



Simple to operate

The Ovenu franchise model is a good proposition for people who value their independence and want to take control of their work-life balance

The Ovenu franchise model is poised to move further ahead of its competitors during 2007, representing even better value for prospective franchisees in the UK and overseas.

Rik Hellewell started Ovenu in 1994 and began franchising in 1999. His uncomplicated approach to business resulted in a great business opportunity that was simple to operate and flexible for franchisees. That remains the case today and will remain as one of the core features of Ovenu's development strategy in the coming years. Value for money is another cornerstone of Rik's business philosophy.

He says: "The Ovenu philosophy is really straightforward - if it isn't broken, don't mend it. We've never included anything in the Ovenu franchise package that wasn't essential. We set out to design a franchise opportunity that was simple

and flexible to operate and, over the last 12 years, we've built a hugely successful network based on these principles."

Established

Franchising is an established industry supported by the main high street banks and professions. The franchisor provides the franchisee with start-up and ongoing support and in return the franchisee pays fees.

In Ovenu's case the start-up fees are very reasonable, as are the ongoing fees, with both representing excellent value. The induction training programme takes one week to complete and is followed by practical advice and support when the franchisee launches their oven cleaning service in their area.

Ongoing support has been adapted to keep pace with the demands of customers and the market place. For example, the Ovenu range of cleaning products used by franchisees is totally free of any caustic or toxic elements and is less harmful than many products that can be bought from the major supermarkets. At the recent Ovenu national conference Rik announced further imminent advances in the formulae for the cleaning materials he supplies to franchisees, which will result in even better value for franchisees, customers and the environment (a 'win-win-win' situation).

The internet is also another fast-moving marketing tool that Ovenu uses to great effect for the benefit of franchisees. Ovenu's forward thinking is further demonstrated, if that were necessary, by the fact that it was the first oven cleaning franchise to be accepted by the British Franchise Association as a full member.

Commitments

The Ovenu business model is based around the franchisee being in control of their work schedule and day-to-day oven cleaning commitments. Franchisees make appointments with customers directly and manage their own work diary. They also determine the price the customer pays, which they also bank.

So admin is kept to a minimum and franchisees can concentrate on earning money, which is usually why they decide to buy a franchise in the first place. Running the business from home ensures a franchisee's operating costs are reduced, which in turn maximises the profit potential of each job.

Ovenu has been carefully developed to provide good value to franchisees. Although franchisees receive a lot of ongoing support from Ovenu, they pay a fixed monthly fee, which means the more work they generate the lower the fee represents as a percentage of their turnover.

The franchisees' return on their initial investment and level of drawings they can expect to achieve is equally good, because the harder they work the greater the profit they retain for themselves, which is exactly how it should be.

Many franchisees are able to command an average order value of £75 to £80 (some even higher) because of the standard of service they

offer; others will clean 70 to 80 ovens a month. A typical Ovenu service, including the hood and hob, takes under three hours and will usually bring the oven as close to its original showroom condition as possible. Repeat and recommended customers are also common and should represent a significant proportion of turnover in second and subsequent years.

Brand awareness

Marketing the Ovenu service is successfully achieved by a combination of the franchisor and franchisees' efforts. The franchisor continually invests in generating increased brand awareness - regularly using the quality home magazines - plus an ever-expanding website that features mini-sites for each franchisee. Ovenu has also advertised its service in the national press and on one of the home shopping TV channels. In fact, Ovenu's marketing achievements were recently acknowledged and recognised by the British Franchise Association.

In turn, the franchisee must take advantage of the heightened awareness levels of the Ovenu brand by actively promoting their service 'locally' around their territory in a number of ways. But, of course, the best (and cheapest) advertising comes from repeat business and recommendations, which is something all Ovenu franchisees benefit from.

Typical franchise territories are generous (usually well in excess of 50,000 households) to ensure franchisees have every opportunity to secure a good return on their initial investment and is why a number of franchisees are expanding to a second or even third vehicle.

Whichever of those business development options suit you, remember, as a franchisee you always have the help and support of your franchisor to guide you so that you make the best choice for yourself and your family.

The Ovenu franchise model is a good proposition for franchisees who value their independence and want to take control of their work-life balance.



The main benefits include:

- Excellent earnings potential, with the opportunity to build your business into a substantial multi-van operation.
- Generous territory in which to develop your franchise.
- Established franchisor with vast experience of the oven valeting business.
- Simple, straightforward business that's easy to run and requires no previous experience.
- Proven operational, administrative and marketing methods and procedures.
- Best value start-up package.
- Comprehensive induction training course at Ovenu's head office and incorporated training centre.
- Flexible working hours - you can mould the business around your lifestyle with working hours that suit you.
- Massive opportunity - every householder is a potential client.
- Ovenu is totally committed to your future. It trains you, helps launch your business and then supports you in building it into what you want it to be.
- Transparency - Ovenu encourages you and will help you research both its business and franchise opportunity thoroughly before making a decision. This includes speaking with existing franchisees.
- National marketing campaigns are regularly undertaken.

We're not saying Ovenu is the perfect opportunity or that it will suit everyone, nor is it the easy answer to self-employment, but provided you're committed to developing a successful business model and the very best levels of service to customers, it could be the opportunity you're looking for.

So if you want to take control of your future and work for yourself, Ovenu has to be worth considering. It's tried and tested with over 100 franchisees in the UK and there are still some prime territories open for development.

To find out more call Ken Rostron on 01325 251455.

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