.25 \\ 41.18 \end{array}$ | 2 11 30 51 | 3.92 21.57 58.82 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| $$ |  |  |  |  |
| C11_19 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Critical driver ${ }^{\text {O }}$ Important driver Minor driver | ( $\begin{array}{r}2 \\ 5 \\ 13 \\ 31\end{array}$ | 3.92 9.80 25.49 60.78 | 2 7 20 51 | 3.92 13.73 39.22 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| $\begin{array}{lr} \text { Chi-square } & 39.9020 \\ \mathrm{DF} \\ \mathrm{Pr} \text { > } \mathrm{Chisq} & <.0001 \\ \text { sample size } & =51 \end{array}$ |  |  |  |  |
| C11_20 | Frequency | Percent | Cumulative Frequency | Cumulative |
| Critical driver ${ }^{\text {0 }}$ Important driver Minor driver | \% $\begin{array}{r}1 \\ 6 \\ 14 \\ 30\end{array}$ | 1.96 11.76 27.45 58.82 | 1 7 21 51 | 1.96 13.73 41.18 100.00 |
| Chi-square Test <br> for Equal Proportions |  |  |  |  |
| Chi-square 37.8627 <br> DF  <br> $\mathrm{DF}>\mathrm{ChiSq}$ $<.0001$ <br> Sample size $=$ 51 |  |  |  |  |
| C12_01 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Excellent Good Average | 14 33 4 | 27.45 64.71 7.84 | 14 47 51 | 27.45 92.16 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| Chi-Square 25.5294 <br> DF  <br> DF Chisq <br> Sample Size $<.0001$ |  |  |  |  |
| C12_02 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Excellent |  | 1.96 | 7 | 1.96 |
| Excellent | 5 | 11.76 9.80 | 7 12 | 13.73 23.53 |
| Average | 14 | 27.45 | 26 | 50.98 |
| Poor | 22 | 43.14 | 48 | 94.12 |
| Dont know | 3 | 5.88 | 51 | 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| Chi-Square 37.3529 <br> DF  <br> $\mathrm{Pr}>$ Chisq  <br> Sample Size $<.0001$ <br>   |  |  |  |  |
| C12_03 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| ------ ${ }^{\text {Excellent }}$ ( ${ }^{\text {Good }}$ Average Poor Dont know | 1 7 6 22 28 7 | 1.96 13.73 11.76 43.14 15.69 13.73 | 1 8 14 36 44 51 | 1.96 15.69 27.45 70.59 86.27 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| Chi-Square 29.3529 <br> DF  <br> Pr > Chisq  <br> Sample Size $<.0001$ |  |  |  |  |
| C12_04 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| , | 2 | 3.92 | 2 | 3.92 |
| Excellent Good | 9 5 | 17.65 9.80 | 11 16 | 21.57 31.37 |
| Average | 8 | 15.69 | 24 | 47.06 |
| Poor Dont | 18 9 | 35.29 17.65 | 42 51 | 82.35 100.00 |



| C12_06 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | ---: | ---: | ---: | ---: |
| -0 | 1 | 1.96 | 1 | 1.96 |
| Exce11ent | 4 | 7.84 | 5 | 9.80 |
| Good | 6 | 11.76 | 11 | 21.57 |
| Average | 25 | 49.02 | 36 | 70.59 |
| Poor | 8 | 15.69 | 44 | 86.27 |
| Very poor | 1 | 1.96 | 45 | 88.24 |
| Dont know | 6 | 11.76 | 51 | 100.00 |

Chi-Square Test
for Equal Proportions
Chi-Square $\quad 55.9216$
$\begin{aligned} & \mathrm{DF} \\ & \mathrm{Pr}>\mathrm{ChiSq}\end{aligned} \quad<.0001$
Sample size $=51$

| C12_07 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
| -0 | 2 | 3.92 | 2 | 3.92 |
| Exce1lent | 5 | 9.80 | 7 | 13.73 |
| Good | 4 | 7.84 | 11 | 21.57 |
| Average | 5 | 9.80 | 16 | 31.37 |
| Poor | 1 | 1.96 | 17 | 33.33 |
| Dont know | 34 | 66.67 | 51 | 100.00 |

$\left.\begin{array}{lcccc}\text { C12_08 } & \text { Frequency } & \text { Percent } & \begin{array}{c}\text { Cumulative } \\ \text { Frequency }\end{array} & \begin{array}{c}\text { Cumulative } \\ \text { Percent }\end{array} \\ \hline & 0 & 1 & 1.96 & 1\end{array}\right]-1.96$

| C12_09 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Excellent | 11 | 21.57 | 12 | 23.53 |
| Good | 5 | 9.80 | 17 | 33.33 |
| Average | 24 | 47.06 | 41 | 80.39 |
| Dont know | 10 | 19.61 | 51 | 100.00 |

Chi-Square Test
for Equal Proportions
Chi-Square 29.6863
$\begin{array}{lr}\mathrm{DF} \\ \mathrm{Pr}>\mathrm{ChiSq} & <.0001\end{array}$

| C12_10 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
| Excellent | 8 | 15.69 | 8 | 15.69 |
| Good | 12 | 23.53 | 20 | 39.22 |
| Average | 27 | 52.94 | 47 | 92.16 |
| Poor | 1 | 1.96 | 48 | 94.12 |
| Dont know | 3 | 5.88 | 51 | 100.00 |

$$
\begin{aligned}
& \begin{array}{c}
\text { Chi-Square Test } \\
\text { for Equal Proportions }
\end{array} \\
& \begin{array}{lr}
\text { Chi-squarer } \\
\hline \text { Cor } & 93.3529
\end{array} \\
& \begin{array}{l}
\mathrm{DF} \\
\mathrm{Pr} \underset{\text { Sample Size }}{ }=.0001
\end{array}
\end{aligned}
$$


$\left.\begin{array}{lcccc}\text { C12_12 } & \text { Frequency } & \text { Percent } & \begin{array}{c}\text { Cumulative } \\ \text { Frequency }\end{array} & \begin{array}{c}\text { Cumulative } \\ \text { Percent }\end{array} \\ & 0 & 1 & 1.96 & 1\end{array}\right] 1.96$

$$
\begin{aligned}
& \text { Chi-Square Test } \\
& \text { for Equal Proportions } \\
& \hline \text { Chi-Square } 20.1373
\end{aligned}
$$

| C12_13 |  |  |  | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Excellent | 8 | 15.69 | 9 | 17.65 |
| Good | 6 | 11.76 | 15 | 29.41 |
| Average | 4 | 7.84 | 19 | 37.25 |
| Dont know | 32 | 62.75 | 51 | 100.00 |

$$
\begin{aligned}
& \text { Chi-Square Test } \\
& \text { for Equal Proportions }
\end{aligned}
$$

$$
\text { Chi-square } \quad 60.8627
$$

$$
\begin{aligned}
& \mathrm{DF} \\
& \mathrm{Pr}>\text { ChiSq } \\
& \text { Sample Size }=.0001 \\
& =51
\end{aligned}
$$

| C12_14 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
| Excellent | 5 | 9.80 | 5 | 9.80 |
| Good | 8 | 15.69 | 13 | 25.49 |
| Average | 4 | 7.84 | 33.33 |  |
| Poor | 1 | 1.96 | 18 | 35.29 |
| Dont know | 33 | 64.71 | 51 | 100.00 |

for Equal Proportions

$$
\begin{array}{ll}
\text { Chi-Square } & 66.1569 \\
\text { DF }
\end{array}
$$

$$
\begin{aligned}
& \text { DF } \\
& \text { Pr chisq } \quad<.000 \\
& \text { sample size }=51
\end{aligned}
$$

| C12_15 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| Excellent | 9 | 17.65 | 9 | 17.65 |
| Good | 21 | 41.18 | 30 | 58.82 |
| Average | 21 | 41.18 | 51 | 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| $\begin{array}{ll}\text { Chi-Square } & 5.6471 \\ \text { DF }\end{array}$ |  |  |  |  |
|  |  |  |  |  |
| $\begin{gathered} \text { Pr } \underset{\text { sample Size }}{ }=51 \end{gathered}$ |  |  |  |  |


|  | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
| C12_16 | Prequen |  |  |  |
| Exce7lent | 7 | 13.73 | 7 | 13.73 |
| Good | 8 | 15.69 | 15 | 29.41 |
| Average | 1 | 1.96 | 16 | 31.37 |
| Dont know | 35 | 68.63 | 51 | 100.00 |


|  | Chi-Square Test <br> for Equal Proportions |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Chi-Square 54.0196 <br> DF  <br> Pr > ChiSq $<.0001$ <br> Sample size $=$ 51 |  |  |  |
| C12_17 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 1 | 1.96 | 1 | 1.96 |
| Excellent | 4 | 7.84 | 5 | 9.80 |
| Good | 10 | 19.61 | 15 | 29.41 |
| Average | 14 | 27.45 | 29 | 56.86 |
| Dont know | 22 | 43.14 | 51 | 100.00 |





| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Chi-Square 46.7059 <br> DF 2 <br> Pr $>$ Chisq $<.0001$ <br> Sample size $=51$  |  |  |  |  |
| C14_02 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| O Yes No | 6 38 7 | 11.76 74.51 13.73 | 6 44 51 | 11.76 86.27 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
|  |  |  |  |  |
| C14_03 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| O Yes No | 5 41 5 | 9.80 80.39 9.80 | 5 46 51 | 9.80 90.20 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| $\begin{array}{lr} \text { Chi-square } & 50.8235 \\ \text { DF } & 2 \\ \text { Pr chisq } & <.0001 \\ \text { Sample size }= & 51 \end{array}$ |  |  |  |  |
| C14_04 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| Yes Yo No | 7 17 27 | 13.73 33.33 52.94 | 7 24 51 | 13.73 47.06 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| Chi-square 11.7647 <br> DF 2 <br> Pr > ChiSq 0.0028 <br> Sample Size $=51$  |  |  |  |  |
| C14_05 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| O Yes No | 6 6 39 | 11.76 11.76 76.47 | 6 12 51 | $\begin{array}{r} 11.76 \\ 23.53 \\ 100.00 \end{array}$ |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| Chi-Square 42.7059 <br> DF 2 <br> Pr > ChiSq $<.0001$ <br> Sample size $=51$  |  |  |  |  |
| C14_06 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| O Yes No | 6 25 20 | 11.76 49.02 39.22 | 6 31 51 | 11.76 60.78 100.00 |


| C14_07 | Frequency | Chi-Square Test <br> for Equal Proportions |  | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Chi-Square 11.4118 <br> DF  <br> Pr $>$ Chisq 0.0033 <br> Sample size $=$ 51 |  |  |
|  |  | y Percent | Cumulative Frequency |  |
| O Yes No | 6 6 39 | 11.76 11.76 76.47 | 6 12 51 | 11.76 23.53 100.00 |
|  |  | Chi-Square Test for Equal Proportions |  |  |
|  |  | Chi-Square 42.7059 <br> DF  <br> Pr > Chisq $<.0001$ |  |  |
| C14_08 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 7 | 13.73 | 7 | 13.73 |
| Yes | 40 | 78.43 | 47 | 92.16 |
| No | 4 | 7.84 | 51 | 100.00 |
|  |  | Chi-Square Test for Equal Proportions |  |  |
|  |  | Chi-Square 46.9412 <br> DF  <br> $\mathrm{Pr}>$ Chisq $<.0001$ <br> Sample size $=$ 51 |  |  |
|  |  |  |  |  |
|  |  |  |  |  |


| C14_09 Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |  |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 7 | 13.73 | 7 | 13.73 |
| Yes | 4 | 7.84 | 11 | 21.57 |
| No | 40 | 78.43 | 51 | 100.00 |


| Chi-Square Test for Equal Proportions |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Chi-Square 46.9412 <br> DF 2 <br> Pr $>$ Chisq $<.0001$ <br> Sample size $=51$  |  |  |  |  |
| C14_10 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| O Yes No | 6 33 12 | 11.76 64.71 23.53 | 6 39 51 | 11.76 76.47 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
|  |  |  |  |  |
| C14_11 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| ¢ Yes No | 7 4 40 | 13.73 7.84 78.43 | 7 11 51 | 13.73 21.57 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
|  |  |  |  |  |
| C14_12 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| O Yes No | 7 5 39 | 13.73 9.80 76.47 | 7 12 51 | 13.73 23.53 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
|  |  |  |  | Cumulative Percent |
| O Yes No | 6 17 28 | 11.76 33.33 54.90 | 6 23 51 | 11.76 45.10 100.00 |
| Chi-Square Test <br> for Equal Proportions |  |  |  |  |
| $\begin{array}{lr} \text { Chi-Square } & 14.2353 \\ \text { DF } & 2 \\ \text { Pr > Chisq } & 0.0008 \\ \text { Sample Size }=51 \end{array}$ |  |  |  |  |
| C14_14 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| O Yes No | 6 9 36 | 11.76 17.65 70.59 | 6 15 51 | 11.76 29.41 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| $\begin{array}{lr} \text { Chi-square } & 32.1176 \\ \text { DF } & 2 \\ \text { Pr }>\text { ChiSq } & <.0001 \\ \text { Sample size }= & 51 \end{array}$ |  |  |  |  |
| C14_15 | Frequency | PercentCumulative <br> Frequency |  | Cumulative Percent |
| $\begin{aligned} & 0 \\ & \text { Yes } \\ & \text { No } \end{aligned}$ | 6 5 40 | 11.76 9.80 78.43 | 6 11 51 | $\begin{array}{r} 11.76 \\ 21.57 \\ 100.00 \end{array}$ |
|  |  | Chi-Square for Equal Pro | Test portions |  |
|  |  | ```Chi-square DF Pr > ChiSq Sample Size``` | $\begin{array}{r} 46.7059 \\ 2 \\ <.0001 \\ =\quad 51 \end{array}$ |  |


| C15_01 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 3 | 5.88 | 3 | 5.88 |
| Excellent | 11 | 21.57 | 14 | 27.45 |
| Good | 8 | 15.69 | 22 | 43.14 |
| Average | 6 | 11.76 | 28 | 54.90 |
| Poor | 19 | 37.25 | 47 | 92.16 |
| Very poor | 3 | 5.88 | 50 | 98.04 |
| Dont know | 1 | 1.96 | 51 | 100.00 |


| C15_02 | Frequency | Chi-Square Test for Equal Proportions |  | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Chi-Square 31.4902 <br> DF 6 <br> Pr > ChiSq $<.0001$ <br> Sample size $=$ 51 |  |  |
|  |  | Percent | Cumulative Frequency |  |
| 0 | 7 | 13.73 | 7 | 13.73 |
| Excellent | 6 | 11.76 | 13 | 25.49 |
| Good | 5 | 9.80 | 18 | 35.29 |
| Average | 3 | 5.88 | 21 | 41.18 |
| Poor | 2 | 3.92 | 23 | 45.10 |
| Dont know | 28 | 54.90 | 51 | 100.00 |
|  | Chi-Square Test for Equal Proportions |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |


| C15_03 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 3 | 5.88 | 3 | 5.88 |
| Excellent | 5 | 9.80 | 8 | 15.69 |
| Good | 9 | 17.65 | 17 | 33.33 |
| Average | 5 | 9.80 | 22 | 43.14 |
| Poor | 4 | 7.84 | 26 | 50.98 |
| Dont know | 25 | 49.02 | 51 | 100.00 |
| Chi-Square Test for Equal Proportions |  |  |  |  |
| Chi-Square 40.8824 <br> DF  <br> Pr > ChiSq $<.0001$ <br> Sample Size $=51$  |  |  |  |  |
| C15_04 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 4 | 7.84 | 4 | 7.84 |
| Excellent | 8 | 15.69 | 12 | 23.53 |
| Good | 5 | 9.80 | 17 | 33.33 |
| Average | 9 | 17.65 | 26 | 50.98 |
| Poor | 19 | 37.25 | 45 | 88.24 |
| Very poor | 1 | 1.96 | 46 | 90.20 |
| Dont know | 5 | 9.80 | 51 | 100.00 |


|  | Chi-Square Test <br> for Equal Proportions |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Chi-Square 27.6471 <br> DF 6 <br> Pr Chisq 0.0001 <br> Sample Size $=51$  |  |  |  |
| C15_05 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 0 | 4 | 7.84 | 4 | 7.84 |
| Excellent | 6 | 11.76 | 10 | 19.61 |
| Good | 6 | 11.76 | 16 | 31.37 |
| Average | 8 | 15.69 | 24 | 47.06 |
| Poor | 7 | 13.73 | 31 | 60.78 |
| Very poor | 3 | 5.88 | 34 | 66.67 |
| Dont know | 17 | 33.33 | 51 | 100.00 |

