

## franchising



# Profit Potential

DEMAND FOR THE OVENU OVEN VALETING SERVICE IS NOW TRULY INTERNATIONAL

**F**act: cleaning the household oven is just about the most disliked domestic chore there is.

And as Christmas approaches, many people are calling Ovenu to book its valeting service. Of course, existing clients will have pre-booked months earlier to have their ovens cleaned.

Question: who can be relied upon to clean any household oven thoroughly and return it to showroom condition?

Answer: contact your local Ovenu franchisee and find out where the nearest one is to you.

### MARKET LEADER

With over 100 franchisees in the UK, plus its overseas development, Ovenu is demonstrating that demand for its service is now truly international and that its team is successfully expanding overseas from a solid UK base.

Rik Hellewell started Ovenu in 1994 and sold his first franchise in 1999. He quickly realised that the potential for the Ovenu service was huge, and to ensure the business moved forward on a sound basis he decided to seek professional help from The Franchise Company, one of the UK's leading franchise consultants.

The Ovenu franchise is now firmly established, although there are some prime franchise areas remaining to be developed, especially in the north of England and Scotland. In addition, because of the time Ovenu has been operating, there are from time to time opportunities to buy existing territories from successful franchisees.

### VALUE

Value for money is at the heart of Ovenu's success - from franchisor to franchisee and from franchisee to customer. Ovenu's start-up costs and ongoing fees represent excellent value for new franchisees.

Says Rik: "The demand for our oven valeting service is enormous, but we will take great care to ensure our franchisees receive first-class support because it's only through their continuing efforts and commitment that we will maintain the Ovenu brand as the market leader."

Ongoing support for franchisees includes marketing initiatives such as TV advertising to increase brand awareness, sales promotion schemes and technical developments to increase productivity and profitability. The company's excellent website generates a lot of quality enquiries and there are frequent leaflet promotions to promote the service.

The Ovenu franchise model is both simple and flexible, which is why there is a real mix of backgrounds and ages in the network. Franchisees are in control of their own work-life balance as they manage their work diary and collect the rewards for their efforts after each job is completed.

And, of course, franchisees are adding to the value of their initial investment. Because of the ever-increasing demand for oven valeting, 2007 should see some established franchisees progressing to a second vehicle or territory.

Ovenu's cleaning materials have successfully undergone rigorous tests in a number of countries, including the UK, to ensure there is no caustic or toxic element, which in turn means they are safe to use indoors and will not damage the surface of an oven.

"Franchising is a partnership," says Rik Hellewell, "and we understand the importance and impact buying a franchise has for everyone concerned. We also understand the importance of moving our business forward at the right pace for our franchisees, because if they're happy so am I!" **MM**

**To find out more about Ovenu contact Ken Rostron for a franchise pack on 01325 251455 or e-mail [info@franchisecompany.co.uk](mailto:info@franchisecompany.co.uk)**



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