

Rich in profit

TAKE CONTROL OF YOUR FUTURE WITH AN OVENU FRANCHISE



The decision to start your own business and take control of your future requires a lot of thought and soul searching before making any commitment. It also takes a lot of courage because starting a new business usually drains our two scarcest resources - 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, and there is usually ongoing support and advice available so you're in business for yourself but not by yourself. Plus when you do get it right it is extremely rewarding and satisfying. Although no business system can guarantee success, an established franchise that is tried and tested and been approved by the British Franchise Association as a full member should have a greater chance of success.

AMBITION

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.

Ovenu's expansion in the UK and overseas has always been based on sound business principles because in the long run they have been proven to work. Rik Hellewell, Ovenu's founder and managing director, certainly believes that franchisees deserve a fair deal and should receive a good return when they invest their future in his franchise system. That means Ovenu's expansion is managed carefully so that new franchisees have the undivided attention they need to settle in - and that applies whether they have opened up a new territory or taken over an existing franchise area.

Ovenu understands that deciding to start your own business is a life-changing decision,

which is why the company's recruitment process is open and transparent and provides you with everything you need to know about Ovenu, including some time with a franchisee cleaning ovens.

Rik Hellewell has worked extremely hard to ensure his franchise opportunity represents good value to both his franchisees and their customers. Compare Ovenu's start-up costs and ongoing fees with other similar franchises and you will be very pleasantly surprised. Ovenu is a full member of the bfa and all of its cleaning products are fully biodegradable; in fact, they have been approved for use in other countries, including Australia and America.

PRIME AREAS

Ovenu now has over 100 franchisees in the UK and there are still some prime areas remaining, especially in the North East and Scotland, and sometimes an existing area might be for sale as a going concern with an established customer base. Because of the size of the UK network, national sales and marketing initiatives such as TV advertising and national press can now be undertaken. The Ovenu website also generates substantial interest and new business for franchisees.

At Ovenu service and quality are paramount to its ongoing success and development, as Rik explains: "Repeat trade and recommendations are rich in profit as there are no direct advertising costs involved. I regularly chat to franchisees that generate over 50 per cent of their income from repeat clients and their friends. This would never be the case if we were producing sub-standard results on our first visit. People simply wouldn't use the Ovenu service again. It's a vital part of my job, and that of our support staff, to ensure our franchisee network makes profits from their efforts."

Ovenu's start-up costs at around £12,500, together with the likely profit in the first year, make the franchise terrific value. In addition, the ongoing monthly fees (£60 for marketing and £195 management fee) are fixed for three years, so the more sales franchisees 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 and recommendation sales, especially in their second year. **MM**

FOR MORE INFORMATION

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