Chi-square Test

$$
\begin{aligned}
& \text { for Equal Proportions } \\
& \text { Chi-Square } \quad 17.4902
\end{aligned}
$$

$$
\begin{aligned}
& \text { DF } \\
& \mathrm{Pr}>\text { chiSq } \\
& \text { Sample size }=51
\end{aligned}
$$

| C15_06 | $\begin{aligned} & \text { Pr > Chisq } 0.0076 \\ & \text { Sample Size }=51 \end{aligned}$ |  |  | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
|  | Frequency | Percent | Cumulative Frequency |  |
| 0 | 3 | 5.88 | 3 | 5.88 |
| Excellent | 8 | 15.69 | 11 | 21.57 |
| Good | 4 | 7.84 | 15 | 29.41 |
| Average | 5 | 9.80 | 20 | 39.22 |
| Dont know | 31 | 60.78 | 51 | 100.00 |

$$
\begin{aligned}
& \\
& \hline
\end{aligned}
$$

| C15_07 | Frequency | Percent | Cumulative <br> Frequency | Cumulative <br> Percent |
| :--- | :---: | :---: | :---: | :---: |
| - | 0 | 3 | 5.88 | 3 |
| Exce11ent | 5 | 9.80 | 5.88 |  |
| Good | 4 | 7.84 | 8 | 15.69 |
| Average | 5 | 9.80 | 12 | 23.53 |
| Very poor | 1 | 1.96 | 17 | 33.33 |
| Dont know | 33 | 64.71 | 18 | 35.29 |
|  |  |  | 51 | 100.00 |



| C15_09 | Frequency | Percent | Cumul Freq |
| :---: | :---: | :---: | :---: |
| 0 | 5 | 9.80 |  |
| Excellent | 6 | 11.76 |  |
| Good | 10 | 19.61 |  |
| Average | 10 | 19.61 |  |
| Poor | 18 | 35.29 |  |
| Dont know | 2 | 3.92 |  |
|  | Chi-Square Test Equal Proportions |  |  |
|  | $\begin{array}{lr}\text { Chi-Square } & 18.2941 \\ \text { DF }\end{array}$ |  |  |
|  | $\begin{gathered} \text { Pr }>\text { Chisq } 0.0026 \\ \text { Sample size }=51 \end{gathered}$ |  |  |


| C15_10 | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: |
| 0 | 5 | 9.80 | 5 | 9.80 |
| Excellent | 2 | 3.92 | 7 | 13.73 |
| Good | 4 | 7.84 | 11 | 21.57 |
| Average | 7 | 13.73 | 18 | 35.29 |
| Poor | 3 | 5.88 | 21 | 41.18 |
| Very poor | 1 | 1.96 | 22 | 43.14 |
| Dont know | 29 | 56.86 | 51 | 100.00 |
|  | $$ |  |  |  |


| C15_11 Frequency Percent Frequency Percent fffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffff |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |
|  |  |  |  |  |
| Excellent | 5 | 9.80 | 10 | 19.61 |
| Good | 3 | 5.88 | 13 | 25.49 |
| Average | 6 | 11.76 | 19 | 37.25 |
| Poor | 8 | 15.69 | 27 | 52.94 |
| Very poor | 1 | 1.96 | 28 | 54.90 |
| Dont know | 23 | 45.10 | 51 | 100.00 |

\[

\]

Cumulative Cumulative

Excellent
Good
Average
Poor
Very poor
Dont know


|  |  |  | tive | Cumulative |
| :---: | :---: | :---: | :---: | :---: |
| $-\frac{15}{15}$ | ncy | ercen | ncy | ent |
|  |  |  |  | $f f f f$ |
|  |  | 9.80 |  | 9.80 |
| Excellent | 6 | 11.76 | 11 | 21.57 |
| Good | 8 | 15.69 | 19 | 37.25 |
| Average | 6 | 11.76 | 25 | 49.02 |
| Poor | 21 | 41.18 | 46 | 90.20 |
| Very poor | 2 | 3.92 | 48 | 94.12 |
| Dont know | 3 | 5.88 | 51 | 100.00 |









|  |  <br>  <br>  <br>  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |






## APPENDIX K: THE T-TEST PROCEDURE STATISTICS

| variable | A3 | $N \quad$ Lo | ower CL | Mean | he TTEST Pro Statistic upper CL Mean | cedure <br> cs <br> Lower CL <br> std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Maximum <br> B8_01 | Before 2000 | 24 | 3.0286 | 3.5417 | 4.0548 | 0.9444 | 1.2151 | 1.7045 | 0.248 | 1 |
| 6 B8_01 | 2000 and after | 22 | 2.7139 | 3.3636 | 4.0133 | 1.1274 | 1.4653 | 2.094 | 0.3124 | 2 |
| B8_01 | Diff (1-2) | -0.619 |  | 0.178 | 0.9754 | 1.1096 | 1.3404 | 1.6931 | 0.3956 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B8_01 } \\ & \text { B8_01 } \end{aligned}$ | Method Pooled Satterthwaite |  | T-Tests Variances Equal Unequal | $\begin{aligned} & \text { DF } \\ & 44 \\ & 41 \end{aligned}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ 0.45 \\ 0.45 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{tt\mid}\| \\ 0.6549 \\ 0.6577 \end{array}$ |  |  |
|  |  | VariableB8_01 |  |  |  |  | $\begin{gathered} \text { F value } \\ 1.45 \end{gathered}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F}^{2} \\ & 0.3821 \end{aligned}$ |  |  |
| $\begin{gathered} \text { Variable } \\ \text { Maximum } \\ \text { B8_02 } \end{gathered}$ | A3 | $\text { N } \quad \begin{gathered} \text { Lower } \mathrm{CL} \\ \text { Mean } \end{gathered}$ |  | Mean | upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 23 | 3.4639 | 4.1739 | 4.8839 | 1.2698 | 1.6418 | 2.3238 | 0.3423 | 1 |
| B8_02 | 2000 and after | 20 | 2.7666 | 3.4 | 4.0334 | 1.0292 | 1.3534 | 1.9767 | 0.3026 | 1 |
| B8_02 | Diff (1-2) | -0.162 |  | 0.7739 | 1.7094 | 1.2466 | 1.515 | 1.9319 | 0.4632 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B8_02 } \\ & \text { B8_02 } \end{aligned}$ | pooled Satterthwaite |  | Variances DF <br> Equal 41 <br> Unequal 40.9 |  | $\begin{array}{r} \mathrm{t} \text { value } \\ 1.67 \\ 1.69 \end{array}$ | $\begin{aligned} \mathrm{Pr}_{>}>\mid \mathrm{tt\mid} \\ 0.1024 \\ 0.0979 \end{aligned}$ |  |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B8_02 } \end{aligned}$ |  | Method <br> Folded F | uality of var Num DF 22 | ariances Den DF 19 | $\begin{gathered} \text { F value } \\ 1.47 \end{gathered}$ | $\begin{aligned} & \mathrm{Pr}>{ }^{\mathrm{F}} \\ & 0.3984 \end{aligned}$ |  |  |
| $\underset{\substack{\text { Variable } \\ \text { Maximum_03 }}}{\text { B8 }}$ | A3 | Lower CL Mean |  | Mean | upper CL mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | $24 \quad 3.7774$ |  | 4.2083 | 4.6393 | 0.7932 | 1.0206 | 1.4317 | 0.2083 | 3 |
| B8_03 | 2000 and after | $22 \quad 3.4401$ |  | 3.8182 | 4.1963 | 0.6561 | 0.8528 | 1.2187 | 0.1818 | 2 |
| B8_03 | Diff (1-2) | -0.172 |  | 0.3902 | 0.9519 | 0.7817 | 0.9443 | 1.1928 | 0.2787 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B8_03 } \\ & \text { B8_03 } \end{aligned}$ | Method Pooled Satterthwaite |  | T-Tests Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 44 \\ 43.6 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { Value } \\ 1.40 \\ 1.41 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\mid \mathrm{tt\mid} \\ 0.1686 \\ 0.1653 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B8_03 } \end{aligned}$ |  | Method <br> Folded F | uality of var Num DF 23 | ariances Den DF 21 | $\begin{gathered} \text { F value } \\ 1.43 \end{gathered}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F}^{0.4115} \end{aligned}$ |  |  |
| Variable Maximum B8_04 | A3 | Lower CL Mean |  | Mean | upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | $22 \quad 3.6072$ |  | 4.1818 | 4.7564 | 0.9971 | 1.296 | 1.8521 | 0.2763 | 1 |
| B8_04 | 2000 and after | $22 \quad 3.3647$ |  | 3.8636 | 4.3626 | 0.8657 | 1.1253 | 1.6081 | 0.2399 | 1 |
| B8_04 | Diff (1-2) | -0.42 |  | 0.3182 | 1.0567 | 1.0007 | 1.2136 | 1.5426 | 0.3659 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B8_04 } \\ & \text { B8_04 } \end{aligned}$ | Method Pooled Satterthwaite |  | T-Tests Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 42 \\ 41.2 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ 0.87 \\ 0.87 \end{array}$ | $\begin{array}{r} \mathrm{Pr}_{\gg} \mid \mathrm{tt\mid} \\ 0.3895 \\ 0.3896 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B8_04 } \end{aligned}$ |  | MethodEquality of <br> Num DF <br> Variances <br> Den DF |  |  | $\begin{gathered} \text { F value } \\ 1.33 \end{gathered}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F}^{2} \\ & 0.5230 \end{aligned}$ |  |  |
| $\underset{\substack{\text { Variable } \\ \text { Maximum_05 } \\ \text { B8_05 }}}{ }$ | A3 | $\text { N } \quad \begin{gathered} \text { Lower CL } \\ \text { Mean } \end{gathered}$ |  | Mean | upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | $23 \quad 2.7101$ |  | 3.1739 | 3.6377 | 0.8294 | 1.0725 | 1.5179 | 0.2236 | 1 |
| B8_05 | 2000 and after | 22 | 2.9664 | 3.4545 | 3.9427 | 0.847 | 1.101 | 1.5733 | 0.2347 | 2 |
| B8_05 | Diff (1-2) |  | -0.934 | -0.281 | 0.3728 | 0.8977 | 1.0865 | 1.3766 | 0.324 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B8_05 } \\ & \text { B8_05 } \end{aligned}$ | Method Pooled Satterthwaite |  | T-Tests Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 43 \\ 42.8 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { Value } \\ -0.87 \\ -0.87 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{tt\mid}\| \\ 0.3912 \\ 0.3915 \end{array}$ |  |  |
|  |  | variableB8_05 |  | Equality of Variances <br> Method Num DF Den DF |  |  | $\begin{gathered} \text { F value } \\ 1.05 \end{gathered}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.9017 \end{aligned}$ |  |  |
| $\begin{gathered} \text { Variable } \\ \text { Maximum } \\ \text { B8_06 } \end{gathered}$ | A3 | N Lower CL |  | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | $23 \quad 2.3056$ |  | 3.087 | 3.8683 | 1.3974 | 1.8069 | 2.5574 | 0.3768 | 1 |
| B8_06 | 2000 and after | $22 \quad 2.7651$ |  | 3.6364 | 4.5076 | 1.5118 | 1.9651 | 2.8082 | 0.419 | 2 |
| B8_06 | Diff (1-2) | -1.684 |  | -0.549 | 0.5847 | 1.5581 | 1.8858 | 2.3893 | 0.5624 |  |
|  |  | Variable Method <br> B8_06 Pooled <br> B8_06 Satterthwaite |  |  | T-Tests Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 43 \\ 42.3 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ -0.98 \\ -0.98 \end{array}$ | $\begin{aligned} & \mathrm{Pr}_{\gg}>\mathrm{It} \\ & 0.3341 \\ & 0.3351 \end{aligned}$ |  |  |
|  |  | VariableB8_06 |  | Method $\begin{gathered}\text { Equality of } \\ \text { Num DF } \\ \text { Variances } \\ \text { Den DF }\end{gathered}$ |  |  | $\begin{array}{r} \text { F value } \\ 1.18 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>{ }^{\mathrm{F}} \\ & 0.6981 \end{aligned}$ |  |  |
|  | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum <br> B8_07 | Before 2000 | 25 | 2.5321 | 3.32 | 4.1079 | 1.4904 | 1.9088 | 2.6554 | 0.3818 | 1 |
| 7 B8_07 | 2000 and after | 22 | 2.6054 | 3.5 | 4.3946 | 1.5524 | 2.0178 | 2.8835 | 0.4302 | 2 |
| B8_07 | Diff (1-2) |  | -1.334 | -0.18 | 0.9742 | 1.626 | 1.9604 | 2.4692 | 0.5731 |  |



