



BUILDING CONFIDENCE THROUGH EXPERIENCE

Pets are a growth industry and OSCAR is a proven business opportunity that gives you the credibility of a very well-established franchise

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Oscar Pet Foods Franchise

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26th September 2011

Pets are a growth industry and OSCAR is a proven business opportunity that gives you the credibility of a very well-established franchise that allows you time to learn and time to grow. Jim Kelly, from North Yorkshire, recognised these advantages when making up his mind to work for himself.



"My working career began as a young lad, under the strict rules of the Royal Navy, travelling the world. This was a good discipline for my future which eventually brought me back home to twenty-seven years of working in the motor trade - twenty of which were buying and selling cars in the local community.

"I had reached the point of no return in my career - it was time to take control of my future and I decided that working unsociable hours for someone else would be better suited to my own business. The internet is an excellent source of reference for franchising and I recognised that the security of committing to an established business with existing successful franchisees would be ideal and OSCAR was even more ideal as pets had an appeal, especially for Archie, my Border terrier, who would benefit too.

"In looking for a good lifestyle, being my own boss and working hours to suit, my contact with local people gave me a head start to throw myself into a pet business that has led me to presenting nutritional talks to local dog training classes and introducing me to even more reliable contacts.

"Two years into my business, I have taken advantage of my pet food Nutritional Advisor qualification with the OSCAR introduction to a marketing initiative which has helped me to refocus my time. Working closely with the team we began with a 20,000 Post Office leaflet drop, followed up by reconnecting with previous contacts.

The leaflets gave me a good presence in the market and by following that with an efficient canvassing programme I gained over thirty new customers in one month. Attending all the local summer shows and rallies added even more awareness to my products and services helping me to appreciate that my conservative effort proves that I have an excellent business model to work with. Thus giving me the opportunity to win the best achiever award from OSCAR.

"Summarising my progress I can say that I have truly got the hang of my business. I now have the confidence to move forward leaving those early months of sensitivity well behind me and, by keeping my finger on the button of success, I do not take anything for granted - including Carole, my partner, who is fantastic at managing my bookwork.

"Working hard makes all the difference when it's for yourself, and to have the added bonus of keeping fit and healthy with time for fell-walking, golf and cycling I am more than pleased with how my OSCAR business is working for me."

To find out more information about Oscar Pet Foods Franchise simply complete the form below

Oscar Pet Foods Franchise News



MAKING THE MOST OF THE ECONOMIC CLIMATE

19th September 2011

Committing to running your own business is one thing but to make that business work to suit your lifestyle and bring success starts with...



WIN, WIN SITUATION

14th September 2011

Running her business for four years Jean Ware, from Basingstoke in Hampshire, took

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BFA Membership Statu

Full

UK Years Established

14 years

Current UK Coverage

50%

Franchisee Support Str

16

Personal Investment

Req.

£8,000

Total Startup Cost

£20,000 approx



Home-based bus

location



Business to con

services



Franchisee oper

individually

Why Choose Us?

All Oscar franchisees r

automatic registration i

'Outbound' telemarketi

covering your area

What Our Franchisee

From building socie

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support and their friendli

Tracey Marsh - Oscar P

Lewes

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Pet Foods Franchise

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