

## franchising

# Going global

HAVING ACHIEVED GREAT SUCCESS IN THE UK, OVENU IS TURNING ITS ATTENTION OVERSEAS

**T**he Ovenu brand is now well established in the UK and is the leading brand in its field. This position has been achieved by hard work and attention to detail in every aspect of the franchise model.

The simplicity of the current franchise model is no accident because it puts the day-to-day management of the business firmly in the hands of the franchisee, who is very much in control of his own destiny and income levels.

## FLOURISHING

Having achieved great success in the UK, Rik Hellewell, the founder of Ovenu, is turning his attention overseas and already has a flourishing master license arrangement in Australia. In addition, the USA is now poised for growth, with Canada in the pipeline.

2007 should also see some healthy development in France and Spain, and Rik anticipates new arrangements for Ireland and New Zealand. The Ovenu website is attracting a lot of interest from overseas prospects as well.

Developing a brand overseas requires attention to detail and careful planning to ensure the project is based on the same sound franchising and commercial principles that were successful in the UK.

It is too easy to become distracted by the lure of overseas travel and large upfront master license fees. In fact, the Ovenu approach is different because the master license fees are usually very reasonable and spread over three to six months, as the franchise model is adapted and modified before being launched into the 'local' market place.

Charging a sensible upfront fee leaves the master licensee with more working capital to invest in establishing their franchise model during the formative period of development and then, as growth kicks in, both parties benefit, which after all is what franchising is all about. **MM**

For more information call Ken Rostron on **01325 251455** for an initial chat and prospectus.

FREE INFO NO: **4062**



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# Excellent opportunity

WITH CARE SERVICES INTERNATIONAL LIMITED YOU CAN OWN YOUR OWN BUSINESS IN THE SUN



**C**are Services International Limited is a care franchise company based in Cheltenham operating in Spain under its subsidiary, **Asistencia y Salud SL**, for nearly two years. It is now embarking on a major expansion within the domiciliary care market and is looking for motivated individuals to invest in a profitable and rewarding franchise opportunity within this ever-increasing market place.

The co-founders, Robert Severn and Julie Farrington, together with the management team, have operated at a high level within the healthcare sector for over 50 years and have successfully supported many new franchisees within this industry.

## PROFITABLE

The Spanish healthcare sector provides an excellent and profitable franchise opportunity.

Recent statistics released by the Spanish National Institute of Statistics (INE) show that more than 10,000 Spanish nationals are aged over 100.

Over 7.5 million Spaniards are aged over 65, with the life expectancy of men being 77 and women 83 - currently the highest in Europe.

Traditionally, retired Spanish people have lived with and been looked after by their family, but now adult children with more demanding jobs are less inclined or able to care for parents.

Recently introduced legislation in Spain has very much the same objective as the Community Care Reforms 1993 in the UK - to enable people to live as independently as possible in their own homes.

Robert Severn, the company's managing director, says: "There has never been a better opportunity to invest in an industry that offers a long-term return."

Franchisees will be given a significant package consisting of:

- Successfully proven business format franchise formula.
- Use of established trademarks.
- Intellectual property such as policy and procedure, operational manuals and other 'know how'.
- 10-year licence, with option to renew.
- Access to Spanish legal team and other local resources.
- Ongoing training and support to assist with business set up, maintenance and development. **MM**

For more information call Robert Severn on **01242 222768** or contact the company's Spanish office: **00 34 952 371 774**. Alternatively, visit [www.care-servicesinternational.com](http://www.care-servicesinternational.com) or [www.asistenciaysalud.es](http://www.asistenciaysalud.es)

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