| Variable | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Maximum ${ }_{\text {B9_04 }}$ | Before 2000 | 25 | 1.0056 | 1.16 | 1.3144 | 0.2922 | 0.3742 | 0.5205 | 0.0748 | 1 |
| B9_04 | 2000 and after | 22 | 0.9604 | 1.0909 | 1.2214 | 0.2264 | 0.2942 | 0.4205 | 0.0627 | 1 |
| B9_04 | Diff (1-2) |  | -0.131 | 0.0691 | 0.2688 | 0.2814 | 0.3392 | 0.4273 | 0.0992 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B9_04 } \\ & \text { B9_04 } \end{aligned}$ | $\begin{array}{ll} \text { e } \begin{array}{l} \text { Meth } \\ \text { Pool } \\ \text { Satt } \end{array} \end{array}$ | hod <br> ed <br> terthwaite | T-Tests Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 45 \\ 44.5 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ 0.70 \\ 0.71 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t}\| \\ 0.4895 \\ 0.4829 \end{array}$ |  |  |
|  |  | VariableB9_04 |  | MethodEquality of <br> Num DF$\underset{\text { ven DF }}{\text { variances }}$ |  |  | $\begin{array}{r} \text { F value } \\ 1.62 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.2695 \end{aligned}$ |  |  |
| $\begin{gathered} \text { Variable } \\ \text { Maximum } \\ \text { B9_05 } \end{gathered}$ | A3 | Lower CL Mean |  | Mean | upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 25 | 1.3509 | 1.56 | 1.7691 | 0.3956 | 0.5066 | 0.7048 | 0.1013 | 1 |
| B9_05 | 2000 and after | 22 | 1.1453 | 1.3636 | 1.5819 | 0.3788 | 0.4924 | 0.7036 | 0.105 | 1 |
| B9_05 | Diff (1-2) |  | -0.098 | 0.1964 | 0.4908 | 0.4147 | 0.5 | 0.6298 | 0.1462 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B9_05 } \\ & \text { B9_05 } \end{aligned}$ | Meth Pool Satt | od <br> led <br> terthwaite | T-Tests Variances Equal Unequa | $\begin{array}{r} \mathrm{DF} \\ 45 \\ 44.5 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ 1.34 \\ 1.35 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.1859 \\ 0.1851 \end{array}$ |  |  |
|  |  |  |  |  |  |  | $\begin{array}{r} \text { F value } \\ 1.06 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.9013 \end{aligned}$ |  |  |
| $\underset{\substack{\text { Variable } \\ \text { Maximum_06 } \\ \text { B9_0 }}}{\text { and }}$ | A3 | Lower CL Mean |  | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 25 | 1.0056 | 1.16 | 1.3144 | 0.2922 | 0.3742 | 0.5205 | 0.0748 | 1 |
| B9_06 | 2000 and after | 22 | 1.0068 | 1.1818 | 1.3568 | 0.3037 | 0.3948 | 0.5642 | 0.0842 | 1 |
| B9_06 | Diff (1-2) | -0.248 |  | -0.022 | 0.2042 | 0.3184 | 0.3839 | 0.4836 | 0.1122 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B9_06 } \\ & \text { B9_06 } \end{aligned}$ | $\begin{array}{ll} \text { e } & \text { Meth } \\ & \text { Pool } \\ \text { Satt } \end{array}$ | od <br> ed <br> terthwaite | T-Tests Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 45 \\ 43.5 \end{array}$ | $\begin{array}{r} \text { t value } \\ -0.19 \\ -0.19 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{tt\mid}\| \\ 0.8467 \\ 0.8473 \end{array}$ |  |  |
|  |  | VariableB9_06 |  | Method <br> Folded F | uality of var Num DF 21 | ariances Den $\begin{gathered}\text { DF } \\ 24\end{gathered}$ | $\begin{array}{r} \text { F value } \\ 1.11 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F}^{2} \\ & 0.7944 \end{aligned}$ |  |  |
| $\begin{gathered} \text { Variable } \\ \text { Maximum } \\ \text { B9_07 } \end{gathered}$ | A3 | $\begin{aligned} & \text { N Lower CL } \\ & \text { Mean } \end{aligned}$ |  | Mean | upper CL | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 24 | 0.9823 | 1.125 | 1.2677 | 0.2626 | 0.3378 | 0.4739 | 0.069 | 1 |
| B9_07 | 2000 and after | 22 | 0.9604 | 1.0909 | 1.2214 | 0.2264 | 0.2942 | 0.4205 | 0.0627 | 1 |
| B9_07 | Diff (1-2) | -0.155 |  | 0.0341 | 0.2231 | 0.2631 | 0.3178 | 0.4014 | 0.0938 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B9_07 } \\ & \text { B9_07 } \end{aligned}$ | $\begin{aligned} & \text { Methe } \\ & \text { Poolf } \end{aligned}$ | hod terthwaite | T-Tests Variances Equal | $\begin{array}{r} \text { DF } \\ 44 \\ 43.9 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ 0.36 \\ 0.37 \end{array}$ | $\begin{array}{r} \mathrm{Pr}_{>}>\|\mathrm{t}\| \\ 0.7180 \\ 0.7164 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B9_07 } \end{aligned}$ |  | Equality of Variances |  |  | $\begin{gathered} \text { F value } \\ 1.32 \end{gathered}$ | $\begin{aligned} & \mathrm{Pr} \gg \mathrm{~F} \\ & 0.5280 \end{aligned}$ |  |  |
| $\begin{gathered} \text { Variable } \\ \text { Maximum } \\ \text { B9_08 } \end{gathered}$ | A3 | Lower CL Mean |  | Mean | upper CL Mean | Lower CL std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 24 | 1.0332 | 1.2083 | 1.3835 | 0.3224 | 0.4149 | 0.5819 | 0.0847 | 1 |
| B9_08 | 2000 and after | 20 | 1.08 | 1.3 | 1.52 | 0.3576 | 0.4702 | 0.6867 | 0.1051 | 1 |
| B9_08 | Diff (1-2) | -0.361 |  | -0.092 | 0.1776 | 0.3634 | 0.4407 | 0.5602 | 0.1334 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B9_08 } \\ & \text { B9_08 } \end{aligned}$ | Method <br> Pooled <br> Satterthwaite |  | T-Tests Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 42 \\ 38.3 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { Value } \\ -0.69 \\ -0.68 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\mid \mathrm{tt} \\ 0.4959 \\ 0.5012 \end{array}$ |  |  |
|  |  | VariableB9_08 |  |  |  |  | $\begin{array}{r} \text { F value } \\ 1.28 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.5621 \end{aligned}$ |  |  |
| $\begin{gathered} \text { Variable } \\ \text { Maximum } \\ \text { B9_09 } \end{gathered}$ | A3 | Lower CL Mean |  | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 25 | 1.1235 | 1.32 | 1.5165 | 0.3717 | 0.4761 | 0.6623 | 0.0952 | 1 |
| B9_09 | 2000 and after | 20 | 1.2111 | 1.45 | 1.6889 | 0.3882 | 0.5104 | 0.7455 | 0.1141 | 1 |
| в9_09 | Diff (1-2) | -0.427 |  | -0.13 | 0.1674 | 0.4061 | 0.4916 | 0.6228 | 0.1475 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { B9_09 } \\ & \text { B9_09 } \end{aligned}$ | Method <br> Pooled <br> Satterthwaite |  | T-Tests Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 43 \\ 39.5 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ -0.88 \\ -0.87 \end{array}$ | $\begin{array}{r} \mathrm{Pr}_{>}>\mid \mathrm{tt\mid} \\ 0.3829 \\ 0.3871 \end{array}$ |  |  |
|  |  | VariableB9_09 |  | Equality of variances |  |  | $\begin{gathered} \text { F value } \\ 1.15 \end{gathered}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F}^{0.7380} \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum <br> B9_10 | Before 2000 | 25 | 0.9831 | 1.12 | 1.2569 | 0.259 | 0.3317 | 0.4614 | 0.0663 | 1 |
| 2 |  |  |  |  |  |  |  |  |  |  |
| B9_10 | 2000 and after | 22 | 0.9806 | 1.1364 | 1.2921 | 0.2702 | 0.3513 | 0.502 | 0.0749 | 1 |
| в9_10 | Diff (1-2) |  | -0.217 | -0.016 | 0.1844 | 0.2828 | 0.3409 | 0.4294 | 0.0997 |  |













| Variable | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Maximum ${ }_{\text {C13 }}$ | Before 2000 | 23 | 1.035 | 1.2174 | 1.3998 | 0.3262 | 0.4217 | 0.5969 |  | 1 |
| 2 C13-10 |  |  |  |  |  |  |  |  |  |  |
| C13_10 | 2000 and after | 20 | 1.0079 | 1.2 | 1.3921 | 0.3121 | 0.4104 | 0.5994 | 0.0918 | 1 |
| C13_10 | Diff (1-2) |  | -0.24 | 0.0174 | 0.2746 | 0.3427 | 0.4165 | 0.5311 | 0.1273 |  |
|  |  | Variable <br> C13_10 <br> C13_10 | Meth Pool Satt | od <br> ed <br> erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 41 \\ 40.5 \end{array}$ | $\begin{array}{r} \text { t value } \\ 0.14 \\ 0.14 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\mid \mathrm{t\mid} \\ 0.8920 \\ 0.8918 \end{array}$ |  |  |
|  |  | varia C13_1 | $\begin{aligned} & \text { iable } \\ & -10 \end{aligned}$ | ```Method Folded F``` | uality of Var Num DF 22 | riances Den DF 19 | $\begin{array}{r} \text { F value } \\ 1.06 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.9118 \end{aligned}$ |  |  |
| Variable | A3 | $N \quad$ Lo | Lower CL Mean | Mean | upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL std Dev | Std Err | Minimum |
| Maximum C13_11 | Before 2000 | 25 |  | 1.8 |  |  | 0.7638 | 1.0625 | $0.1528$ | 1 |
| C13_11 | 2000 and after | 19 | 1.9482 | 2.2632 | 2.5781 | 0.4937 | 0.6534 | 0.9662 | 0.1499 | 1 |
| C13_11 | Diff (1-2) |  | -0.904 | -0.463 | -0.022 | 0.5925 | 0.7185 | 0.9133 | 0.2187 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { c13_11 } \\ & \text { C13_11 } \end{aligned}$ | Meth Pool Satt | hod <br> ed <br> erthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{array}{r} \text { DF } \\ 42 \\ 41.4 \end{array}$ | $\begin{array}{r} \text { t value } \\ -2.12 \\ -2.16 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t}\| \\ 0.0401 \\ 0.0363 \end{array}$ |  |  |
|  |  | Varia C13_1 | $\begin{aligned} & \text { iable } \\ & \_11 \end{aligned}$ | Method Folded F | uality of Var Num DF 24 | riances <br> Den DF <br> 18 | $\begin{array}{r} \text { F value } \\ 1.37 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.5016 \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | ower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| Maximum $C 14 \_01$ | Before 2000 | 22 | 1.0068 | 1.1818 |  |  | 0.3948 |  |  | 1 |
| C14_01 | 2000 and after | 20 | 0.9559 | 1.1 | 1.2441 | 0.2341 | 0.3078 | 0.4496 | 0.0688 | 1 |
| C14_01 | Diff (1-2) |  | -0.141 | 0.0818 | 0.3042 | 0.2924 | 0.3561 | 0.4557 | 0.11 |  |
|  |  | Variable <br> C14_01 <br> C14_01 |  | od <br> ed <br> erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 40 \\ 39.1 \end{array}$ | $\begin{array}{r} \text { t value } \\ 0.74 \\ 0.75 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\mid \mathrm{t\mid} \\ 0.4614 \\ 0.4562 \end{array}$ |  |  |
|  |  | varia C14_0 | iable _01 | Method Folded F | uality of Var Num DF 21 | riances <br> Den DF <br> 19 | $\begin{array}{r} \text { F Value } \\ 1.65 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.2800 \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| Maximum C14_02 | Before 2000 | 21 | 0.9796 | 1.1429 | 1.3061 |  | 0.3586 | 0.5178 | $0.0782$ | 1 |
| 2 c14_02 | 2000 and after | 20 |  | 1.15 |  |  |  |  |  |  |
| C14_02 | 2000 and after | 20 | 0.9785 | 1.15 | 1.3215 | 0.2786 | 0.3663 | 0.5351 | 0.0819 | 1 |
| C14_02 | Diff (1-2) |  | -0.236 | -0.007 | 0.2219 | 0.2968 | 0.3624 | 0.4653 | 0.1132 |  |
|  |  | Variable <br> C14_02 <br> C14_02 | Meth Pool Satt | od <br> ed <br> erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 39 \\ 38.8 \end{array}$ | $\begin{array}{r} \text { t value } \\ -0.06 \\ -0.06 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.9500 \\ 0.9500 \end{array}$ |  |  |
|  |  | Varia <br> C14_0 | $\begin{aligned} & \text { iable } \\ & -02 \end{aligned}$ | ```Method Folded F``` | uality of Var Num DF 19 | riances Den DF 20 | $\begin{array}{r} \text { F Va1ue } \\ 1.04 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.9224 \end{aligned}$ |  |  |
| Variable | A3 | $\mathrm{N}$ | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum C14_03 | Before 2000 | 22 | 0.9509 | 1.0455 | 1.14 | 0.164 | 0.2132 | 0.3047 | 0.0455 | 1 |
| C14_03 | 2000 and after | 20 | 1.0079 | 1.2 | 1.3921 | 0.3121 | 0.4104 | 0.5994 | 0.0918 | 1 |
| C14_03 | Diff (1-2) |  | -0.356 | -0.155 | 0.0467 | 0.2646 | 0.3223 | 0.4124 | 0.0996 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { c14_03 } \\ & \text { C14_03 } \end{aligned}$ |  | od <br> ed <br> erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 40 \\ 27.9 \end{array}$ | $\begin{array}{r} \text { t value } \\ -1.55 \\ -1.51 \end{array}$ | $\begin{array}{r} \mathrm{Pr}_{>}>\|\mathrm{t}\| \\ 0.1285 \\ 0.1425 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { Varial } \\ & \text { C14_0 } \end{aligned}$ | $\begin{aligned} & \text { iable } \\ & -03 \end{aligned}$ | Method Folded F | uality of Var Num DF 19 | riances Den DF 21 | $\begin{array}{r} \text { F value } \\ 3.71 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.0046 \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum C14_04 | Before 2000 | 21 | 1.4468 | 1.6667 | 1.8865 | 0.3696 | 0.483 | 0.6976 | 0.1054 | 1 |
| C14_04 | 2000 and after | 20 | 1.421 | 1.65 | 1.879 | 0.3722 | 0.4894 | 0.7147 | 0.1094 | 1 |
| C14_04 | Diff (1-2) |  | -0.291 | 0.0167 | 0.3239 | 0.3982 | 0.4861 | 0.6242 | 0.1519 |  |
|  |  | Variable <br> C14_04 <br> C14_04 |  | od <br> ed erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 39 \\ 38.8 \end{array}$ | $\begin{array}{r} \text { t value } \\ 0.11 \\ 0.11 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.9132 \\ 0.9132 \end{array}$ |  |  |
|  |  | varia C14_0 | iable _04 | $\begin{aligned} & \text { Method } \\ & \text { Folded F } \end{aligned}$ | ality of Var Num DF 19 | riances Den DF 20 | $\begin{array}{r} \text { F value } \\ 1.03 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.9518 \end{aligned}$ |  |  |
|  | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| Maximum C14_05 | Before 2000 | 21 | 1.6264 | 1.8095 | 1.9927 | 0.3078 | 0.4024 | $0.5811$ | $0.0878$ |  |
| 2 |  |  |  |  |  |  |  |  |  |  |
| C14_05 | 2000 and after | 20 | 1.8453 | 1.95 | 2.0547 | 0.1701 | 0.2236 | 0.3266 | 0.05 | 1 |
| C14_05 | Diff (1-2 |  | -0.348 | -0.1 | 0.0666 | 0.268 | 0.3277 | 4208 | . 10 |  |




