

franchising

Family affair

PIPPA CROW HAS BUILT A SUCCESSFUL OSCAR PET FOOD BUSINESS WITH THE HELP OF HER HUSBAND AND DAUGHTER

For Pippa Crow, work is a pleasure. Her Oscar business has brought her many rewards and being a pet lover her customers' pets are top of the list.

"From London to Devon to Oscar - and to my ideal way of life," Explains Pippa. "I was a legal secretary for over 20 years, spending the majority of this time in London. In search of a better quality of life, a move to Devon was a dream come true. For a time I pursued the politics of the legal profession and at the first opportunity I found work at the Royal Horticultural Society - only to be made redundant.

"Redundancy forced me to rethink my future. I wanted a job that was fulfilling and flexible, and to give me more time to spend with my husband and two children meant working for myself."

RESALE

Pippa adds: "Moving to Devon introduced my three greyhounds and four cats to Oscar, and changing their food made all the difference - both in looks and fitness. And when it came to my notice that an Oscar business was available in my area, I did not hesitate in making contact. Buying an existing franchise was



an ideal opportunity because certain elements were already in place."

Working for herself is everything she wanted it to be, says Pippa. "The existing customer base gave me a very good start and in a short time I have become firm friends with pet owners and non-pet owners who are always pleased to recommend my services," she explains.

"Support from my family is a great help. My husband works with me on a Monday - his role as stock rotation manager keeps me organised - and my daughter, as sales director, promotes the business wherever she goes. The show season is a family affair and we all make the most of our time together while promoting the benefits of Oscar." **MM**

FOR MORE INFORMATION

■ Call **0800 068 1106** for full details and a free information pack. Email: discover@oscars.co.uk. Web: www.oscars.co.uk

FREE INFO NO: 4211

Meeting of minds

TED KNIGHTS JOINED GOCRUISE AFTER MEETING WITH GEOFF RIDGEON, THE COMPANY'S FRANCHISE MANAGER, AT A FRANCHISE EXHIBITION IN BIRMINGHAM

Ted Knights was in Birmingham at the time of the exhibition and thought he would go along to explore his options. As he had always enjoyed travelling, and cruises in particular, his eye was automatically drawn to the GoCruise stand.

After talking it through with Geoff Ridgeon and his wife, Ted's life was about to change, and as he says: "The rest is history."

TRAINING

Ted says this about the GoCruise induction training: "It was good. I already had knowledge of cruises, as they are something I enjoy. They took us to the GoCruise head office in Ipswich and we learnt about product knowledge, administration and the systems. They talk you through all the aspects of your new business, such as sales and marketing."

Another advantage of the GoCruise franchise is that you can save the time and cost of a long commute. Most cruise lines are available online or over the phone, so everything Ted, or you, need to run your business is at home.

Ted says the head office support is one of the strongest aspects of the GoCruise franchise: "They are always at the end of the phone if you need them and they give you the chance to go to conferences and meet other franchisees, so you are continually learning to expand your business."

"I have also attended product and marketing training from GoCruise, Accredited Cruise Experts and Cruise Lines."

Ted adds: "There are a lot of different tasks to do, and no two days are the same. There is Teletext work, enquiries from the website and chasing quotes."

He is quick to mention that GoCruise: "Does so much. They do the administration for bookings. You are not taking payments, GoCruise handles them. You know the support is there." **MM**

FOR MORE INFORMATION

■ For more information call Geoff Ridgeon on **0800 954 0067**, email geoff@gocruise.co.uk or visit www.cruisefranchise.co.uk

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