

Tried, tested & trusted

There are three important aspects to thorough research before making the move to become a successful franchisor - and OVENU ticks all the right boxes



The OVENU system was established in 1993, but wasn't brought to market until Easter 1994. This time lag enabled the whole system to be rigorously tried and tested before it was introduced to the franchise market place.

Over the past 12 years since its launch there have been many alterations and improvements to the OVENU operating systems and methods so that OVENU franchisees remain up to date with the current products sold by oven manufacturers. The basic OVENU operating system, however, is still similar to how it's always been. Reinventing the wheel just hasn't been necessary.

Straightforward

As OVENU managing director, Rik Hellewell, explains: "The OVENU philosophy is really straightforward - if it isn't broken, don't mend it. We've never had anything in the OVENU franchise package that has been invented just for the sake of it. We set out to design a franchise opportunity that was simple to operate and, over the last 12 years, we've built a hugely successful network based on these principles."

The OVENU franchise gives the network more time to spend with clients and earning money, rather than being bogged down filling in paperwork and emailing data all over the place. Rik Hellewell believes that this approach gives

franchisees exactly what they're looking for - a simple system that's easy to operate whilst being very profitable. Franchisees pay a fixed monthly management fee and so the harder they work the smaller their management fee is as a percentage of overall sales.

Says Rick: "Hours of research in the early days has seriously paid off for the OVENU network as a whole. We could have had guys operating with a much cheaper and inferior system and cleaning product range that could be obtained from the local hardware shop, but that's just not OVENU's philosophy.

"By trying different options and working hard to perfect things prior to launch was, and still is, the preferred route. As a result of these efforts put in initially, the OVENU network now operates with the finest grade equipment, supreme products, first-class training and quality ongoing help and support."

Testing is the second aspect to a successful network, both in the operational department and marketing division. Robust testing of cleaning products and equipment helps ensure the service to customers represents excellent value.

Rik goes on to explain: "Peoples' buying patterns and trends change over the years. We need to keep a watchful eye on these shifts and offer practical help and information to our

franchisee network. This in turn keeps the network ideally positioned in the market and, by identifying changes early enough, small but significant amendments can be made to address buying pattern changes.

"We keep our network fully up to speed with any changes in legislation, health and safety issues, employment regulations, etc. This is nothing less than franchisees would expect from a Full Member of the British Franchise Association."

Marketing

OVENU will often test new marketing initiatives on behalf of the network before rolling out a campaign in full.

"We'd not expect our franchisees to have to spend a lot of time and/or money experimenting with a new marketing exercise," says Rick. "We like to offer suggestions once we've done the 'testing' first. This then means that what we do suggest has been thoroughly researched and generally paid for by head office. Franchisees can then implement the new ideas in the full knowledge that everything has been done to test the project prior to launch."

The same approach is adopted by OVENU for the company's national advertising initiatives.

Says Rick: "We're proud to let potential franchisees know where their national marketing budget is being allocated. There doesn't seem to be many franchise organisations that actually spend a 'national promotion fund' on national promotions.

We love to let our network see for themselves where the money actually goes.

"Many of the national campaigns work hand in glove with the efforts of franchisees in their local area. The end user subsequently realises that their local OVENU franchisee is actually part of a far larger company and the 'national'

identity builds consumer confidence in the OVENU brand.

"This fact then allows the OVENU network to work at sound commercial profit margins, thus creating a good lifestyle and work/life balance. All of the national campaigns have been tested over time to produce some spectacular results for the network as a whole."

Trying and testing leads to the third crucial word in the title, 'trusted'. The OVENU network is trusted by the consumer. Not merely trusted as people, but also trusted to deliver the finest results and the ultimate customer service.

However, OVENU is not afraid to try out new ideas, which is why it invested in a TV campaign to promote the service using a satellite shopping channel. OVENU was also the first full member of the British Franchise Association amongst the oven cleaning franchisees.

The advice given by the OVENU management team is trusted by the network members and the franchisees are trusted by the franchisor. The trust element is vital to the success of any franchise network and OVENU is certainly right up there with the best.

Trust starts to develop from the first contact with OVENU, right through the recruitment process. Nothing is left to chance. All data provided to potential franchisees can be trusted as it's highly accurate. Process evaluation days are trusted as they involve actual franchisees working with clients.

Development of the OVENU brand is trusted as all new countries that OVENU operates in are listed on the internet, along with all new UK franchisees. That approach is now being applied to the overseas enquiries that are regularly received by OVENU, so you might soon see the company's vans running about in most European countries in the very near future.



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