

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.

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.

PHILOSOPHY

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."

The OVENU franchise systems allow franchisees to spend more time with clients, thus generating income for themselves, rather than being expected to fill in endless reports and paperwork. Rik Hellewell believes that this approach gives franchisees exactly what they're looking for – a simple system that's easy to operate whilst being very profitable.

Franchisees pay a fixed monthly management fee, so the harder they work the smaller their management fee is as a percentage of their overall sales. In other words, the harder they work the more income they generate for themselves.

Rik believes that investment in research in the early days has paid off for the OVENU network as a whole. He says: "We could have launched the franchise using a cheaper and inferior cleaning system with a cleaning product range probably no more effective than could be obtained from the local hardware shop, but that's just not OVENU's philosophy.

"By trying different options and working hard to perfect products prior to launch was, and still is, the OVENU approach. Having achieved market-leader status means we have to work harder to stay there, and we will. As a result of the efforts put in initially, the OVENU network now operates with the finest-grade equipment, excellent environmentally harmless products, first-class training and quality, ongoing help and support."

VALUE

Testing is the second aspect of a successful network, both in OVENU's operational department and marketing division. Robust testing of cleaning products and equipment helps ensure the service to customers represents excellent value.

Rik explains: "Peoples' buying patterns and trends change over the years. We need to keep a watchful eye on these shifts and offer practical help and information to our franchisee network. This in turn keeps the network ideally positioned in the market and, by identifying changes early enough, small but significant amendments can be made to address buying pattern changes.

"We keep our network fully up to speed with any changes in legislation, health and safety issues, employment regulations, etc, which is nothing less than franchisees would expect from a franchisor who is a Full Member of the British Franchise Association."

OVENU will always test new marketing initiatives before rolling out a campaign in full to the franchise network.

"We'd not expect our franchisees to have to spend any time and/or money experimenting with a new marketing initiative," says Rik. "We like to offer suggestions once we've done the testing first. This then means that what we do suggest has been thoroughly researched and generally paid for by head office. Franchisees can then implement the new ideas in the full knowledge that everything has been done to test the project prior to launch."

The same approach is adopted by OVENU for its national advertising initiatives.

Says Rick: "We're proud to let potential franchisees know where their national marketing budget is being allocated. We love to let our network see for themselves where the money actually goes. Many of the national campaigns work hand in glove with the efforts of franchisees in their local area.

"The end user subsequently realises that their local OVENU franchisee is actually part of a far larger company and the national identity builds consumer confidence in the OVENU brand. This fact then allows the OVENU network to work at sound commercial profit margins, thus creating a good lifestyle and work/life balance. All of the national campaigns have been tested over time to produce some spectacular results for the network as a whole."

Trying and testing leads to the third crucial word – trusted. The OVENU network is trusted by the consumer, not merely trusted as people but also trusted to deliver the finest results and the ultimate customer service.

However, OVENU is not afraid to try out new ideas, which is why it invested in a TV campaign to promote its service and generate increased brand awareness via a satellite shopping channel.

The advice given by the OVENU management team is trusted by the network members and the franchisees are trusted by the franchisor. The trust element is vital to the success of any franchise network and OVENU is certainly right up there with the best.

CONFIDENCE

When a new prospective franchisee first contacts OVENU, the franchisor works hard to develop their trust and confidence in the franchise right through the entire recruitment process. That's why OVENU ensures all prospective franchisees understand exactly what is expected from them, what will be provided to help them succeed and the sort of income levels they can generate.

Deciding to proceed is an important decision for both parties and OVENU does its best to be sure that nothing is left to chance. All data provided to potential franchisees can be trusted. Process evaluation days are trusted as they involve time with existing franchisees observing actual jobs being completed.

Development of the OVENU brand is trusted as all new countries that OVENU operates in are listed on the internet, along with all new UK franchisees. That approach is now being applied to the overseas enquiries that are regularly received by OVENU, so you might soon see the company's vans running about in most European countries in the very near future. **MM**

FOR MORE INFORMATION

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

FREE INFO NO: 4062



"The OVENU philosophy is really straight forward – if it isn't broken don't mend it"

**Rik Hellewell,
OVENU managing director**