

# MEDIA RELEASE

**DATE:** 20 December 2005

**FOR IMMEDIATE RELEASE**

## **AUSSIE COMPANY ON TOP OF THE WORLD**

Australian franchise company, **Action International** has been ranked 49<sup>th</sup> best franchise in the world by the prestigious Entrepreneur.com for 2006.

**Action International**, a successful business coaching franchise, started out in 1993 in Brisbane and began franchising in 1997. It is now listed alongside the kings of franchise like McDonalds, Subway and Remax.

In Entrepreneur.com's annual list, **Action** took first place in the business consulting services category and is the only Australian company to make the listing overall.

Entrepreneur.com's highly regarded listing began in 1980 and was the first world ranking of franchises. It is now regarded the best and most comprehensive rating of franchises.

To determine ranking, Entrepreneur.com judges all companies, regardless of size, by the same criteria. The rankings are determined by various quantifiable data with some weighed more heavily than others. Considered are financial strength and stability, growth rate and size of the system, number of years in business and length of time franchising, start-up costs, litigation and percentage of terminations.

**Action International** boasts more than 700 franchises in 22 countries including; Australia, United States, United Kingdom, Malaysia, Hong Kong, Indonesia and New Zealand.

**Action International** CEO, Vic Ciuffetelli is thrilled with the result and believes it is testament to the ability of Australian business to perform on the world stage.

"For an Australian company to be ranked 49<sup>th</sup> in the world is extraordinary."

"It has only been nine years since we began franchising the model, so to be up there with franchises that have been around a lot longer is a fantastic achievement."

The success of the franchise is attributed to the ever-growing number of small to medium sized business requiring, and experiencing huge success from, business coaching.

Vic Ciuffetelli believes the concept of franchised business coaching is the perfect business opportunity for individuals interested in helping business owners.

**Action International** has that added advantage over other business coaching companies, in that it has a huge global network of knowledge and support to tap into.

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**Action International**, headquartered in Brisbane, Queensland, is one of the fastest growing franchises and is the largest business coaching company in the world. The company was established in 1993 in Australia by a young visionary named Brad Sugars. Brad recognised early on that most owners of small and medium-sized businesses were unaware of how to effectively grow their businesses and achieve their goals. He developed a comprehensive system and methodology to assist business owners in achieving their goals and realizing their dreams with dramatic results. The company began franchising in 1997, and now has 700+ offices in 22 countries around the globe.