

Vantastic

OVENU - OVER 15 YEARS ON AND STILL GOING STRONG



As regular readers of this magazine will appreciate, OVENU, the market leader in the professional domestic oven valeting market, offers flexibility in more ways than one.

Well on target to have hundreds of smartly liveried vans on the road in the short to medium term, OVENU is happy to offer potential franchise owners numerous options and benefits to ensure success.

EYE-CATCHING

As OVENU founder and managing director Rik Hellewell explains: "All of our franchise owners drive eye-catching and distinctly liveried vans - vans that are different shapes and sizes to match their owners. We have never insisted that franchisees are restricted to a van that maybe grossly unsuitable for their individual needs. As individual circumstances differ enormously, so do the vehicles. There would be no point or purpose in trying to fit one of our two-metre plus tall franchisees into a tiny van. Common sense and practicality therefore must play a key role.

"Our hygiene-grade and design-registered equipment can be arranged in such a manner that it can be adapted to suit a vehicle that, in turn, suits a territory and the franchise owner."

Christine Peel from OVENU (Northumberland) says: "I'm delighted with my OVENU business and the fact I could choose a van that suited me and the area that I'm working in was a massive factor. My generous territory almost demanded a certain vehicle. Had I been given Hobson's choice, then things may well have been different."

This practical approach has proved immensely popular with OVENU franchisees over the years. Perhaps this is one of the reasons that franchisee

retention is so high. Another possible factor is the OVENU philosophy of a fixed management fee. As Rik goes on to explain: "Many of our franchise owners have decided to work with us as business owners under the self-employed umbrella as they weren't getting either the recognition or rewards in PAYE employment. Companies, especially in the current economic environment, are squeezing every last



ounce of effort from employees in return for their wages or salary.

"The OVENU fixed management fee simply means that the more work the franchise owner undertakes, the more they keep. As a true died-in-the-wool Yorkshireman, I see no point in making things complicated nor wasting time chasing payments or operating within 'grey areas' when a straightforward black or white option is available."

Says Keith Archer from OVENU (Andover): "Rik and the team at OVENU are practical guys helping us franchisees to produce outstanding results for our clients and acquiring the enquiries in the first instance. There is no gloss, varnish or nonsense in their approach just a refreshing amount of transparency and genuine passion to help us franchise owners in all aspects. I'm personally stunned with the amount of enquiries I get through from my personal call centre and my own tailor-made internet site. These guys really know what they are up to."

ISO:9001 TRAINING

A similar practical approach has been adopted for training newly recruited franchise owners. Rik says: "We take immense pride in training our franchise owners to ISO:9001 standards. Although our initial training course has always been first class, achieving ISO recognition has simply put the icing on the cake. This world-renowned symbol puts potential franchisees' minds at rest and sends out the right message that our training course has been independently accredited. As we've never drafted in anybody to help and assist with training from outside our business, we can all boast immense practical and hands-on knowledge to pass onto our new and long-established franchise owners."

Franchisee Paul Clark confirms: "I had no idea how many different appliances there were out there. I was mildly apprehensive when I started the training course, but by the end of the fourth day I was brimming with confidence. The OVENU in-house training centre showed me more in a few days than I could have seen on the road in six months. It's brilliant and I frankly couldn't imagine a better way to be taught. There is no way that a flimsy 'over-the-shoulder' course could compare. I can see how the unique OVENU training is ISO:9001 accredited."

This precise knowledge, wealth of experience and practicality also bodes well for the production of accurate profit forecasts. Based on actual facts, the information provided at an initial meeting gives potential franchisees a clearly-defined set of objective data. **MM**

FOR MORE INFORMATION

■ To arrange for information to be sent to you about OVENU and/or to arrange an initial meeting to discuss your inspirations and aspirations call Ken Rostron in the first instance on **01325 251455** or visit **www.ovenu.co.uk**

FREE INFO NO: 4062