

## **Ovenu is moving Onwards & Upwards!**

Ovenu franchisees provide a high quality valeting service for domestic ovens. The demand for the service has helped Rik Hellewell develop his franchise network to over 100 franchisees in the UK and has also successfully developed the concept overseas. The long term strategy is to develop Ovenu into an internationally recognised brand.

Rik Hellewell started Ovenu in 1994 and sold his first franchise in 1999. The Ovenu franchise business is now firmly established in the UK, although there are some prime areas remaining to be developed throughout the UK. The overseas business operates on a Master License basis and is beginning to flourish alongside the UK.

2006 will see some significant improvements to the Ovenu system and day to day operation of cleaning ovens that will benefit both customers and franchisees. Many of the franchisees should be ready to press on with their own development plans to operate additional vehicles or expand their territory.

“Franchising is a partnership” says Rik Hellewell, “and we understand the importance that buying a franchise has for everyone concerned. We also understand the importance of moving our business forward at the right pace for our franchisees, because if they’re happy so am I”.

Value for money is at the heart of Ovenu’s philosophy, from franchisor to franchisee and from franchisee to customer. Ovenu’s start up costs and ongoing fees represent excellent value for new franchisees.

The Ovenu franchise model is both simple and flexible which is why there is a real mix of backgrounds and ages in the network, and franchisees are very much in control of their own work life balance, because they manage their work diary and collect the rewards for their efforts after each job is completed.

To find out more about Ovenu contact Ken Rostron at The Franchise Company for a franchise pack on 01325 251455.