

# Be wise - invest in a franchise

Trading since 1994, OVENU is the market leader in its field of expertise

**A**s independent operators come and go in the potentially lucrative oven cleaning sector, it's no coincidence that one name stands out year in, year out - OVENU, the professional oven valeting franchise.

Cleaning an oven might appear to be a pretty simple job - a handful of old rags, a couple of aerosols, hire a van and, hey presto, crash bang wallop you're in business. But you'd be wrong.

## Commitment

Professional oven valeting by an Ovenu franchisee is a service that requires training and a commitment to customer care that independents are unable to match, which is why around 85 per cent of independent businesses fail within the first 12 months. Then there is the Ovenu guarantee that none of its cleaning materials contain anything that can harm the environment.

Reputable franchises and members of the British Franchise Association usually move quickly into profit and are still around in many years time to tell their success stories. Little wonder then that OVENU is



the market leader in its field of expertise. The company has been trading since 1994, which means that OVENU has a wealth of knowledge and experience for franchisees (and their customers) to benefit from.

That's 13 years of helping franchisees be the best at what they do and helping them run successful businesses.

The highly successful OVENU business model enables franchisees to get off to a flying start by being immediately 'plugged in' to the company's national marketing initiatives and internet activity. Many new franchisees are pleasantly surprised at how quickly orders start coming through, even during their training week. National marketing is simply something that independent operators just can't do.

## Successful

Quality advice and industry specific 'know-how' rapidly establishes OVENU franchisees as successful businesses, not just making a few pounds doing 'a job' - and for a modest initial investment of around £10,000 (an investment that will be returned within a few months).

Initial training is only the start of developing a thriving business. Ongoing help, support and discussion is vital to sustain any business, and this is an important factor to consider when looking at joining the growing numbers in self-employment.

You'll need a helping hand along the way to assist you in the minefield that working for yourself can be. It's not all about doing a job of work, there are many facets to consider, including tax, insurances, litigation, communications, customer care, waste disposal, etc - the list just goes on.

Reputable franchisors offer help in all of these areas to ensure that brand loyalty is maintained and that a constant level of service is offered. OVENU certainly ticks all the boxes and that's a prime reason it has gained credibility in the franchise arena over the years. OVENU has been a Full Member of the British Franchise Association for the last four years and is ISO 9001:2000 accredited, which helps to reassure potential franchisees of the level of the company's commitment.

The past 13 years have seen many developments within the OVENU network and these changes have been noted by



franchisees over this time. Knowledge is regularly shared amongst OVENU network members on a sometimes daily or weekly basis via modern electronic media.

The company AGM is always widely welcomed and well attended. The AGM gives franchisees the opportunity to network and compile more valuable information for the months ahead. OVENU actively encourage franchisees to talk to one another face to face, over the phone, by email or over the web. This encourages 'team play' and, in conjunction with an understanding franchisor, plans can be hatched between all concerned to further enhance this market-leading brand.

For more information call Ken Rostron on 01325 251455.

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