

# MEDIA RELEASE

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**FOR IMMEDIATE RELEASE**

## **Aussie home grown company WINS Franchise of the Year Award in Ireland**

Australian owned company, **Action International**, is the winner of the prestigious Service Franchise of the Year Award 2005 in the Irish Franchise Awards, beating franchise giants Subway and McDonalds.

Business coaching is a relatively new concept in Ireland, but this has not prevented **Action International** from beating its more established and high-profile counterparts to become Irish Service Franchise of the Year.

The award, which was announced on Friday, is presented to the company that has demonstrated outstanding growth and development in the service sector of the Irish franchise industry.

**Action International** CEO, Vic Ciuffetelli said "This is an outstanding achievement for **Action**, and we are thrilled to receive this award. It is fantastic to be recognised as a leader in franchising alongside some of the giants in the industry."

Winning the Service Franchise of the Year Award is a major achievement for a company that was only introduced to Ireland three years ago by Master Licensee, Paul Fagan.

Speaking at the Awards Ceremony at the Hilton Hotel in Dublin, Paul Fagan looks forward to **Action** Business Coaches changing the face of Irish business: "We are delighted to win this prestigious award and to have our young business acknowledged by the Irish Franchise Association".

During his career in banking Fagan identified a gap in the business services market when he recognised the two main reasons that many businesses fail are cash flow challenges and a lack of skills and knowledge.

All businesses in should consider a business coach in the same way as they have an accountant to audit the books and a solicitor to give legal advice. **Action** coaches are aware that many owners of small businesses work very long hours, have challenges recruiting and motivating staff, and generally are too involved in the day-to-day running of their business to even identify and achieve their own ambitions.

**Action International** business coaches work with business owners on mastering cash flow, building profits, introducing systems to ensure growth and sustainability, a service that is not provided by traditional business advisors, management consultants or accountants.

Fagan believes an **Action International** franchise is the perfect business opportunity for individuals who are interested in providing business coaching to the SME sector. **Action International** has a significant advantage over other business coaching companies, with a global

network of over 700 business coaches operating in 19 Countries. Opportunities to join this network of entrepreneurs who are helping businesses succeed and prosper exist throughout the country.

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**Photos are available on request.**

**About Action International**

**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 19 countries around the globe.

