



territory. There are also a small amount of prime areas left in the UK (mainly around the north and Scotland) and a small amount of existing areas may be for sale for genuine reasons.

The overseas business is beginning to flourish, with recruitment of new franchisees now underway in Australia. Expansion is also taking place in other parts of Europe as well as the USA.

The franchise partnership as a business model is tried and tested, but should not be seen as a guarantee or automatic route to success. That's why the Ovenu recruitment process is as open and transparent as possible.

Prospects must spend time with an experienced franchisee to see at first hand exactly how the business works so that they can be sure it's what they want to do before they make any commitment. The franchisor provides the franchisee with comprehensive training, helps launch the business and offers ongoing support.

The franchisee brings energy and integrity to the brand and must actively promote the service in their area. These features create an effective partnership that can be very profitable, and the support from the franchisor enables the franchisee to deliver value to the end user.

Rik Hellewell, owner and managing director of Ovenu, confirms: "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."

### Franchise package

Start-up costs and ongoing fees have been structured to be competitive and represent excellent value for new franchisees. Generous territories are provided so that each franchisee has the opportunity to develop a multi-van operation. The demand for Ovenu's valeting service is enormous. The franchise agreement operates for five years, with the franchisee having the right to renew after the initial time period has elapsed. The agreement also complies with the British Franchise Association code.

Ongoing support for franchisees includes marketing initiatives to increase brand awareness, sales promotion schemes and technical developments to increase productivity and profitability.

Market leader is a position Ovenu has worked hard to achieve, because Rik Hellewell has regularly been first. Ovenu was first in the industry to be accepted as a Full Member of the British Franchise Association, it was first to advertise on satellite TV and first to advertise the oven valeting service in the national daily press.

Rik Hellewell is rightly proud of the success achieved by his company to date and is confident that the franchise will continue to go from strength to strength.

"Franchising is a partnership and if the franchisees prosper and generate good profits everyone is happy," he says. "We work very hard to ensure we offer value for money to our franchisees and I know how hard they strive to provide equally good value to their customers."

# Exceptional value for money

## Delivering value is the cornerstone of Ovenu's success

### RAPID RESPONSE NO: WF729

To find out more about Ovenu contact Ken Rostron for a franchise pack on 01325 251455.



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.

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 the company is well established it may be possible to acquire an existing franchise area that is already up and running.

The Ovenu franchise model is both simple and flexible. It puts franchisees very much in control of their work-life balance, because they manage their work diary and collect the rewards for their efforts after each job is completed.

### Expanding

Because of the demand for oven valeting, 2006 should see some of the more established Ovenu franchisees progressing to a second vehicle or