

# THANK YOU

for registering your interest in  
our franchise opportunity



# ABOUT RIK & KEN

Hi – I’m Rik Hellewell and I started the *Ovenu* business back in 1994. I spent the initial 5 years working full time ‘on the tools’ (cleaning ovens) developing a pilot scheme and making 100% certain that we had a really good business model that could be easily understood and managed by our franchisees. During this time I personally cleaned and valeted over 4,000 cooking appliances!

The next 2 years were spent working part-time on the tools and part-time building the franchise network. From 2001 onwards I’ve dedicated my full time to developing and supporting our franchise network and there are no plans for that to change any time soon.



Rik Hellewell, *Founder & Managing Director*

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This is Ken Rostron; you may have spoken to him already. Ken has worked with the *Ovenu* team since 2002 in his role as a franchise consultant and he also helps a lot by arranging and meeting those looking to join our network. Ken is based in the Darlington area, which means we can offer a choice of meeting locations, one in the North and one in the South.



Ken Rostron, *Franchise Consultant*

# OUR START-UP OPTIONS

## Foundation Franchise

This is the starting point for all of our franchisees. Our Start Up package provided is the envy of our industry sector and we GUARANTEE to provide the finest quality training and on-going support. The territory of 25–30,000 demographically targeted households offers superb earnings potential.

£9,950  
+VAT

## Foundation Plus

As the title suggests, here's an opportunity to add extra postcodes onto the Foundation package to give a truly bespoke & tailor-made franchise. A larger protected territory extends the potential even further & enhances the goodwill value significantly.

from  
£9,950  
+VAT

In both cases we'll supply you with exactly the same fully comprehensive start-up package as you've probably seen on our recruitment website, if you missed it, here's the link...

<https://www.ovenufranchise.co.uk/the-ovenu-franchise/>

There is nothing left to chance here – everything you need (and probably more) to start, grow and develop your local business is included.

# OUR START-UP OPTIONS

## Introducing our InSite<sup>SM</sup> Opportunity

NEW for 2018 onwards is our opportunity for you to get all of our 'Big Brand Benefits' for a much lower entry fee. Everything that we provide is exactly the same as our Foundation Franchise Start-up package but the commitment is only for 36 months – a perfect opportunity to 'test the water' and see how life is for real as an *Ovenu* franchisee!

There is the option to upgrade the Insite<sup>SM</sup> licence to a full franchise at any time and subsequently benefit from the numerous advantages of doing so – mainly the goodwill resale rights.

*Get involved from just...*

**£4,995**  
+VAT



# EARNINGS POTENTIAL

How much you earn as an *Ovenu* franchisee will really depend on how much effort and available time you have to commit to your business.

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Based on our £90 current average order value\* (AOV), doing 2 jobs a day, working Monday – Friday for 48 weeks a year would generate a turnover of more than £43,000.

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Doing 3 jobs a day based on the same AOV and working days could generate a turnover of £65,000 per year.

\*as at 1 July 2017

## POTENTIAL ANNUAL TURNOVER

2 jobs a day

£43,000+

3 jobs a day

£65,000+

We can show you instances where existing franchises are turning over £1,100+/wk!

These figures would be more if you wanted to work at weekends as well.

# ONGOING FEES

## Management Support Fee & National Marketing Contribution

Both of the above apply to pretty much every franchise opportunity, as it's these contributions that fund the on-going development and expansion of the brand. We firmly believe that everybody in a franchised network is entitled to a similar level of on-going help and support at all times and that the fairest way of making this possible is to charge a similar fee across the board.

We decided many years ago that our fees should be a fixed amount of money every month and we've never changed our minds. So, the more jobs you do, the more you keep for you and your family!

## WEEKLY EQUIVALENT MANAGEMENT SUPPORT FEE

### Foundation Franchise

approx. **£55**

### Foundation Plus

from **£55**

The majority of the high street banks who have a Franchise Dept will be happy to talk to you about funding if needs be.

The Foundation Franchise weekly equivalent fee is significantly less than our current national average order value, as at 1 July 2017.

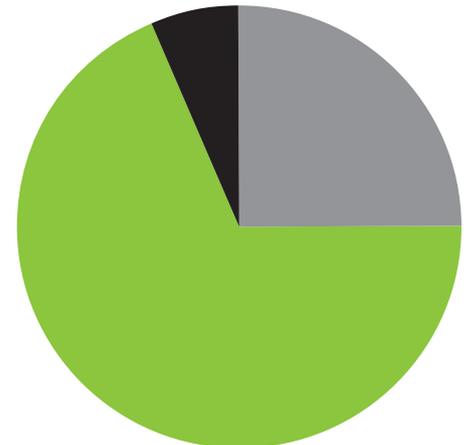
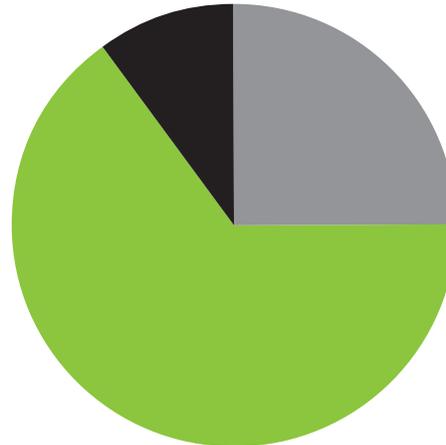
# WHO GETS WHAT

## Monthly % breakdown

2 JOBS A DAY

3 JOBS A DAY

- Your pre-tax profit
- Fixed *Ovenu* fees
- Business running costs



65% 10% 25%

↑ 68.5% ↓ 6.5% 25%

As your business grows over time you'll do more jobs a day, and as you do, your business gets more profitable as our fixed fees shrink as a percentage of sales!

