

## MAXI'S AWARDS ITS FRANCHISEES

Tuesday 16 September 2008 Maxi's Restaurants recently held their Annual Franchisees' Awards luncheon.

"These awards are a great way of rewarding and recognising our franchisees' hard work throughout the year," says managing director of Maxi's, Christo Calitz.

The awards handed out at this year's conference held at Sheraton Hotel in Pretoria, were for the winners of the National "Customer is King" Operations campaign that was launched in October 2007. The campaign was an internal challenge amongst the franchise network to achieve in important aspects of the business, with great emphasis being placed on customer service. This includes all the important points that make for a strong franchise network and deliver a great customer experience – such as standard of operations in store and customer service.

This year there were eight categories. The **best customer service** or mystery shopper category was won by Maxi's Mokopane, for the second year running. This award is based on a highest overall score of all Mystery Shopper research conducted throughout the year long programme, including all follow up results, where assessment is made of corrective actions taken from Mystery Shopper results. Mystery Shoppers are conducted by a 3<sup>rd</sup> party research company. Jeanette won a 2 nights stay for two in an exclusive 5 star game lodge.

Maxi's Newcastle won the award for **highest year-on-year percentage growth**. This is the highest growth in terms of percentage of sales from 1 November 2007 to 31 July 2008. Pierre and Dina won a 2 nights stay for two in an exclusive 5 star game lodge.

Maxi's East Rand Galleria took home two awards on the day, the first for winning the **Category A Customer is King award** (The highest overall score in the Customer is King programme within the Category A stores - stores with an annual turnover of R4million and more. East Rand Galleria also won the **highest year-on-year rand value growth** for 2008 vs. 2007. Tim and Costa won two weekend away 5 Star Game lodge packages.

Maxi's Menlyn were awarded **Runner Up for the Category A Customer is King Operations Campaign**.

As part of their awards, Maxi's also look to recognise their newer franchisees with the **Newcomer award**. The prize is based on the highest Customer is King Operations campaign scores for new Maxi's outlets that opened before March 2008. This year the award went to Maxi's Lambton. Deon and Melanie won a 2 nights stay for two in an exclusive 5 star game lodge

Maxi's Moreleta Park also won two awards. They won **best standard of operations** which looks at the highest overall standard of operations assessment score for the year long programme. They also came runner **up in the overall National Customer is King Operations Campaign**. Erica and Johan won a 2 nights stay for two in an exclusive 5 star game lodge.

**Franchise Manager of the year award** went to Johan van der Sandt. Johan had the highest overall scores from his group of stores and was awarded R5000.

The big winner of the evening, the **Overall Customer is King Winner** – overall winner in the group was won by Maxi's Hazeldean. Maxi's Hazeldean had the highest overall score for all aspects of the year long campaign which includes standard of operations, mystery shoppers , follow ups of assessments and meeting attendance. Dean, Criselda, Deon and Andre won an all expenses paid 7 night stay in Mauritius for two.

"We like to congratulate all our winners as well as all our franchisees. They all worked extremely hard towards these awards and are all winners in their own right," concludes Calitz.

For more information about Maxi's, visit their website at [www.maxisfood.com](http://www.maxisfood.com).

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