

franchising

Take control

START YOUR OWN OVEN CLEANING BUSINESS FROM AS LITTLE AS £4,950

The Ovenu Options Start-up Package contains all the support and advice you would expect from the UK's leading independent oven cleaning franchise. You need the commitment and determination to succeed, together with an investment of £4,950 up front, and Ovenu will do the rest.

There is an old saying that 'When the going gets tough, the tough get going' and that is exactly what Ovenu's owner Rik Hellewell decided he would do to help new franchisees join his UK network of successful franchisees.

SPREAD THE COST

Says Rik: "We are all aware that the current financial state of the nation possibly isn't quite as rosy as this time last year. Lenders have 'raised the bar' somewhat with amended borrowing criteria and the media are having a field day reporting doom and gloom on an almost daily basis. As a totally independent company we are able to make our own decisions and after giving the current situation some thought came up with the Ovenu Options Start-up Package, which allows suitable prospects to spread some of the start-up costs over the five-year term of the agreement."

The start-up fee has been segregated into two parts: a start-up kit to include initial training to ISO 9001 standard, equipment, tools, products and vehicle livery, while the licence fee forms the second part of the start-up fee.

With the start-up kit costing just £4,950 (plus VAT), it is now possible for almost anybody that fits Ovenu's profile to become involved with the company. The fee for the licence is also flexible and costs from as little as £184 (including VAT) a month over the duration of the initial agreement period.

Rik adds: "I firmly believe that this is the way forward in these strange economic conditions. To give people the opportunity to work with the largest franchised network in the industry, while being prepared and willing to offer 'terms', has to be a win-win scenario for both parties."

Although Ovenu has around 100 franchisees in the UK and overseas, there are still a number of prime territories available for development, and there are also a small number of existing franchises being sold by their present owners - some are retiring after many years operating their franchise, while others are relocating.

ONGOING SUPPORT

As part of the franchise package you will receive thorough training and ongoing support, which includes marketing and sales promotion initiatives. Ovenu's cleaning materials contain no caustic or toxic elements and franchisees also benefit from the Ovenu website, which generates a significant number of enquiries. Franchisees must be active in their territory providing the service and promoting it as well; the rewards are then usually very good.

The territory size offered to most Ovenu franchisees is generous and will contain at least 50,000 households (and often more), so that



"xxxxxxxxxxxxx"



franchisees have the opportunity at a later stage to expand their business.

The Ovenu recruitment process is open and straightforward because Ovenu understands the importance of the decision to start your own business and take control of your future. It requires a lot of thought before making any commitment. It also takes a lot of courage, because starting a new business usually takes the two scarcest resources any of us have, namely time and money. But those who do it usually say they wished they had done it sooner.

Franchising is a well-established and generally successful way to get your own business off the ground. You're in business for yourself, but not by yourself, and when you do get it right it is extremely rewarding and satisfying. Although no business system can guarantee success, an established franchise like Ovenu, which is tried and tested and has been approved by the British Franchise Association, should have a greater chance of success.

The Ovenu approach to franchising has been driven by ambition, determination and hard work - the ambition to grow a successful franchise network, the determination to provide value for money to franchisees and customers and the effort that it takes to consistently provide the best oven valeting service throughout the UK. **MM**

FOR MORE INFORMATION

■ For more information on becoming a member of the Ovenu network call Ken Rostron on **01325 251455**.

FREE INFO NO: 4062