

## franchising

# New year, **new start**

THE OVENU BUSINESS MODEL IS DELIBERATELY SIMPLE AND FLEXIBLE TO OPERATE



**T**he new year is often the 'trigger' for people looking to take control of their destiny and work for themselves. There are a number of options available to those with the courage and determination to start their own business, including taking on a tried-and-tested franchise that increases the chance of success.

Because franchising is now a well-established method of operating a business it can help anyone thinking of either starting their own business from 'scratch' or buying an existing Ovenu franchise.

### RESEARCH

The British Franchise Association, along with the main high street banks, has conducted extensive research into franchising. This research consistently shows that franchises have a far greater chance of succeeding because of the interdependence that is created by the franchisee/franchisor relationship, especially in well-managed networks that have been operating for a number of years. In the current economic climate having a franchisor to consult with is a huge benefit, and if it is well established with a large network of franchisees you are likely to have a neighbouring franchisee who you can also talk to and compare notes with.

In well-managed and ethical franchise systems, the franchisor only does well if the franchisees are successful. However, despite the undoubted success that franchising has generated, nothing must be taken for granted - franchising will not suit everyone and so great care should be taken by prospective franchisees to identify what they can afford, what they see themselves doing day in, day out for the next few years and whether they can follow the franchisor's systems and management style.

Remember also that the franchisor will charge an ongoing fee in return for ongoing support, so check with other franchisees what level of support they receive. The ongoing support that is provided by

“xxxxxxxxxxxxxx”



Ovenu includes sales promotion and marketing campaigns, a very user-friendly website and continuing development of the company's approved cleaning materials that franchisees use in their everyday business of oven valeting.

The Ovenu business model is deliberately simple and flexible to operate, with the minimum of reporting, because Ovenu wants its franchisees to be focused on cleaning ovens and making money, not filling in forms and reports. Franchisees manage their oven cleaning diary and deal directly with their customers (completing the service and banking the money).

The Ovenu franchise comes with a five-year franchise agreement, with the franchisee having the right to renew for a further five-year term. Franchise territories have a minimum of 50,000 households to ensure you can establish your service successfully and, when the time is right, expand it with a second vehicle.

### INFORMATIVE

Starting your own business is a big step, which is why the Ovenu recruitment process is so open and informative and includes time out with a franchisee. Ovenu also knows that taking time at the start of the recruitment process to explain how the franchise works and the level of income franchisees can expect to generate provides prospective franchisees with the information they need to make the right decision for themselves and their family.

Rik Hellewell, the founder and managing director of Ovenu, believes this approach is not only ethical and fair, but is also commercially right for his business in the long term. Rik firmly believes in the personal touch when bringing new franchisees on board, and that small is beautiful. His approach has worked, not only for him, but also for his master licensees in Australia and the USA. This year should see the Ovenu brand expanding in a similar way into Scotland, Ireland and other parts of the world.

Ovenu's start-up costs at around £12,500, together with the likely profit in the first year, make this franchise good value, while the ongoing monthly fees are fixed for three years at £60 for marketing and a £165 (plus VAT) management fee, so the harder the franchisee works and the more sales they generate the more profit they keep for themselves. Ovenu's customers also feature in the 'value for money' policy, which is why franchisees usually have such a high level of repeat sales, especially in their second year. Compare Ovenu's start-up costs and ongoing fees with other similar franchises and you will be pleasantly surprised. Ovenu's cleaning materials are fully biodegradable. **MM**

### FOR MORE INFORMATION

■ Ovenu is a full member of The British Franchise Association. For more information call Ken Rostron on **01325 251455** or email **kr@franchisecompany.co.uk** and quote ref Ovenu.

**FREE INFO NO: 4062**