Our costs are less than you'll receive on average from your first customer of the week. All of the money that you receive from the rest of the customers you do work for in the same week is yours.

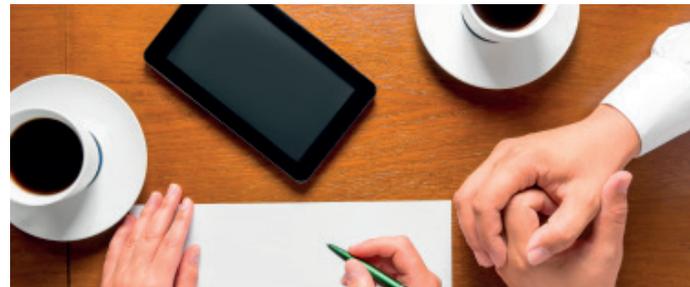
# ARRANGE TO MEET US

We've got a lot more really well detailed information that we'll be very happy to share and run through with you when we meet up. It's the kind of precise information that's much better (and easier) to sit and chat through over a coffee than to put into a document like this.

Investing in a franchise is an important decision that needs careful thought and face-to-face discussions. We live in a rapidly changing world, especially where business is concerned, so it's important for us to make sure that any and all information we're sharing with you at a meeting is as up-to-date as possible.

We've found over the years that small groups or even one-to-one meetings tend to be the most productive as no two people are the same, each territory is different and everybody we meet has different inspirations, aspirations and questions to ask.

Before calling to arrange a meeting though, please make sure we've had the opportunity to find out a bit more about you and your circumstances by completing our totally confidential questionnaire.



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If you'd like to arrange to meet with us to chat through the finer details of this exciting opportunity, give us a call, there's probably a lot to discuss!

You'll get Ken on his mobile on **07780 673 001**. If he's busy, leave a message for a return call or send a quick email to **enquiries@ovenufranchise.co.uk** and we'll respond as soon as possible.

Here's the link to do this...

<https://www.ovenufranchise.co.uk/the-ovenu-franchise/franchise-questionnaire/>.

# KEY FEATURES & BENEFITS

- Opportunity to join the largest network in the UK and overseas
- No investors and external shareholders to answer to
- Highly respected and recognised brand est. 1994
- Operate locally under an Ovenu® registered trademark
- Innovative approach – first ever to advertise on TV
- Unlimited earnings potential – huge (and growing) domestic market
- High profit margins for hard workers
- Induction training and on-going support to ISO recognised standards
- Benefit from our bespoke Client Experience Management System
- Choose a van that suits you and your pocket – we cover the vehicle graphics costs



It doesn't matter which van you've plumped for, each and every franchisee's van right across the world has had our distinctive livery applied.

# KEY FEATURES & BENEFITS CONTINUED...

- Access to our Franchisee Forum – exchange ideas and experiences
- Totally exclusive trading territory
- Tried, tested and trusted marketing advice and support
- Totally safe products for use indoors and in the van – completely free of caustic-soda, GUARANTEED
- Extensive national marketing campaigns
- Leads come directly to you – you manage your bookings
- Launch campaign to suit your unique circumstances
- High visibility online campaigns set up and managed for you
- On-going help and support from the most experienced and knowledgeable team in the sector
- Best value fully comprehensive start-up package including workwear



You'll benefit immediately from our high visibility online presence once we plug you into our systems.



Our premium quality branded workwear will ensure you're comfortable all year round – whatever the weather.

# FRANCHISEE TESTIMONIALS



## Phil Davidson, **DENBIGHSHIRE**

“ I wanted to work for myself for ages but didn't really know how to start or what I was looking for! A friend of mine mentioned that a relative of his was an *Ovenu* franchisee so I started to research the opportunity. I found the recruitment process to be relaxed and very informative; I started in spring of 2014 and haven't looked back since. No more long commuting for me! I now spend quality time with my family as I'm my own boss, I set my own appointments and just love providing my service locally, oh, and I make a very decent living as well. ”

# FRANCHISEE TESTIMONIALS



## **Anna Mason, BURTON UPON TRENT**

“ I wanted to leave the ‘corporate world’ for a long time – ever since my partner suggested I’d be good at working for myself – and he was right! I found the *Ovenu* opportunity online and quickly worked out that it would be a perfect fit for me. I’d be out and about meeting people and providing a service that is in great demand. And I’d be getting all of the help and support needed to make my business a success. It’s still early days but I couldn’t have wished for a better start and I love being the ‘Oven Whisperer’ in my local area now that my ‘office’ is my van. ”

# FRANCHISEE TESTIMONIALS



## Paul & Andrea Clark, **WARRINGTON**

“ The best decision we ever made! If somebody other than Rik Hellewell at *Ovenu* HQ had suggested to me that, since starting my local business in Warrington back in 2007, I'd now be earning double my previous salary and enjoying all of the other benefits of running my own successful business; I'd have thought they were raving mad! Granted, I've worked and I've followed the advice I've been given. As a result, I now get the added bonus of working with my best friend – my wife – who operates our 2nd van! Vans 3 and 4 will soon follow. ”

# ADDITIONAL INFORMATION

Information presented to you by  
**Ovenu® Franchising Limited**  
registered in England and Wales no. 3751822

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## Professionals

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Company financial information available at:  
[https://companycheck.co.uk/company/03751822/  
OVENU-FRANCHISING-LIMITED/companies-house-data](https://companycheck.co.uk/company/03751822/OVENU-FRANCHISING-LIMITED/companies-house-data)

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ISO 9001:2008 Accreditation no.181644

Information Commissioners Office  
registration ref: ZA225575

Full members of the *Approved Franchise Association*

