

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 the concept 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.

Ovenu's start-up fees are very reasonable, as are the ongoing fees. 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.

The business model is based around the franchisee being in control of their work schedule. They make appointments with customers directly and manage their own work diary. They also determine the price the customer pays. Running the business from home ensures a franchisee's operating costs are reduced, which in turn maximises the profit potential of each job.

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.

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.

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.
- Comprehensive induction training course.
- Flexible working hours.
- Massive opportunity - every householder is a potential client.
- Transparency - Ovenu 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.

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.

FREE INFO NO: 4062