

## franchising



# Ovenu harnesses technology

OVENU, THE OVEN CLEANING AND OVEN VALETING SPECIALIST, HAS ADDED EVEN GREATER VALUE TO ITS FRANCHISE OFFERING

**T**he advances in technology and Ovenu's awareness of it have made its franchise package even more desirable for potential franchisees.

Rik Hellewell, managing director of Ovenu, explains: "The internet is where people now look first for trades and services. The day of the phonebook and directories are numbered. With the introduction of broadband to most homes in the UK, computers are turned on for most of the day and evening.

"We've made some fantastic modifications to the Ovenu website over the last few months. Clients can now find the Ovenu service local to them within a couple of clicks of the mouse."

### QUALITY

Ovenu appreciate the fact that having a quality, easy-to-navigate website is key. Websites also need to be found easily, and Ovenu has also enhanced this aspect in recent months. The Ovenu site has attracted over 1.2 million hits in the last 12

months and this figure is set to rise by 35 per cent through 2007.

Says Rik: "We have many franchisees in our network that are reporting huge growth in internet enquiries. It is now common for our franchisees to get half of their new work from the internet. From a financial point of view, this could well represent several thousands of pounds of revenue.

"The internet, however, is just one facet of a dynamic overall marketing programme for Ovenu franchisees. We have a range of initiatives that are tailor-made for each franchise territory."

The Ovenu network is renowned for producing the finest results for its clients. Franchisees are correctly trained from the outset at the company's purpose-built training centre in Wokingham, Berkshire. This quality training ensures repeat and recommended trade from clients.

The UK remains a transient nation, with many people moving home. Leaving a house in mint condition will attract a good price for the property. Many homeowners are having their cooking

appliances professionally valeted, not once but twice - when they move out and when they move in.

"This is where continuity of quality, service and availability is massively important," says Rik. "A client that has relocated needs to be assured that the Ovenu service will be available at the same high standard in their new home as it was where they've moved from.

"Centralised training ensures that this is always the case and being a franchisee in a large network means that many 'new' clients through a year may well be existing clients from another area. This trade is also rich in profit and, naturally, only available in a large network such as Ovenu."

### IMPROVEMENTS

2007 will also see some further alterations and improvements to the Ovenu range of products. These changes will be announced at the company's AGM later in the year. The AGM gives all franchisees the opportunity to discover the company plans for the forthcoming year and to discuss their individual success stories from 2006.

Many franchisees are expanding to the more managerial 'multi-van' operation, but says Rik: "We are equally happy working with franchisees, no matter which route they wish to pursue. Not everybody wants the added responsibility of staff and that suits us down to the ground.

"A massive benefit of the Ovenu franchise is for franchisees to set their own 'work/life' balance. Trying to force a franchisee down a path they simply don't want to go down would, in my opinion, be a fruitless exercise." **MM**

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

**FREE INFO NO: 4062**