|  | A3 | Variable <br> C15_03 <br> C15-03 | Method <br> Pooled <br> Satterthwaite |  | T-Tests Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 42 \\ 40.7 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ -2.14 \\ -2.22 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.0378 \\ 0.0323 \end{array}$ |  | Minimum |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { c15_03 } \end{aligned}$ |  |  Equality of <br> Method <br> Equances  <br> Folded Num DF Den DF <br>  23 19 |  |  | $\begin{array}{r} \text { F value } \\ 2.09 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.1068 \end{aligned}$ |  |  |
|  |  | $\mathrm{N}$ | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err |  |
|  | Before 2000 | 23 | 2.8547 | 3.4783 | 4.1018 | 1.1152 | 1.4419 | 2.0408 | 0.3007 | 1 |
| 6 C15_04 | 2000 and after | 20 | 2.7973 | 33.45 | 4.1027 | 1.0605 | 1.3945 | 2.0368 | 0.3118 | 1 |
| C15_04 | Diff (1-2) |  | -0.849 | 0.0283 | 0.9051 | 1.1685 | 1.4201 | 1.8109 | 0.4342 |  |
|  |  | Variable <br> C15_04 <br> C15_04 |  | hod led erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 41 \\ 40.5 \end{array}$ | $\begin{array}{r} \text { t value } \\ 0.07 \\ 0.07 \end{array}$ | $\begin{array}{r} \mathrm{Pr}_{>}\|\mathrm{t}\| \\ 0.9484 \\ 0.9483 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { Varia } \\ & \text { c15_0 } \end{aligned}$ | $\begin{aligned} & \text { iable } \\ & -04 \end{aligned}$ | $\begin{aligned} & \text { Method } \\ & \text { Folded F } \end{aligned}$ | uality of va Num DF 22 | ariances Den DF 19 | $\begin{array}{r} \text { F value } \\ 1.07 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.8903 \end{aligned}$ |  |  |
| $\begin{aligned} & \text { Variable } \\ & \text { Maximum } \\ & \text { C15_05 } \end{aligned}$ | A3 | Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 23 | 3.0228 | 3.7826 | 4.5424 | 1.3588 | 1.757 | 2.4867 | 0.3664 | 1 |
| C15_05 | 2000 and after | 20 | 3.5491 | 4.4 | 5.2509 | 1.3826 | 1.818 | 2.6554 | 0.4065 | 1 |
|  | Diff (1-2) |  | -1.72 | -0.617 | 0.4851 | 1.4691 | 1.7855 | 2.2768 | 0.5459 |  |
|  |  | Variable <br> C15_05 <br> C15_05 |  | od <br> led erthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{array}{r} \text { DF } \\ 41 \\ 39.8 \end{array}$ | $\begin{gathered} \mathrm{t} \text { value } \\ -1.13 \\ -1.13 \end{gathered}$ | $\begin{array}{r} \text { Pr }>\|t\| \\ 0.2647 \\ 0.2660 \end{array}$ |  |  |
|  |  | Varia C15_0 | iable -05 | Method Folded F | uality of va Num DF 19 | ariances Den DF 22 | $\begin{array}{r} \text { F value } \\ 1.07 \end{array}$ | $\begin{aligned} & \text { Pr }>F^{2} \\ & 0.8702 \end{aligned}$ |  |  |
| $\begin{aligned} & \text { Variab1e } \\ & \text { Maximum } \\ & \text { C15_06 } \end{aligned}$ | A3 | N Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 24 | 3.2158 | 4.125 | 5.0342 | 1.6734 | 2.1531 | 3.0203 | 0.4395 | 1 |
| $6 \begin{aligned} & 6 \\ & \\ & \text { C15_06 } \\ & \text { c15_06 }\end{aligned}$ | 2000 and after | 20 | 4.5866 | 5.35 | 6.1134 | 1.2404 | 1.6311 | 2.3824 | 0.3647 | 1 |
|  | Diff (1-2) |  | -2.407 | -1.225 | -0.043 | 1.5951 | 1.9345 | 2.4588 | 0.5857 |  |
|  |  | Variable <br> C15_06 <br> C15_06 |  | hod <br> led erthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{array}{r} \text { DF } \\ 42 \\ 41.7 \end{array}$ | $\begin{array}{r} \text { t value } \\ -2.09 \\ -2.14 \end{array}$ | $\begin{array}{r} \mathrm{Pr}_{>}\|\mathrm{t}\| \\ 0.0426 \\ 0.0378 \end{array}$ |  |  |
|  |  | Varia C15_0 | $\begin{aligned} & \text { iable } \\ & -06 \end{aligned}$ | Method Folded F | uality of var Num DF 23 | ariances Den DF 19 | $\begin{array}{r} \text { F value } \\ 1.74 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.2228 \end{aligned}$ |  |  |
| variable <br> Maximum C15_07 | A3 | $\mathrm{N}$ | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 24 | 3.8629 | 4.6667 | 5.4704 | 1.4794 | 1.9035 | 2.6701 | 0.3885 | 1 |
| 6 C15_07 | 2000 and after | 20 | 4.5866 | 5.35 | 6.1134 | 1.2404 | 1.6311 | 2.3824 | 0.3647 | 1 |
| - C15_07 | Diff (1-2) |  | -1.774 | -0.683 | 0.4076 | 1.4721 | 1.7854 | 2.2693 | 0.5406 |  |
|  |  | Variable <br> C15_07 <br> C15_07 |  | hod led erthwaite | T-Tests Variances Equal Unequal | $\begin{aligned} & \text { DF } \\ & 42 \\ & 42 \end{aligned}$ | $\begin{array}{r} \text { t value } \\ -1.26 \\ -1.28 \end{array}$ | $\begin{array}{r} \text { Pr }>\|t\| \\ 0.2132 \\ 0.2068 \end{array}$ |  |  |
|  |  | Variable C15_07 |  |  Equality of <br> hod <br> ded <br> dum DF Variances <br> Num <br>  23 19 |  |  | $\begin{array}{r} \text { F value } \\ 1.36 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.4982 \end{aligned}$ |  |  |
|  | A3 |  | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| Maximum C15_08 | Before 2000 | 22 | 3.603 | 4.4545 | 5.306 | 1.4775 | 1.9205 | 2.7445 | 0.4095 | 1 |
| $6 \begin{array}{r}\text { c15_08 } \\ \text { c15_08 }\end{array}$ | 2000 and after | 20 | 4.2058 | 4.9 | 5.5942 | 1.128 | 1.4832 | 2.1664 | 0.3317 | 2 |
|  | Diff (1-2) |  | -1.524 | -0.445 | 0.6327 | 1.4176 | 1.7267 | 2.2093 | 0.5335 |  |
|  |  | Variable <br> C15_08 <br> C15_08 | Metho Pool Satt | od <br> led terthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{aligned} & \text { DF } \\ & 40 \\ & 39 \end{aligned}$ | $\begin{array}{r} \text { t value } \\ -0.84 \\ -0.85 \end{array}$ | $\begin{array}{r} \mathrm{Pr}_{>}>\|\mathrm{t}\| \\ 0.4087 \\ 0.4030 \end{array}$ |  |  |
|  |  |   Equality of  <br> Variable Method Vances  <br> C15_08 Folded $F$ Num DF Den DF <br> Cl 21 19  |  |  |  |  | $\begin{array}{r} \text { F value } \\ 1.68 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.2622 \end{aligned}$ |  |  |
| Variable <br> Maximum C15_09 | A3 | N Lower CL |  | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
|  | Before 2000 | 22 | 2.4358 | 3 | 3.5642 | 0.9789 | 1.2724 | 1.8184 | 0.2713 | 1 |
| $6 \begin{aligned} & \text { C15_09 } \\ & \text { c15_09 }\end{aligned}$ | 2000 and after | 20 | 2.7052 | 3.25 | 3.7948 | 0.8853 | 1.1642 | 1.7003 | 0.2603 | 1 |
|  | Diff (1-2) |  | -1.013 | -0.25 | 0.5132 | 1.0034 | 1.2222 | 1.5638 | 0.3776 |  |
|  |  | Variable <br> C15_09 <br> C15_09 | Metho Pool Satt | hod led erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{aligned} & \text { DF } \\ & 40 \\ & 40 \end{aligned}$ | $\begin{array}{r} \text { t value } \\ -0.66 \\ -0.66 \end{array}$ | $\begin{array}{r} \text { Pr }>\|t\| \\ 0.5117 \\ 0.5099 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { varia } \\ & \text { c15_0 } \end{aligned}$ | $\begin{aligned} & \text { iab1e } \\ & \_09 \end{aligned}$ | $\begin{aligned} & \text { Method } \\ & \text { Folded F } \end{aligned}$ | ality of Var Num DF 21 | ariances Den DF 19 | $\begin{array}{r} \text { F value } \\ 1.19 \end{array}$ | $\begin{aligned} & \text { Pr > F } \\ & 0.7011 \end{aligned}$ |  |  |




| Variable | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Maximum | B | 23 | 1.2788 |  | 1.8516 | 0.5123 |  | 0.9375 |  |  |
| 3 C15-23 | Before 2000 | 23 | 1.2788 |  | 1.8516 | 0.512 | 0.662 | 0.937 | 0.1381 | 1 |
| C15_23 | 2000 and after | 20 | 1.121 | 1.35 | 1.579 | 0.3722 | 0.4894 | 0.7147 | 0.1094 | 1 |
| C15_23 | Diff (1-2) |  | -0.148 | 0.2152 | 0.5786 | 0.4843 | 0.5886 | 0.7505 | 0.1799 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { c15_23 } \\ & \text { C15_23 } \end{aligned}$ | Meth Pool Satt | od <br> ed <br> erthwaite | T-Tests Variances Equal Unequal | DF 41 40 | $\begin{array}{r} \text { t value } \\ 1.20 \\ 1.22 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\mid \mathrm{t\mid} \\ 0.2386 \\ 0.2291 \end{array}$ |  |  |
|  |  | Varia C15_2 | $\begin{gathered} \text { iable } \\ 23 \end{gathered}$ | ```Method Folded F``` | uality of Var Num DF 22 | riances Den DF 19 | $\begin{array}{r} \text { F Va7ue } \\ 1.83 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.1868 \end{aligned}$ |  |  |
| Variable | A3 | $N \quad$ Lo | Lower CL Mean | Mean | upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| $\text { Maximum } \text { C15_24 }$ | Before 2000 | 23 |  | 1.5217 | 1.8095 |  | 0.6653 |  | 0.1387 | 1 |
| 3 C15_24 | 2000 and after | 20 | 1.1669 | 1.45 | 1.7331 | 0.4599 | 0.6048 | 0.8834 | 0.1352 | 1 |
| C15_24 | Diff (1-2) |  | -0.322 | 0.0717 | 0.4657 | 0.525 | 0.638 | 0.8136 | 0.1951 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { C15_24 } \\ & \text { C15_24 } \end{aligned}$ | Meth Pool Satt | hod <br> ed <br> erthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{array}{r} D F \\ 41 \\ 40.9 \end{array}$ | $\begin{array}{r} \text { t value } \\ 0.37 \\ 0.37 \end{array}$ | $\begin{array}{r} \text { Pr }>\|t\| \\ 0.7149 \\ 0.7131 \end{array}$ |  |  |
|  |  | Varia C15_2 | $\begin{aligned} & \text { iable } \\ & 24 \end{aligned}$ | $\begin{aligned} & \text { Method } \\ & \text { Folded F } \end{aligned}$ | uality of Var Num DF 22 | riances Den DF 19 | $\begin{array}{r} \text { F value } \\ 1.21 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.6793 \end{aligned}$ |  |  |
| Variable | A3 | $N \quad$ Lo | ower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| Maximum D16_01 | Before 2000 | 24 | 1.3707 | 1.5833 |  |  | 0.5036 |  |  | 1 |
| D16_01 | 2000 and after | 21 | 1.6939 | 1.8571 | 2.0204 | 0.2743 | 0.3586 | 0.5178 | 0.0782 | 1 |
| D16_01 | Diff (1-2) |  | -0.54 | -0.274 | -0.007 | 0.3653 | 0.4421 | 0.5602 | 0.1321 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { D16_01 } \\ & \text { D16_01 } \end{aligned}$ |  | od ed erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \mathrm{DF} \\ 43 \\ 41.4 \end{array}$ | $\begin{aligned} & \text { value } \\ & -2.07 \\ & -2.12 \end{aligned}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t}\| \\ 0.0442 \\ 0.0401 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { varia } \\ & \text { D16_0 } \end{aligned}$ | $\begin{aligned} & \text { iable } \\ & \_01 \end{aligned}$ | Method Folded F | uality of Var Num DF 23 | riances <br> Den DF <br> 20 | $\begin{array}{r} \text { F Value } \\ 1.97 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.1293 \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | Lower CL Mean | Mean | upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| $\begin{aligned} & \text { Maximum } \\ & \text { D16_02 } \end{aligned}$ | Before 2000 | 24 | 1.8352 | 2.2083 | 2.5815 |  | 0.8836 |  | $0.1804$ | 1 |
| 3 D16_02 | 2000 and after |  |  |  |  |  |  |  |  |  |
| D16_02 | 2000 and after | 21 | 2.5962 | 2.8571 | 3.1181 | 0.4385 | 0.5732 | 0.8278 | 0.1251 | 1 |
| D16_02 | Diff (1-2) |  | -1.104 | -0.649 | -0.194 | 0.624 | 0.7553 | 0.957 | 0.2257 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { D16_02 } \\ & \text { D16_02 } \end{aligned}$ | Meth Pool Satt | hod <br> ed erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 43 \\ 39.8 \end{array}$ | $\begin{array}{r} \text { t value } \\ -2.87 \\ -2.96 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.0063 \\ 0.0052 \end{array}$ |  |  |
|  |  | Varia D16_0 | iable _02 | Method Folded F | uality of Var Num DF 23 | riances <br> Den DF <br> 20 | $\begin{array}{r} \text { F value } \\ 2.38 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.0548 \end{aligned}$ |  |  |
| Variable | A3 | N Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| Maximum D16_03 | Before 2000 | 24 | 2.2939 | 2.7917 | 3.2894 | 0.9162 | 1.1788 | 1.6535 | 0.2406 | 1 |
| 4 D16_03 | 2000 and after | 21 | 3.2144 | 3.5238 | 3.8332 | 0.52 | 0.6796 | 0.9814 | 0.1483 | 2 |
| D16_03 | Diff (1-2) |  | -1.322 | -0.732 | -0.142 | 0.8087 | 0.9788 | 1.2402 | 0.2925 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { D16_03 } \\ & \text { D16_03 } \end{aligned}$ | Meth Pool Satt | od <br> ed erthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{array}{r} \text { DF } \\ 43 \\ 37.6 \end{array}$ | $\begin{array}{r} \text { t value } \\ -2.50 \\ -2.59 \end{array}$ | $\begin{array}{r} \mathrm{Pr}_{>}>\|\mathrm{t}\| \\ 0.0162 \\ 0.0136 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { Varia } \\ & \text { D16_0 } \end{aligned}$ | $\begin{aligned} & \text { iable } \\ & -03 \end{aligned}$ | Method Folded F | uality of Var Num DF 23 | riances <br> Den DF <br> 20 | $\begin{array}{r} \text { F value } \\ 3.01 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.0155 \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum D16_04 | Before 2000 | 25 | 2.325 | 2.84 | 3.355 | 0.9742 | 1.2477 | 1.7357 | 0.2495 | 1 |
| D16_04 | 2000 and after | 21 | 3.6264 | 3.8095 | 3.9927 | 0.3078 | 0.4024 | 0.5811 | 0.0878 | 3 |
| D16_04 | Diff (1-2) |  | -1.543 | -0.97 | -0.396 | 0.7952 | 0.9606 | 1.2134 | 0.2843 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { D16_04 } \\ & \text { D16_04 } \end{aligned}$ |  | od <br> ed <br> erthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 44 \\ 29.8 \end{array}$ | $\begin{aligned} & \text { value } \\ & -3.41 \\ & -3.67 \end{aligned}$ | $\begin{array}{r} \mathrm{Pr}>\mid \mathrm{t\mid} \\ 0.0014 \\ 0.0010 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { Varial } \\ & \text { D16_0 } \end{aligned}$ | iable _04 | $\begin{aligned} & \text { Method } \\ & \text { Folded F } \end{aligned}$ | ality of Var Num DF 24 | riances <br> Den DF <br> 20 | $\begin{array}{r} \text { F value } \\ 9.61 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & <.0001 \end{aligned}$ |  |  |
|  | A3 | $N$ Lo | Lower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum D16_05 | Before 2000 | 24 | 2.1144 | 2.625 | 3.1356 | 0.9397 | 1.2091 | 1.6961 | $0.2468$ | 1 |
| 4 - 46 |  |  |  |  |  |  |  |  |  |  |
| 4 D16_05 | 2000 and after | 21 | 2.9166 | 3.1905 | 3.4643 | 0.4602 | 0.6016 | 0.8687 | 0.1313 | 2 |
| D16_05 | Diff (1-2 |  | -1.153 | -0.56 | 0. | 0.805 | 0.974 | 235 | 0.291 |  |


