

With over 100 franchisees in the UK and more overseas development taking place, Ovenu is demonstrating how to effectively expand its franchise model and maintain its position as the UK's market leader in oven valeting.

Rik Hellewell started Ovenu in 1994 and sold his first franchise in 1999. He quickly realised that the potential for the Ovenu service was huge, so to ensure the business moved forward on a sound basis he decided to seek professional help from one of the UK's leading franchise consultants - The Franchise Company based in Darlington - and joined the British Franchise Association.

The Ovenu franchise business is now firmly established in the UK, although there are some prime franchise areas remaining to be developed, especially in the north and Scotland. And because the franchise is established there are also a few existing areas for sale with good profits being generated.

Successful

Value for money is at the heart of Ovenu's success - from franchisor to franchisee and from franchisee to customer. Ovenu's start-up costs and ongoing fees represent excellent value for new franchisees. And because Ovenu is well established it may be possible to acquire an existing franchise area that is up and running.

Gary Hawke (Teesside area) confirms: "The Ovenu package provides superb training and support; Ovenu really does deliver." Rik Hellewell adds: "The demand for our oven valeting service is enormous, but we will take great care to ensure our franchisees receive first-class support, because it's only through their continuing efforts and commitment that we will maintain the Ovenu brand as the market leader, delivering the best value service to our clients."



Profitable partnership

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Ongoing support for franchisees includes marketing initiatives to increase brand awareness such as TV advertising, sales promotion schemes and technical developments to increase productivity and profitability. The company's website generates a significant number of good quality enquiries and frequent leaflet promotions are organised to sell the service.

The Ovenu franchise model is both simple and flexible, which is why there is a real mix of backgrounds and ages in the network. Franchisees are very much in control of their own work-life balance because they manage their work diary and collect the rewards for their efforts after each job is completed.

Expanding

The overseas business generally operates on a Master License basis and is beginning to flourish in Australia, other parts of Europe and beyond. However, there are still lots of good areas left in the UK, and Ireland remains undeveloped at present.

This year will see some significant improvements to the Ovenu system and day-to-day operation of cleaning ovens that will benefit both customers and franchisees. Many Ovenu franchisees should be ready to press on with their own development plans to operate additional vehicles or expand their territory.

"Franchising is a partnership," says Rik Hellewell, "and we understand the importance and impact buying a franchise has for everyone concerned. We also understand the importance of moving our business forward at the right pace for our franchisees, because if they're happy so am I."

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To find out more about Ovenu contact Ken Rostron for a franchise pack on 01325 251455 or email info@franchisecompany.co.uk

