

## franchising



# Onward & upward

THE OVENU FRANCHISE – ESTABLISHED AND SUCCESSFUL, BUT NEVER COMPLACENT

**T**he Ovenu system was started in 1993, but did not begin franchising until 1997, which enabled the whole system to be rigorously tried and tested before it was introduced to the franchise market place.

Over the past 10 years there have been many innovations and improvements to the Ovenu franchise. Just one example is the time and investment that has gone into the continued improvement of the cleaning materials supplied by the franchisor. Ovenu has never used products with any trace of caustic or toxic material and recently introduced new products with revised cleaning formulae that are even milder than the previous ones. The basic Ovenu operating system, however, is still similar to how it's always been. Reinventing the wheel just hasn't been necessary.

### SIMPLE TO OPERATE

As Ovenu managing director, Rik Hellewell, explains: "We set out to design a franchise opportunity that was simple to operate and, over the last few years, we've built a hugely successful UK network based on those principles." That practical approach to franchising has also enabled Ovenu to successfully develop its service and brand overseas in Australia, the USA, plus parts of Spain and France."

Rik Hellewell believes that his approach gives franchisees exactly what they're looking for – a simple system that's easy to operate whilst being very profitable. Franchisees pay a fixed monthly management fee, so the harder they work the smaller their management fee is as a percentage of overall sales.

"The time and money invested in research in the early days has certainly paid off for the Ovenu network as a whole," says Rik. "We could have had franchisees operating with a much cheaper and inferior system, but that's just not Ovenu's philosophy. Trying different options and working hard to perfect things prior to launch was, and still is, the preferred route. As a result of that philosophy, the Ovenu network now operates with the finest grade equipment, environmentally friendly products and first-class training and ongoing support.

"We keep our network fully up to speed with any changes in legislation, health and safety issues, employment regulations, etc. This is nothing less than franchisees would expect from a Full Member of the British Franchise Association."

### MARKETING

Ovenu will often test new marketing initiatives on behalf of the network before rolling out a campaign in full.

Says Rik: "We do not expect our franchisees to have to spend a lot of time and/or money

experimenting with a new marketing idea.

Franchisees can then implement the new ideas in the full knowledge that everything has been done to test the project prior to launch."

Many of the national campaigns work hand in glove with the efforts of franchisees in their local area, and the 'national' identity builds consumer confidence in the Ovenu brand. That then enables franchisees to deliver the service and, at the same time, generate a good return for themselves and their family.

The Ovenu brand is nationally recognised and trusted by customers and supported by franchisees who deliver the best possible service that is second to none. Trust and credibility is nurtured from the first contact prospective franchisees have with Ovenu and that continues throughout the entire recruitment process. Nothing is left to chance. All data provided to potential franchisees can be trusted as accurate and realistic.

Development of the Ovenu brand and service will continue because Rik Hellewell will not allow complacency to creep into the Ovenu business. So it's onward and upward to greater success with the Ovenu team. **MM**

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

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