| Variable <br> Maximum | A3 | $\begin{aligned} & \text { Variable } \\ & \text { D16_05 } \\ & \text { D16_05 } \end{aligned}$ | Method <br> Pooled <br> Satterthwaite |  | T-Tests Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 43 \\ 34.7 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ -1.94 \\ -2.02 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.0588 \\ 0.0509 \end{array}$ | Std Err | Minimum |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |   Equality of  <br> Variable Method Variances  <br> D16_05 Folded $F$ 23 Den DF <br>   23 20 |  |  |  |  | $\begin{array}{r} \text { F value } \\ 4.04 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.0025 \end{aligned}$ |  |  |
|  |  | N Lower CL |  | Mean | Upper CL Mean | Lower CL std Dev | Std Dev | upper CL Std Dev |  |  |
| $\begin{gathered} \text { Maximum } \\ \text { D16_06 } \end{gathered}$ | Before 2000 | 24 | 2.051 | 2.5 | 2.949 | 0.8263 | 1.0632 | 1.4914 | 0.217 | 1 |
| 4 D16_06 | 2000 and after | 21 | 3.1208 | 3.4286 | 3.7363 | 0.5173 | 0.6761 | 0.9764 | 0.1475 | 2 |
| D16_06 | Diff (1-2) |  | -1.473 | -0.929 | -0.384 | 0.7469 | 0.904 | 1.1454 | 0.2701 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { D16_06 } \\ & \text { D16_06 } \end{aligned}$ | Meth <br> Pool <br> Satt | hod 1ed terthwaite | T-Tests <br> Variances Equal Unequa 1 | $\begin{array}{r} \text { DF } \\ 43 \\ 39.5 \end{array}$ | $\begin{array}{r} \text { t value } \\ -3.44 \\ -3.54 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.0013 \\ 0.0010 \end{array}$ |  |  |
|  |  | Varia | able $06$ | Method <br> Folded F | ality of Var Num DF 23 | ariances Den DF 20 | $\begin{array}{r} \text { F value } \\ 2.47 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.0448 \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | ower CL Mean | Mean | Upper CL Mean | Lower CL std Dev | Std Dev | Upper CL Std Dev | Std Err | Minimum |
| Maximum ${ }_{\text {D16_07 }}$ | Before 2000 | 24 | 1.8018 | 2.2917 | 2.7816 | 0.9017 | 1.1602 | 1.6275 | 0.2368 | 1 |
| 4 D16_07 | 2000 and after | 21 | 2.8499 | 3.0952 | 3.3406 | 0.4123 | 0.539 | 0.7783 | 0.1176 | 2 |
| 4 D16_07 | Diff (1-2) |  | -1.361 | -0.804 | -0.246 | 0.764 | 0.9247 | 1.1716 | 0.2763 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { D16_07 } \\ & \text { D16_07 } \end{aligned}$ | Meth Pool Satt | hod <br> led terthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{array}{r} \text { DF } \\ 43 \\ 33.4 \end{array}$ | $\begin{array}{r} \text { t value } \\ -2.91 \\ -3.04 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t}\| \\ 0.0057 \\ 0.0046 \end{array}$ |  |  |
|  |  | Varia | able $07$ | Method <br> Eq <br> Folded F | uality of va Num DF 23 | ariances Den DF 20 | $\begin{array}{r} \text { F value } \\ 4.63 \end{array}$ | $\begin{aligned} & \text { Pr }>\text { F } \\ & 0.0010 \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | ower CL Mean | Mean | upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum ${ }_{\text {D16_08 }}$ | Before 2000 | 24 | 2.2181 | 2.75 | 3.2819 | 0.9791 | 1.2597 | 1.7671 | 0.2571 | 1 |
| 4 D16_08 | 2000 and after | 21 | 3.5036 | 3.7143 | 3.925 | 0.3542 | 0.4629 | 0.6685 | 0.101 | 3 |
| D16_08 | Diff (1-2) |  | -1.551 | -0.964 | -0.377 | 0.8047 | 0.9739 | 1.234 | 0.291 |  |
|  |  | $\begin{aligned} & \text { Variab1e } \\ & \text { D16_08 } \\ & \text { D16_08 } \end{aligned}$ | Meth Pool Satt | hod 1ed terthwaite | T-Tests <br> Variances Equal Unequal | $\begin{array}{r} \text { DF } \\ 43 \\ 29.8 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ -3.31 \\ -3.49 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.0019 \\ 0.0015 \end{array}$ |  |  |
|  |  | $\begin{aligned} & \text { varia } \\ & \text { D16_0 } \end{aligned}$ | $\begin{aligned} & \text { able } \\ & .08 \end{aligned}$ | Method Folded | uality of Va Num DF 23 | ariances Den DF 20 | $\begin{array}{r} \text { F value } \\ 7.41 \end{array}$ | $\begin{aligned} & \text { Pr }>F^{\prime} \\ & <.0001 \end{aligned}$ |  |  |
| Variable | A3 | $N$ Lo | ower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum ${ }_{\text {D16_09 }}$ | Before 2000 | 24 | 2.051 | 2.5 | 2.949 | 0.8263 | 1.0632 | 1.4914 | 0.217 | 1 |
| 4 D16_09 | 2000 and after | 21 | 3.075 | 3.2857 | 3.4964 | 0.3542 | 0.4629 | 0.6685 | 0.101 | 3 |
| 4 D16_09 | Diff (1-2) |  | -1.291 | -0.786 | -0.28 | 0.6934 | 0.8392 | 1.0633 | 0.2508 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { D16_09 } \\ & \text { D16_09 } \end{aligned}$ | Meth Pool Sat | hod <br> led terthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{array}{r} \text { DF } \\ 43 \\ 32.3 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ -3.13 \\ -3.28 \end{array}$ | $\begin{array}{r} \text { Pr }>\|t\| \\ 0.0031 \\ 0.0025 \end{array}$ |  |  |
|  |  | Varia D16_0 | able $09$ | Method <br> Eq <br> Folded F | uality of va Num DF 23 | ariances Den DF 20 | $\begin{array}{r} \text { F Value } \\ 5.28 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.0004 \end{aligned}$ |  |  |
| Variable | A3 | N Lo | ower CL Mean | Mean | Upper CL Mean | Lower CL Std Dev | Std Dev | upper CL Std Dev | Std Err | Minimum |
| Maximum | Before 2000 | 24 | 2.28 | 2.75 | 3.22 |  | 1.1132 |  | $0.2272$ | 1 |
| 4 D16_10 |  | 24 |  |  | 3.22 |  | 1.1132 | 1.5615 |  | 1 |
| 4 D16_10 | 2000 and after | 21 | 3.2822 | 3.619 | 3.9559 | 0.5662 | 0.74 | 1.0686 | 0.1615 | 1 |
| 4 D16_10 | Diff (1-2) |  | -1.446 | -0.869 | -0.292 | 0.7914 | 0.9579 | 1.2136 | 0.2862 |  |
|  |  | $\begin{aligned} & \text { Variable } \\ & \text { D16_10 } \\ & \text { D16_10 } \end{aligned}$ | Meth Pool Satt | hod led terthwaite | T-Tests <br> Variances <br> Equal <br> Unequal | $\begin{array}{r} \text { DF } \\ 43 \\ 40.3 \end{array}$ | $\begin{array}{r} \mathrm{t} \text { value } \\ -3.04 \\ -3.12 \end{array}$ | $\begin{array}{r} \mathrm{Pr}>\|\mathrm{t\mid}\| \\ 0.0041 \\ 0.0034 \end{array}$ |  |  |
|  |  | Varia <br> D16_1 | $\begin{aligned} & \text { ab7e } \\ & .10 \end{aligned}$ | Method Folded F | ality of Va Num DF 23 | ariances Den DF 20 | $\begin{array}{r} \text { F Value } \\ 2.26 \end{array}$ | $\begin{aligned} & \mathrm{Pr}>\mathrm{F} \\ & 0.0695 \end{aligned}$ |  |  |

## APPENDIX L: THE NPAR1WAY PROCEDURE (KRUSKAL-WALLIS TEST)



Wilcoxon Scores (Rank Sums) for variable B6_02

$\begin{array}{lr}\quad \text { Kruska1-wallis } \begin{array}{l}\text { Test } \\ \text { Chi-Square } \\ 0.0000 \\ \text { DF }\end{array} & 1\end{array}$
$\begin{array}{lr}\mathrm{DF} \\ \mathrm{Pr}>\text { Chi-Square } & 1.0000\end{array}$
Wilcoxon Scores (Rank Sums) for variable B6_04
Classified by Variable A3
Sum of
Expected $\quad$ Std Dev


Kruskal-wallis Test

| Kruskal-Wallis |  |
| :--- | ---: |
| Chi-Square | 0.0000 |
| DF | 1 |
| Pr $>$ Chi-Square | 1.0000 |


|  | wilcoxon | Scores (Rank Classified Sum of | Mean |
| :---: | :---: | :---: | :---: |
|  |  | Scores | cor |
| ffffffffffffff | ffffffff | fffffffffffff |  |
| Before 2000 |  | 552.0 | 3.0 |
| 2000 and after | 21 | 483.0 | 23.0 |

$$
\begin{array}{lr}
\text { Kruska1-wa11is } & \text { Test } \\
\text { Chi-Square } & 0.0000 \\
\text { DF } & 1 \\
\text { Pr > Chi-Square } & 1.0000
\end{array}
$$



Wilcoxon Scores (Rank Sums) for variable B6_07
Classified by Variable A3 Expected Std De

age scores were used for ties.

