

franchising

Reap the rewards

THE OVENU FRANCHISE IS A TRIED,
TESTED AND TRUSTED PACKAGE



When someone believes their business model is ready to be franchised there are many aspects (and pitfalls) to contemplate before setting out on the franchise road. Having a business that is thoroughly tried and tested is critical, because that in turn generates confidence and trust (between the franchisor and franchisee and franchisee and customer).

They are the foundations that support a successful franchising partnership. OVENU followed those principles and is now reaping the benefits.

ESTABLISHED

The OVENU system was established in 1993, but wasn't brought to market until Easter 1994. That

enabled the whole system to be rigorously tried and tested before it was introduced to the franchise market place.

Since its launch, there have been many alterations and improvements to the OVENU operating systems and methods so that OVENU franchisees remain up to date with the current products sold by oven manufacturers. The basic OVENU operating system, however, is still similar to how it's always been. Reinventing the wheel just hasn't been necessary.

As OVENU managing director, Rik Hellewell, explains: "The OVENU philosophy is really straight forward - if it isn't broken don't mend it. We've never had anything in the OVENU franchise package that has been invented or created just for the sake of it.

"We set out to design a franchise business model that is flexible and simple to operate and, over the last 12 years, we've built a hugely successful network based on these principles. Our franchisees manage their work diary and deal directly with every one of their customers." **MM**

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

FREE INFO NO: 4062

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Complete service

OSCAR OFFERS A PROVEN PET FOOD
HOME DELIVERY BUSINESS



The Oscar business began by supplying direct to supermarket chains under its own generic labels. It was a great start, but to sit on the shelf alongside many other brands, Oscar felt that consumers had no guidance as to what was the best product to feed their pets.

Oscar established that home delivery was becoming one of the most exciting growth areas of the 1990s, with pet food at the forefront. It was predicted that by the year 2010 55 per cent of all sales would be made at home.

Clearly, this was a fantastic opportunity for Oscar to offer a unique customer service package to try before you buy that included home delivery and

competitive prices (no middle man), as well as nutritional and behavioural advice. It's known as The Complete Pet Care Service.

An Oscar franchise is tailored to suit the individual, whether it's to be treated as a second income, to develop into a full-time business or to add to an existing operation. In all cases, some very successful businesses have been built around the country.

As a credible franchisor, Oscar offers support before you decide, when you decide and as you continue. For an initial cost of £11,995 (plus VAT) Oscar provides a unique brand, exclusive territory and the chance to expand at no extra cost.

The package comes complete with the buying power to compete with supermarkets, a freephone number to consultant experts and a computerised customer management system, which includes a personal website and intranet discussion forum. **MM**

If you would like to know more about this business opportunity contact Janet Walmsley on **0800 068 1106** for a free information pack.

FREE INFO NO: 4211



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