

Leading the way

Ovenu franchisees provide a high-quality valeting service for domestic ovens



The demand for the Ovenu service has helped Rik Hellewell develop his franchise network to over 100 franchisees in the UK. He has also successfully developed the concept overseas. The long-term strategy is to develop Ovenu into a leading, internationally recognised brand.

Hellewell started Ovenu in 1994 and sold his first franchise in 1999. The Ovenu franchise business is now firmly established as market leader in the UK, although there are some prime areas remaining to be developed in the north and Scotland.

IMPROVEMENTS

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 of the 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 Hellewell, “and we understand the importance that 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 and profitable then so am I.”

Value for money is at the heart of Ovenu’s philosophy - from franchisor to

franchisee and from franchisee to customer. Ovenu’s start-up costs and ongoing fees represent excellent value for new franchisees.

The Ovenu franchise model is both simple and flexible, which is why there is a real mix of backgrounds and ages in the network. And 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.

Hellewell is applying exactly the same successful approach to Ovenu’s international expansion in Australia and North America, as well as recent expansion into Europe. A master licensing system is being used to develop the oven valeting concept overseas, where the master licensee first establishes a working Ovenu model adapted to their ‘local’ market place.

After that, the master licensee is shown how to develop a franchise business and begin recruiting new franchisees into their network. The UK Ovenu team provides comprehensive training and significant levels of initial support to ensure overseas expansion is as successful as the UK. **MM**

To find out more about Ovenu call Ken Rostron at The Franchise Company on 01325 251455 for a franchise pack.

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Essential service

PL8, a successful Edinburgh-based furnishing company, is planning to expand nationally through franchising

Working with The Franchise Doctors, the UK’s leading franchising consultants, PL8 Joint Managing Directors, Lesley Kidd and Linda Butler, and Operations Director, Emma Lennox, are expanding their company by setting up PL8 franchises throughout the country, each with their own exclusive territories.

The company, which was founded in 2003, offers complete kitchenware, crockery and furnishing packs to property management agents, letting agents, private landlords, show homes, holiday lets and relocation agents. In addition, the company also provides other essential items needed to furnish a property in order to obtain the maximum rental value, from TVs, laptop computers and music systems to vacuum cleaners, irons and garden accessories.

NATIONAL DEMAND

Emma Lennox says the reason they have decided to franchise the business is because: “When we opened PL8 we discovered, quite early on, that there was a

national demand for this type of service. Property companies want to create the maximum return on investment for themselves and their clients and, if they have hundreds of properties to furnish across the country, we can offer them a major saving in time and money thanks to our carefully pre-selected kitchen and furnishing packs.

“These have been designed to take the stress and complication out of the furnishing process by offering a service which includes delivery and unpacking of products. We leave each property in a walk-in condition.”

Emma continues: “We have seen substantial growth since we started operating and, with the help of The Franchise Doctors, our development programme is designed to take advantage of this. The time has come for PL8 to expand this unique service throughout the UK so that others can benefit.”

Roger Fisher of The Franchise Doctors, which is managing the franchising process for PL8, says: “This is a fantastic franchise for enterprising individuals who want to



“This is a fantastic franchise for enterprising individuals who want to operate a business which has already proved to have a successful format”

operate a business which has already proved to have a successful format. They will be provided with all the necessary training, along with ongoing world-class sales and marketing support.” **MM**

For further information call 0845 601 7069, email info@pl8franchise.co.uk or visit www.furnishwithpl8franchise.co.uk

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