$$
\begin{aligned}
& \text { Kruska1-Wa11is Test }
\end{aligned}
$$

$$
\begin{array}{lr}
\text { Kruska1-wa11is } & \text { Test } \\
\text { Chi-Square } & 0.0000 \\
\text { DF } & 1 \\
\text { Pr > Chi-Square } & 1.0000
\end{array}
$$




|  |  | $\begin{aligned} & \text { Chi } \\ & \text { DF } \\ & \text { DF } \end{aligned}$ | Kruskal-walli <br> -Square <br> Chi-Square | $\begin{aligned} & \text { Test } \\ & 0.6574 \\ & 0.4175 \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wilcoxon | Scores Class | s (Rank Sums) sified by Var Sum of Scores | for variable <br> able A3 <br> pected <br> der H0 | e B8_06 <br> Std Dev Under H0 | Mean Score |
| fliffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffff |  |  |  |  |  |  |
| 2000 and after | 22 |  | 559.0 | 506.0 | 41.533119 | 409091 |
| Average scores were used for ties |  |  |  |  |  |  |
| Kruskal-wallis Test <br> Chi-Square  <br> 1.6284  |  |  |  |  |  |  |
| $\stackrel{\mathrm{PF}}{\mathrm{Pr}}>\mathrm{Chi}^{\text {-Square }} 00.2019$ |  |  |  |  |  |  |
| Wilcoxon Scores (Rank Sums) for Variable B8_07 Classified by Variable A3 |  |  |  |  |  |  |
|  | ${ }^{N}$ |  | Scores U | der H0 und | Under HO | Score |
| ¢fffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffff |  |  |  |  |  |  |
| 2000 and after |  |  | 527.0 | 528.0 44 | 44.606539 | 23.954545 |
| Average scores were used for ties. |  |  |  |  |  |  |
| Kruskal-Wallis Test ${ }_{\text {K }}$ Ki-Square |  |  |  |  |  |  |
| DF ${ }^{1}$ |  |  |  |  |  |  |
| $\mathrm{Pr}>$ Chi-Square 0.9821 |  |  |  |  |  |  |
| Wilcoxon Scores (Rank Sums) for Variable B8_08 Classified by Variable A3 |  |  |  |  |  |  |
|  |  |  | Sum of Scores | xpected <br> der H0 | Std Dev Under HO | $\begin{aligned} & \text { Mean } \\ & \text { Score } \end{aligned}$ |
|  |  |  |  |  |  |  |
| 2000 and after | 22 |  | 529.0 | 528.0 - 45 | 45.006809 | 24.045455 |
| Average scores were used for ties. |  |  |  |  |  |  |
| $\underset{\text { Chi-Square }}{\text { Kruskal-Wallis Test }}$ |  |  |  |  |  |  |
| $\stackrel{\mathrm{PF}}{\mathrm{Pr}}$ > Chi-Square $\quad 0.982{ }^{\frac{1}{3}}$ |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Wilcoxon Scores (Rank Sums) for variable B8_09 Classified by Variable A3 |  |  |  |  |  |  |
|  |  |  | Sum of Scores | xpected <br> der H0 | Std Dev Under H0 | Mean Score |
| A |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 2000 and after | 22 | 5 | 509.50 | 506.0 41 | 41.847275 | 23.159091 |
| Average scores were used for ties. |  |  |  |  |  |  |
| $\begin{aligned} & \text { Kruska1-wa11is Test } \\ & \text { Chi-Square } 0.0070 \end{aligned}$ |  |  |  |  |  |  |
| $\frac{\mathrm{DF}}{\mathrm{Pr}}$ > chi-square $0.933{ }^{1}$ |  |  |  |  |  |  |
|  |  | Pr > | Chi-Square | 0.9333 |  |  |
| Wilcoxon Scores (Rank Sums) for variable B8_10 Classified by Variable A3 |  |  |  |  |  |  |
|  |  |  | Sum of Ex | xpected | Std Dev | Mean |
|  |  |  |  |  |  |  |
| $\underset{\text { Before }}{\text { ¢ }}$ ( ${ }^{\text {2000 }}$ |  |  |  |  |  |  |
| 2000 and after |  |  | 373.0 | 410.0 35 | 35.658638 | 18.650 |
| Average scores were used for tie |  |  |  |  |  |  |
| Kruskal-Wallis <br> Chi-Square1.0766 |  |  |  |  |  |  |
| DFPr$>$ |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Wilcoxon Scores (Rank Sums) for Variable B9_01 Classified by Variable A3 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Before 2000 |  |  |  |  |  |  |
| 2000 and after |  |  | 463.50 | 528.0 30 | 30.538643 | 21.068182 |
| Average scores were used for ties. |  |  |  |  |  |  |
| Kruskal-Wallis Test <br> Chi-Square 4.4609 |  |  |  |  |  |  |
| $\begin{array}{ll}\mathrm{DF} \\ \mathrm{Pr}\end{array}>$ Chi-Square $\quad 0.0347$ |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Wilcoxon Scores (Rank Sums) for Variable B9_02 Classified by Variable A3 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Average scores were used for ties. |  |  |  |  |  |  |
| Kruskal-wallis Test |  |  |  |  |  |  |
| Chi-SquareDF |  |  |  |  |  |  |
|  |  | $\mathrm{Pr}>$ | > Chi-Square | 0.2835 |  |  |
| wilcoxon Scores (Rank Sums) for variable b9_03 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| ffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffffff Before 2000 |  |  |  |  |  |  |
| 2000 and after $22 \quad 462.0$ 495.0 26.996554 21.0 |  |  |  |  |  |  |
| Average scores were used for ties. |  |  |  |  |  |  |
| Kruskal-Wallis Test <br> Chi-Square 1.4942 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Wilcoxon Scores (Rank Sums) for variable B9_04 Classified by Variable A3 sum of <br> Expected <br> Std Dev |  |  |  |  |  |  |













$\begin{array}{ll}\text { Kruska1-Wa11is } & \text { Test } \\ \text { K-Square } & 1.4568\end{array}$

| Cruskal-wallis | Test |
| :--- | ---: |
| Chi-Square | 1.4568 |
| DF | 1 |
| Pr $>$ Chi-Square | 0.2274 |











## APPENDIX M: PROPOSED BALANCED SCORECARD MODEL

## FINANCIAL PERSPECTIVE

Mid-Term Objective:

| Short Term |  |
| :--- | ---: |
| Strategy | Objectves |

Strategy Objectves
Initiatives
KPA
Measures/KPI
Target

## CUSTOMER PERSPECTIVE

Mid-Term Objective:

|  | Short Term |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Strategy | Objectves | Initiatives | KPA | Measures/KPI | Target |

INTERNAL PROCESSES PERSPECTIVE


## APPENDIX N: Descriptive statistics for categorical variables

TABLE 4.2: Descriptive statistics for categorical variables

| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
| SECTION A: RESPONDENT AND ENTERPRISE PROFILE |  |  |  |
| A1. Is your business part of a franchise? | Yes | 47 | 92.2\% |
|  | No | 4 | 7.8\% |
| A2. Are you the owner, manager / both of the franchise? | Owner | 4 | 7.8\% |
|  | Manager | 31 | 60.8\% |
|  | Both | 16 | 31.4\% |
| A3. Year Franchise was established | 1969-1979 | 5 | 9.8\% |
|  | 1980-1989 | 7 | 13.7\% |
|  | 1990-1999 | 15 | 29.4\% |
|  | 2000 + | 22 | 43.1\% |
|  | Unknown | 4 | 7.8\% |
| A4 Managerial experience related to fast food industry. | $<5 \mathrm{yrs}$ | 10 | 19.6\% |
|  | $5-<10$ yrs | 8 | 15.7\% |
|  | 10-<20 yrs | 9 | 17.6\% |
|  | 20 + yrs | 4 | 7.8\% |
|  | Unknown | 20 | 39.2\% |
| A5. Number of employee classification. | Very small | 4 | 7.8\% |
|  | Small | 41 | 80.4\% |
|  | Medium | 3 | 5.9\% |
|  | Larger than medium | 2 | 3.9\% |
|  | Unknown | 1 | 2.0\% |
| SECTION B: SUPPORT FOR MANAGEMENT OF THE BUSINESS ACTIVITIES |  |  |  |
| B6. What did you receive when you acquired the outlet: |  |  |  |
| Guidelines on how to write up the books. | Yes | 32 | 62.8\% |
|  | No | 19 | 37.2\% |
| How to measure success. | Yes | 39 | 76.5\% |
|  | No | 12 | 23.5\% |
| How to motivate the staff. | Yes | 39 | 76.5\% |
|  | No | 12 | 23.5\% |
| How to monitor the stock. | Yes | 48 | 94.1\% |
|  | No | 3 | 5.9\% |


| Variables |  | Categories | Frequency | Percentage |
| :---: | :---: | :---: | :---: | :---: |
| B6.05 | Food preparation requirements. | Yes | 49 | 96.1\% |
|  |  | No | 2 | 3.9\% |
| B6.06 | Accounting systems. | Yes | 33 | 64.7\% |
|  |  | No | 18 | 35.3\% |
| B6.07 | Site (location). | Yes | 40 | 78.4\% |
|  |  | No | 11 | 21.6\% |
| 36.08 | Staff training. | Yes | 47 | 92.2\% |
|  |  | No | 4 | 7.8\% |
| B6.09 | Menu. | Yes | 49 | 96.1\% |
|  |  | No | 2 | 3.9\% |
| B6.10 | Marketing plan. | Yes | 41 | 80.4\% |
|  |  | No | 10 | 19.6\% |
| B6.11 | Equipment. | Yes | 45 | 88.2\% |
|  |  | No | 6 | 11.8\% |
| B6. 12 | Décor. | Yes | 44 | 86.3\% |
|  |  | No | 7 | 13.7\% |
| B7.01 | Who is responsible for preparing the financial statements | Bookkeeper / <br> Accountant | 33 | 64.7\% |
|  |  | Owner | 10 | 19.6\% |
|  |  | Manager | 5 | 9.8\% |
|  |  | Consultant | 3 | 5.9\% |
| B8. What statements and reports are generated from the financial records and how often: |  |  |  |  |
| B8.01 | Cash flow statement. | Never | 1 | 2.0\% |
|  |  | On demand | 9 | 17.6\% |
|  |  | Daily | 2 | 3.9\% |
|  |  | Weekly | 20 | 39.2\% |
|  |  | Monthly | 13 | 25.5\% |
|  |  | Quarterly | 1 | 2.0\% |
|  |  | Annually | 3 | 5.9\% |
|  |  | Unknown | 2 | 3.9\% |
| B8.02 | Statement of changes in Equity | Never | 3 | 5.9\% |
|  |  | On demand | 9 | 17.6\% |
|  |  | Daily | 1 | 2.0\% |
|  |  | Weekly | 4 | 7.8\% |
|  |  | Monthly | 15 | 29.4\% |
|  |  | Quarterly | 6 | 11.8\% |
|  |  | Annually | 7 | 13.7\% |
|  |  | Unknown | 6 | 11.8\% |


| Variables | Categories | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| Income statement. | Never | 0 | 0.0\% |
|  | On demand | 1 | 2.0\% |
|  | Daily | 1 | 2.0\% |
|  | Weekly | 11 | 21.6\% |
|  | Monthly | 30 | 58.8\% |
|  | Quarterly | 2 | 3.9\% |
|  | Annually | 4 | 7.8\% |
|  | Unknown | 2 | 3.9\% |
| Balance sheet. | Never | 2 | 3.9\% |
|  | On demand | 2 | 3.9\% |
|  | Daily | 0 | 0.0\% |
|  | Weekly | 9 | 17.6\% |
|  | Monthly | 22 | 43.1\% |
|  | Quarterly | 6 | 11.8\% |
|  | Annually | 6 | 11.8\% |
|  | Unknown | 4 | 7.8\% |
| B8.05 Bank reconciliation. | Never | 2 | 3.9\% |
|  | On demand | 6 | 11.8\% |
|  | Daily | 1 | 2.0\% |
|  | Weekly | 19 | 37.2\% |
|  | Monthly | 18 | 35.3\% |
|  | Quarterly | 0 | 0.0\% |
|  | Annually | 1 | 2.0\% |
|  | Unknown | 4 | 7.8\% |
| B8.06 Analysis of cash register. | Never | 1 | 2.0\% |
|  | On demand | 19 | 37.2\% |
|  | Daily | 8 | 15.7\% |
|  | Weekly | 16 | 31.4\% |
|  | Monthly | 2 | 3.9\% |
|  | Quarterly | 0 | 0.0\% |
|  | Annually | 1 | 2.0\% |
|  | Unknown | 4 | 7.8\% |
| B8.07 Stock variance reports. | Never | 3 | 5.9\% |
|  | On demand | 15 | 29.4\% |
|  | Daily | 9 | 17.6\% |
|  | Weekly | 22 | 43.1\% |
|  | Monthly | 1 | 2.0\% |
|  | Quarterly | 0 | 0.0\% |


| Variables |  | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Annually | 1 | 2.0\% |
|  |  | Unknown | 0 | 0.0\% |
| B8.08 | Sales variance reports. | Never | 2 | 3.9\% |
|  |  | On demand | 15 | 29.4\% |
|  |  | Daily | 9 | 17.6\% |
|  |  | Weekly | 19 | 37.2\% |
|  |  | Monthly | 5 | 9.8\% |
|  |  | Quarterly | 0 | 0.0\% |
|  |  | Annually | 1 | 2.0\% |
|  |  | Unknown | 0 | 0.0\% |
| B8.09 | Debtors and Suppliers reports | Never | 3 | 5.9\% |
|  |  | On demand | 4 | 7.8\% |
|  |  | Daily | 6 | 11.8\% |
|  |  | Weekly | 21 | 41.2\% |
|  |  | Monthly | 13 | 25.5\% |
|  |  | Quarterly | 0 | 0.0\% |
|  |  | Annually | 1 | 2.0\% |
|  |  | Unknown | 3 | 5.9\% |
| B8. 10 | Lead time reports. | Never | 13 | 25.5\% |
|  |  | On demand | 9 | 17.6\% |
|  |  | Daily | 3 | 5.8\% |
|  |  | Weekly | 13 | 25.5\% |
|  |  | Monthly | 3 | 5.9\% |
|  |  | Quarterly | 0 | 0.0\% |
|  |  | Annually | 1 | 2.0\% |
|  |  | Unknown | 9 | 17.6\% |
| B9. | Does the franchisor prescribe performance measures to evaluate the business performance in the following activities: |  |  |  |
| B9.01 | Marketing. | Yes | 43 | 84.3\% |
|  |  | No | 8 | 15.7\% |
|  |  | Unknown | 0 | 0.0\% |
| B9.02 | Advertising. | Yes | 38 | 74.5\% |
|  |  | No | 13 | 25.5\% |
|  |  | Unknown | 0 | 0.0\% |
| 89.03 | Purchases. | Yes | 41 | 80.4\% |
|  |  | No | 7 | 13.7\% |
|  |  | Unknown | 3 | 5.9\% |
| B9.04 | Stock Control. | Yes | 45 | 88.2\% |
|  |  | No | 6 | 11.8\% |


| Variables |  | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Unknown | 0 | 0.0\% |
| B9.05 | Payment of suppliers. | Yes | 28 | 54.9\% |
|  |  | No | 23 | 45.1\% |
|  |  | Unknown | 0 | 0.0\% |
| B9. 06 | Customer's Orders / Sales | Yes | 42 | 82.4\% |
|  |  | No | 9 | 17.6\% |
|  |  | Unknown | 0 | 0.0\% |
| B9. 07 | Product Preparation. | Yes | 45 | 88.2\% |
|  |  | No | 5 | 9.8\% |
|  |  | Unknown | 1 | 2.0\% |
| B9. 08 | Delivery to customers. | Yes | 35 | 68.6\% |
|  |  | No | 12 | 23.5\% |
|  |  | Unknown | 4 | 7.8\% |
| B9.09 | Deposit sales takings. | Yes | 30 | 58.8\% |
|  |  | No | 18 | 35.3\% |
|  |  | Unknown | 3 | 5.9\% |
| B9. 10 | Customer satisfaction. | Yes | 45 | 88.1\% |
|  |  | No | 6 | 11.8\% |
|  |  | Unknown | 0 | 0.0\% |
| B9.11 | Employees. | Yes | 36 | 70.6\% |
|  |  | No | 14 | 27.4\% |
|  |  | Unknown | 1 | 2.0\% |
| B9.12 | Quality Assurance. | Yes | 46 | 90.2\% |
|  |  | No | 4 | 7.8\% |
|  |  | Unknown | 1 | 2.0\% |
| B9.13 | Law Compliance. | Yes | 41 | 80.4\% |
|  |  | No | 8 | 15.7\% |
|  |  | Unknown | 2 | 3.9\% |
| SECTION C: BUSINESS CYCLES AND PERFORMANCE MEASURES |  |  |  |  |
| C10. To what extend do you use performance measures in your business activities: |  |  |  |  |
| C10.01 | Marketing. | Never | 6 | 11.8\% |
|  |  | On demand | 6 | 11.8\% |
|  |  | Daily | 5 | 9.8\% |
|  |  | Weekly | 17 | 33.3\% |
|  |  | Monthly | 16 | 31.4\% |
|  |  | Quarterly | 0 | 0.0\% |
|  |  | Unknown | 1 | 2.0\% |
| C10.02 | Advertising. | Never | 7 | 13.7\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | On demand | 5 | 9.8\% |
|  | Daily | 2 | 2.0\% |
|  | Weekly | 14 | 27.4\% |
|  | Monthly | 19 | 37.2\% |
|  | Quarterly | 1 | 20.\% |
|  | Unknown | 3 | 5.9\% |
| C10.03 Purchases. | Never | 4 | 7.8\% |
|  | On demand | 3 | 5.9\% |
|  | Daily | 21 | 41.2\% |
|  | Weekly | 21 | 41.2\% |
|  | Monthly | 2 | 3.9\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 0 | 0.0\% |
| C10.04 Stock Control. | Never | 1 | 2.0\% |
|  | On demand | 1 | 2.0\% |
|  | Daily | 39 | 76.5\% |
|  | Weekly | 9 | 17.6\% |
|  | Monthly | 1 | 2.0\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 0 | 0.0\% |
| C10.05 Payment of suppliers. | Never | 12 | 23.5\% |
|  | On demand | 5 | 9.8\% |
|  | Daily | 8 | 15.7\% |
|  | Weekly | 9 | 17.6\% |
|  | Monthly | 17 | 33.3\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 0 | 0.0\% |
| C10.06 Customer's Orders / Sales | Never | 3 | 5.9\% |
|  | On demand | 4 | 7.8\% |
|  | Daily | 41 | 80.4\% |
|  | Weekly | 2 | 3.9\% |
|  | Monthly | 0 | 0.0\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 1 | 2.0\% |
| C10.07 Product Preparation. | Never | 1 | 2.0\% |
|  | On demand | 2 | 3.9\% |
|  | Daily | 45 | 88.2\% |
|  | Weekly | 1 | 2.0\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Monthly | 0 | 0.0\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| C10.08 Delivery to customers. | Never | 4 | 7.8\% |
|  | On demand | 3 | 5.9\% |
|  | Daily | 38 | 74.5\% |
|  | Weekly | 2 | 3.9\% |
|  | Monthly | 0 | 0.0\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 4 | 7.8\% |
| C10.09 Deposit sales takings. | Never | 9 | 17.6\% |
|  | On demand | 0 | 0.0\% |
|  | Daily | 19 | 37.2\% |
|  | Weekly | 20 | 39.2\% |
|  | Monthly | 1 | 2.0\% |
|  | Quarterly | 1 | 2.0\% |
|  | Unknown | 1 | 2.0\% |
| C10.10 Customer satisfaction. | Never | 2 | 3.9\% |
|  | On demand | 3 | 5.9\% |
|  | Daily | 40 | 78.4\% |
|  | Weekly | 3 | 5.9\% |
|  | Monthly | 2 | 3.9\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 1 | 2.0\% |
| C10.11 Employees. | Never | 14 | 27.4\% |
|  | On demand | 15 | 29.4\% |
|  | Daily | 16 | 31.4\% |
|  | Weekly | 3 | 5.9\% |
|  | Monthly | 3 | 5.9\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 0 | 0.0\% |
| C10.12 Quality Assurance. | Never | 5 | 9.8\% |
|  | On demand | 19 | 37.2\% |
|  | Daily | 16 | 31.4\% |
|  | Weekly | 7 | 13.7\% |
|  | Monthly | 3 | 5.9\% |
|  | Quarterly | 0 | 0.0\% |
|  | Unknown | 1 | 2.0\% |


| Variables |  | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: | :---: |
| C10.13 | Law Compliance. | Never | 5 | 9.8\% |
|  |  | On demand | 21 | 41.2\% |
|  |  | Daily | 11 | 21.6\% |
|  |  | Weekly | 5 | 9.8\% |
|  |  | Monthly | 8 | 15.7\% |
|  |  | Quarterly | 0 | 0.0\% |
|  |  | Unknown | 1 | 2.0\% |
| C11. Which of the following areas of organisation performance are key drives of success for your outlet: |  |  |  |  |
| C11.01 | Customer satisfaction. | Critical driver | 17 | 33.3\% |
|  |  | Important driver | 34 | 66.7\% |
|  |  | Minor driver | 0 | 0.0\% |
|  |  | Not a driver | 0 | 0.0\% |
|  |  | Unknown | 0 | 0.0\% |
| C11.02 | Product quality. | Critical driver | 16 | 31.4\% |
|  |  | Important driver | 34 | 66.7\% |
|  |  | Minor driver | 1 | 2.0\% |
|  |  | Not a driver | 0 | 0.0\% |
|  |  | Unknown | 0 | 0.0\% |
| C11.03 | Product preparation. | Critical driver | 15 | 29.4\% |
|  |  | Important driver | 33 | 64.7\% |
|  |  | Minor driver | 3 | 5.9\% |
|  |  | Not a driver | 0 | 0.0\% |
|  |  | Unknown | 0 | 0.0\% |
| C11.04 | Service quality. | Critical driver | 17 | 33.3\% |
|  |  | Important driver | 31 | 60.8\% |
|  |  | Minor driver | 3 | 5.9\% |
|  |  | Not a driver | 0 | 0.0\% |
|  |  | Unknown | 0 | 0.0\% |
| C11.05 | Financial results. | Critical driver | 36 | 706\% |
|  |  | Important driver | 12 | 23.5\% |
|  |  | Minor driver | 2 | 3.9\% |
|  |  | Not a driver | 0 | 0.0\% |
|  |  | Unknown | 1 | 2.0\% |
| C11.06 | Employee commitment. | Critical driver | 8 | 15.7\% |
|  |  | Important driver | 13 | 25.5\% |
|  |  | Minor driver | 26 | 51.0\% |
|  |  | Not a driver | 3 | 5.9\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Unknown | 1 | 2.0\% |
| Quality of management processes. | Critical driver | 7 | 13.7\% |
|  | Important driver | 17 | 33.3\% |
|  | Minor driver | 18 | 35.3\% |
|  | Not a driver | 8 | 15.7\% |
|  | Unknown | 1 | 2.0\% |
| Innovation. | Critical driver | 4 | 7.8\% |
|  | Important driver | 13 | 25.5\% |
|  | Minor driver | 24 | 47.1\% |
|  | Not a driver | 8 | 15.7\% |
|  | Unknown | 2 | 3.9\% |
| Progress towards your vision. | Critical driver | 6 | 11.8\% |
|  | Important driver | 12 | 23.5\% |
|  | Minor driver | 24 | 47.1\% |
|  | Not a driver | 9 | 17.6\% |
|  | Unknown | 0 | 0.0\% |
| Achievement of desired results in daily activities. | Critical driver | 7 | 13.7\% |
|  | Important driver | 24 | 47.1\% |
|  | Minor driver | 16 | 31.4\% |
|  | Not a driver | 3 | 5.9\% |
|  | Unknown | 1 | 2.0\% |
| Quality of relationship with external stakeholders. | Critical driver | 3 | 5.9\% |
|  | Important driver | 6 | 11.8\% |
|  | Minor driver | 16 | 31.4\% |
|  | Not a driver | 23 | 45.1\% |
|  | Unknown | 3 | 5.9\% |
| Impact on society and the environment. | Critical driver | 5 | 9.8\% |
|  | Important driver | 9 | 17.6\% |
|  | Minor driver | 13 | 25.5\% |
|  | Not a driver | 21 | 41.2\% |
|  | Unknown | 3 | 5.9\% |
| Compliance with the laws performance. | Critical driver | 9 | \% |
|  | Important driver | 17 | \% |
|  | Minor driver | 19 | \% |
|  | Not a driver | 4 | \% |
|  | Unknown | 2 | 3.9\% |
| C11.14 Deposit sales takings. | Critical driver | 3 | 5.9\% |
|  | Important driver | 41 | 80.4\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Minor driver | 6 | 11.8\% |
|  | Not a driver | 0 | 0.0\% |
|  | Unknown | 1 | 20.\% |
| C11.15 Delivery to customer. | Critical driver | 5 | 9.8\% |
|  | Important driver | 35 | 68.6\% |
|  | Minor driver | 0 | 0.0\% |
|  | Not a driver | 2 | 3.9\% |
|  | Unknown | 9 | 17.6\% |
| C11.16 Customer orders and sales. | Critical driver | 14 | 27.4\% |
|  | Important driver | 33 | 64.7\% |
|  | Minor driver | 2 | 3.9\% |
|  | Not a driver | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| C11.17 Stock activities. | Critical driver | 14 | 27.4\% |
|  | Important driver | 25 | 49.0\% |
|  | Minor driver | 10 | 19.6\% |
|  | Not a driver | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| C11.18 Purchases activities. | Critical driver | 9 | 17.6\% |
|  | Important driver | 19 | 37.2\% |
|  | Minor driver | 21 | 41.2\% |
|  | Not a driver | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| C11.19 Advertising activities. | Critical driver | 5 | 9.8\% |
|  | Important driver | 13 | 25.5\% |
|  | Minor driver | 31 | 60.8\% |
|  | Not a driver | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| C11.20 Marketing activities. | Critical driver | 6 | 11.8\% |
|  | Important driver | 14 | 27.4\% |
|  | Minor driver | 30 | 58.8\% |
|  | Not a driver | 0 | 0.0\% |
|  | Unknown | 1 | 2.0\% |
| C12. Please rank your opinions of your organisation with regard to the following: |  |  |  |
| C12.01 Financial measures used by the organisation. | Excellent | 14 | 27.4\% |
|  | Good | 33 | 64.7\% |
|  | Average | 4 | 7.8\% |
|  | Poor | 0 | 0.0\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 0 | 0.0\% |
|  | Unknown | 0 | 0.0\% |
| Non-Financial measures used by the organisation. | Excellent | 6 | 11.8\% |
|  | Good | 5 | 9.5\% |
|  | Average | 14 | 27.4\% |
|  | Poor | 22 | 43.1\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 3 | 5.9\% |
|  | Unknown | 1 | 2.0\% |
| Achieving the objectives and targets on a daily basis. | Excellent | 7 | 13.7\% |
|  | Good | 6 | 11.8\% |
|  | Average | 22 | 43.1\% |
|  | Poor | 8 | 15.7\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 7 | 13.7\% |
|  | Unknown | 1 | 2.0\% |
| Ability to retrieve information anytime when required. | Excellent | 9 | 17.6\% |
|  | Good | 5 | 9.8\% |
|  | Average | 8 | 15.7\% |
|  | Poor | 18 | 35.3\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 9 | 17.6\% |
|  | Unknown | 2 | 3.9\% |
| Organisation's ability to analyze weaknesses and strengths. | Excellent | 6 | 11.8\% |
|  | Good | 10 | 19.6\% |
|  | Average | 5 | 9.8\% |
|  | Poor | 4 | 7.8\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 26 | 51.0\% |
|  | Unknown | 0 | 0.0\% |
| Sufficient feedback from franchisor. | Excellent | 4 | 7.8\% |
|  | Good | 6 | 11.8\% |
|  | Average | 25 | 49.0\% |
|  | Poor | 8 | 15.7\% |
|  | Very Poor | 1 | 2.0\% |
|  | Don't know | 6 | 11.8\% |
|  | Unknown | 1 | 2.0\% |



| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Poor | 0 | 0.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 0 | 0.0\% |
|  | Unknown | 1 | 2.0\% |
| Measuring customer expectations. | Excellent | 8 | 15.7\% |
|  | Good | 6 | 11.8\% |
|  | Average | 4 | 7.8\% |
|  | Poor | 0 | 0.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 32 | 62.8\% |
|  | Unknown | 1 | 2.0\% |
| Number of new customers. | Excellent | 5 | 9.8\% |
|  | Good | 8 | 15.7\% |
|  | Average | 4 | 7.8\% |
|  | Poor | 1 | 2.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 33 | 64.7\% |
|  | Unknown | 0 | 0.0\% |
| C12.15 Customers services. | Excellent | 9 | 17.6\% |
|  | Good | 21 | 41.2\% |
|  | Average | 21 | 41.2\% |
|  | Poor | 0 | 0.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 0 | 0.0\% |
|  | Unknown | 0 | 0.0\% |
| C12.16 Customer retention. | Excellent | 7 | 13.7\% |
|  | Good | 8 | 15.7\% |
|  | Average | 1 | 2.0\% |
|  | Poor | 0 | 0.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 35 | 68.6\% |
|  | Unknown | 0 | 0.0\% |
| C12.17 Customer delivery lead- time. | Excellent | 4 | 7.8\% |
|  | Good | 10 | 19.6\% |
|  | Average | 14 | 27.4\% |
|  | Poor | 0 | 0.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 22 | 43.1\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Unknown | 1 | 2.0\% |
| Alignment of employee to business vision. | Excellent | 5 | 9.8\% |
|  | Good | 8 | 15.7\% |
|  | Average | 25 | 49.0\% |
|  | Poor | 0 | 0.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 13 | 25.5\% |
|  | Unknown | 0 | 0.0\% |
| Ability of employees to complete work on scheduled time. | Excellent | 3 | 5.9\% |
|  | Good | 11 | 21.6\% |
|  | Average | 36 | 70.6\% |
|  | Poor | 1 | 2.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 0 | 0.0\% |
|  | Unknown | 0 | 0.0\% |
| Employees understanding of operational procedures. | Excellent | 6 | 11.8\% |
|  | Good | 9 | 17.6\% |
|  | Average | 32 | 62.8\% |
|  | Poor | 2 | 3.9\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 2 | 3.9\% |
|  | Unknown | 0 | 0.0\% |
| Employees satisfaction / motivation. | Excellent | 5 | 9.8\% |
|  | Good | 10 | 19.6\% |
|  | Average | 4 | 7.8\% |
|  | Poor | 0 | 0.0\% |
|  | Very Poor | 1 | 2.0\% |
|  | Don't know | 31 | 60.8\% |
|  | Unknown | 0 | 0.0\% |
| Existing agreed performance standards. | Excellent | 5 | 9.8\% |
|  | Good | 11 | 21.6\% |
|  | Average | 3 | 5.9\% |
|  | Poor | 0 | 0.0\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 32 | 62.8\% |
|  | Unknown | 0 | 0.0\% |
| Rewarding achievement of short term financial target. | Excellent | 6 | 11.8\% |
|  | Good | 13 | 25.5\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Average | 10 | 19.6\% |
|  | Poor | 1 | 2.0\% |
|  | Very Poor | 1 | 2.0\% |
|  | Don't know | 20 | 39.2\% |
|  | Unknown | 0 | 0.0\% |
| Staff accountability of use of resources. | Excellent | 6 | 11.8\% |
|  | Good | 8 | 15.7\% |
|  | Average | 31 | 60.8\% |
|  | Poor | 2 | 3.9\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 3 | 5.9\% |
|  | Unknown | 1 | 2.0\% |
| Monitoring learning and reporting capabilities. | Excellent | 3 | 5.9\% |
|  | Good | 6 | 11.8\% |
|  | Average | 6 | 11.8\% |
|  | Poor | 2 | 3.9\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 33 | 64.7\% |
|  | Unknown | 1 | 2.0\% |
| Internal communication. | Excellent | 6 | 11.8\% |
|  | Good | 12 | 23.5\% |
|  | Average | 26 | 51.0\% |
|  | Poor | 2 | 3.9\% |
|  | Very Poor | 0 | 0.0\% |
|  | Don't know | 4 | 7.8\% |
|  | Unknown | 1 | 2.0\% |
| C13. In your capacity as manager / owner, indicate the level of attention you give to each area: |  |  |  |
| Financial results. | Highest attention | 48 | 94.1\% |
|  | Some attention | 1 | 2.0\% |
|  | No attention | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| Operational performance. | Highest attention | 33 | 64.7\% |
|  | Some attention | 16 | 31.4\% |
|  | No attention | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| Employee commitment. | Highest attention | 13 | 25.5\% |
|  | Some attention | 10 | 19.6\% |
|  | No attention | 26 | 51.0\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Unknown | 2 | 3.9\% |
| Customer satisfaction. | Highest attention | 41 | 80.4\% |
|  | Some attention | 8 | 15.7\% |
|  | No attention | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| Product quality. | Highest attention | 27 | 52.9\% |
|  | Some attention | 22 | 43.1\% |
|  | No attention | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| Service quality. | Highest attention | 29 | 56.9\% |
|  | Some attention | 20 | 39.2\% |
|  | No attention | 0 | 0.0\% |
|  | Unknown | 2 | 3.9\% |
| Innovation. | Highest attention | 10 | 19.6\% |
|  | Some attention | 17 | 33.3\% |
|  | No attention | 22 | 43.1\% |
|  | Unknown | 2 | 3.9\% |
| Quality of relationships with external stakeholders. | Highest attention | 9 | 17.6\% |
|  | Some attention | 15 | 29.4\% |
|  | No attention | 23 | 45.1\% |
|  | Unknown | 4 | 7.8\% |
| Impact of society and environment. | Highest attention | 9 | 17.6\% |
|  | Some attention | 13 | 25.5\% |
|  | No attention | 26 | 51.0\% |
|  | Unknown | 3 | 5.9\% |
| Brand strength. | Highest attention | 37 | 72.6\% |
|  | Some attention | 9 | 17.6\% |
|  | No attention | 0 | 0.0\% |
|  | Unknown | 5 | 9.8\% |
| Quality of governance and management processes. | Highest attention | 15 | 29.4\% |
|  | Some attention | 21 | 41.2\% |
|  | No attention | 12 | 22.5\% |
|  | Unknown | 3 | 5.9\% |
| C14. What type of management mechanisms do you use: |  |  |  |
| C14.01 Activity based costing. | Yes | 40 | 78.4\% |
|  | No | 6 | 11.8\% |
|  | Unknown | 5 | 9.8\% |
| C14.02 Standard costing. | Yes | 38 | 74.5\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | No | 7 | 13.7\% |
|  | Unknown | 6 | 11.8\% |
| Breakeven Analysis. | Yes | 41 | 80.4\% |
|  | No | 5 | 9.8\% |
|  | Unknown | 5 | 9.8\% |
| C14.04 Capital Budgeting. | Yes | 17 | 33.3\% |
|  | No | 27 | 52.9\% |
|  | Unknown | 7 | 13.7\% |
| C14.05 Balanced Scorecard. | Yes | 6 | 11.8\% |
|  | No | 39 | 76.5\% |
|  | Unknown | 6 | 11.8\% |
| Management by objectives. | Yes | 25 | 49.0\% |
|  | No | 20 | 39.2\% |
|  | Unknown | 6 | 11.8\% |
| Performance Prism. | Yes | 6 | 11.8\% |
|  | No | 39 | 76.5\% |
|  | Unknown | 6 | 11.8\% |
| Ratio Analysis. | Yes | 40 | 78.4\% |
|  | No | 4 | 7.8\% |
|  | Unknown | 7 | 13.7\% |
| C14.09 Six Sigma. | Yes | 4 | 7.8\% |
|  | No | 40 | 78.4\% |
|  | Unknown | 7 | 13.7\% |
| C14.10 Total Quality Management. | Yes | 33 | 64.7\% |
|  | No | 12 | 23.5\% |
|  | Unknown | 6 | 11.8\% |
| C14.11 Baldridge. | Yes | 4 | 7.8\% |
|  | No | 40 | 78.4\% |
|  | Unknown | 7 | 13.7\% |
| C14.12 CRM Measurement Framework. | Yes | 5 | 9.8\% |
|  | No | 39 | 76.5\% |
|  | Unknown | 7 | 13.7\% |
| C14.13 Leadership Driven Measurement. | Yes | 17 | 33.3\% |
|  | No | 28 | 54.9\% |
|  | Unknown | 6 | 11.8\% |
| C14.14 Accountability Scorecard. | Yes | 9 | 17.6\% |
|  | No | 36 | 70.6\% |
|  | Unknown | 6 | 11.8\% |


| Variables |  | Categories | Frequency | Percentage |
| :---: | :---: | :---: | :---: | :---: |
| C14.15 | HR Scorecard. | Yes | 5 | 9.8\% |
|  |  | No | 40 | 78.4\% |
|  |  | Unknown | 6 | 11.8\% |
| C15. How would you rate the quality of information as provided by your current performance measurement system to measure the following areas: |  |  |  |  |
| C15.01 | Price comparisons to competition. | Excellent | 11 | 21.6\% |
|  |  | Good | 8 | 15.7\% |
|  |  | Average | 6 | 11.8\% |
|  |  | Fair | 19 | 37.2\% |
|  |  | Poor | 3 | 5.9\% |
|  |  | Don't know | 1 | 2.0\% |
|  |  | Unknown | 3 | 5.9\% |
| C15.02 | Number of on-time deliveries. | Excellent | 6 | 11.8\% |
|  |  | Good | 5 | 9.8\% |
|  |  | Average | 3 | 5.9\% |
|  |  | Fair | 2 | 3.9\% |
|  |  | Poor | 0 | 0.0\% |
|  |  | Don't know | 28 | 54.9\% |
|  |  | Unknown | 7 | 13.7\% |
| C15.03 | Response times. | Excellent | 5 | 9.8\% |
|  |  | Good | 9 | 17.6\% |
|  |  | Average | 5 | 9.8\% |
|  |  | Fair | 4 | 7.8\% |
|  |  | Poor | 0 | 0.0\% |
|  |  | Don't know | 25 | 49.0\% |
|  |  | Unknown | 3 | 5.9\% |
| C15.04 | Customer complaints. | Excellent | 8 | 17.7\% |
|  |  | Good | 5 | 9.8\% |
|  |  | Average | 9 | 17.6\% |
|  |  | Fair | 19 | 37.2\% |
|  |  | Poor | 1 | 2.0\% |
|  |  | Don't know | 5 | 9.8\% |
|  |  | Unknown | 4 | 7.8\% |
| C15.05 | Number of products returns. | Excellent | 6 | 11.8\% |
|  |  | Good | 6 | 11.8\% |
|  |  | Average | 8 | 15.7\% |
|  |  | Fair | 7 | 13.7\% |
|  |  | Poor | 3 | 5.9\% |


| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Don't know | 17 | 33.3\% |
|  | Unknown | 4 | 7.8\% |
| C15.06 Customer survey results. | Excellent | 8 | 15.7\% |
|  | Good | 4 | 7.8\% |
|  | Average | 5 | 9.8\% |
|  | Fair | 0 | 0.0\% |
|  | Poor | 0 | 0.0\% |
|  | Don't know | 31 | 60.8\% |
|  | Unknown | 3 | 5.9\% |
| C15.07 Service rewards. | Excellent | 5 | 9.8\% |
|  | Good | 4 | 7.8\% |
|  | Average | 5 | 9.8\% |
|  | Fair | 0 | 0.0\% |
|  | Poor | 1 | 2.0\% |
|  | Don't know | 33 | 64.7\% |
|  | Unknown | 3 | 5.9\% |
| C15.08 Cycle times. | Excellent | 3 | 5.9\% |
|  | Good | 6 | 11.8\% |
|  | Average | 6 | 11.8\% |
|  | Fair | 6 | 11.8\% |
|  | Poor | 1 | 2.0\% |
|  | Don't know | 24 | 47.1\% |
|  | Unknown | 5 | 9.8\% |
| C15.09 Inventory turnover. | Excellent | 6 | 11.8\% |
|  | Good | 10 | 19.6\% |
|  | Average | 10 | 19.6\% |
|  | Fair | 18 | 35.3\% |
|  | Poor | 0 | 0.0\% |
|  | Don't know | 2 | 3.9\% |
|  | Unknown | 5 | 9.8\% |
| C15.10 Defect rates. | Excellent | 2 | 3.9\% |
|  | Good | 4 | 7.8\% |
|  | Average | 7 | 13.7\% |
|  | Fair | 3 | 5.9\% |
|  | Poor | 1 | 2.0\% |
|  | Don't know | 29 | 58.9\% |
|  | Unknown | 5 | 9.8\% |
| C15.11 Resources utilization. | Excellent | 5 | 9.8\% |



| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
|  | Poor | 0 | 0.0\% |
|  | Don't know | 29 | 56.9\% |
|  | Unknown | 5 | 9.8\% |
| Employee talent. | Excellent | 3 | 5.9\% |
|  | Good | 7 | 13.7\% |
|  | Average | 2 | 3.9\% |
|  | Fair | 3 | 5.9\% |
|  | Poor | 1 | 2.0\% |
|  | Don't know | 30 | 58.8\% |
|  | Unknown | 5 | 9.8\% |
| Number of new products. | Excellent | 3 | 5.9\% |
|  | Good | 14 | 27.4\% |
|  | Average | 19 | 37.2\% |
|  | Fair | 11 | 21.6\% |
|  | Poor | 1 | 2.0\% |
|  | Don't know | 0 | 0.0\% |
|  | Unknown | 3 | 5.9\% |
| C15.19 Systems improvements implemented. | Excellent | 4 | 7.8\% |
|  | Good | 11 | 21.6\% |
|  | Average | 7 | 13.7\% |
|  | Fair | 7 | 13.7\% |
|  | Poor | 1 | 2.0\% |
|  | Don't know | 18 | 35.3\% |
|  | Unknown | 3 | 5.9\% |
| Number of patents. | Excellent | 3 | 5.9\% |
|  | Good | 9 | 17.6\% |
|  | Average | 19 | 37.2\% |
|  | Fair | 9 | 17.6\% |
|  | Poor | 1 | 2.0\% |
|  | Don't know | 5 | 9.8\% |
|  | Unknown | 5 | 9.8\% |
| C15.21 New technologies adopted. | Excellent | 5 | 9.8\% |
|  | Good | 6 | 11.8\% |
|  | Average | 7 | 13.7\% |
|  | Fair | 5 | 9.8\% |
|  | Poor | 2 | 3.9\% |
|  | Don't know | 22 | 43.1\% |
|  | Unknown | 4 | 7.8\% |



| Variables | Categories | Frequency | Percentage out of total |
| :---: | :---: | :---: | :---: |
| C16.04 Difficulty measuring non-financials. | N/A | 8 | 15.7\% |
|  | Minor problems | 3 | 5.9\% |
|  | Some problems | 11 | 21.6\% |
|  | Major Problems | 28 | 54.9\% |
|  | Unknown | 1 | 2.0\% |
| C16.05 Lack of information. | N/A | 9 | 17.6\% |
|  | Minor problems | 7 | 13.7\% |
|  | Some problems | 19 | 37.2\% |
|  | Major Problems | 14 | 27.4\% |
|  | Unknown | 2 | 3.9\% |
| C16.06 Lack of knowledge on performance measured. | N/A | 7 | 13.7\% |
|  | Minor problems | 7 | 13.7\% |
|  | Some problems | 19 | 37.2\% |
|  | Major Problems | 15 | 29.4\% |
|  | Unknown | 3 | 5.9\% |
| C16.07 No one to consult. | N/A | 11 | 21.6\% |
|  | Minor problems | 5 | 9.8\% |
|  | Some problems | 24 | 47.1\% |
|  | Major Problems | 8 | 15.7\% |
|  | Unknown | 3 | 5.9\% |
| C16.08 Support more costly than expected. | N/A | 7 | 13.7\% |
|  | Minor problems | 5 | 9.8\% |
|  | Some problems | 10 | 19.6\% |
|  | Major Problems | 26 | 51.0\% |
|  | Unknown | 3 | 5.9\% |
| C16.09 Lack of readily available support. | N/A | 7 | 13.7\% |
|  | Minor problems | 5 | 9.8\% |
|  | Some problems | 26 | 51.0\% |
|  | Major Problems | 10 | 19.6\% |
|  | Unknown | 3 | 5.9\% |
| C16.10 Different from original promise. | N/A | 7 | 13.7\% |
|  | Minor problems | 4 | 7.8\% |
|  | Some problems | 15 | 29.4\% |
|  | Major Problems | 22 | 43.1\% |
|  | Unknown | 3 | 5.9\% |

