

# The rewards of an Oscar franchise



**Franchisee: Howard Lomas**

**Territory: Craven and Ribble Valley**

Howard Lomas, from Lancashire, was looking for a venture that gave him more than repeat business, excellent products and a reliable service – he wanted the reward of job satisfaction which came complete with his OSCAR franchise.

“My background is in textiles and for twenty eight years I worked through various levels of management - having spent a good ten years purchasing wool from around the world.

Eventually, reaching the point of wanting to settle down to a better home life, I left the industry and set up a warehousing facility with a colleague that, at the time, was very successful.

“Franchising was very much in my thoughts and researching my options put me in good stead for when another change in my career came about. Losing a major contract was the deciding factor for me to resurrect my connections in franchising where, through the media, I discovered OSCAR. I followed up via the internet, which was an excellent introduction, to discover that I had found my future.

“OSCAR as a pet food business appealed as sustainable business independent of fashionable trends whereby I could transfer my skills with ease. A proven business model that would achieve repeated custom on a regular basis and, of course, satisfy my own family of pets: Lottie, the Golden Retriever, Gus, a Springer Spaniel, Alfie, the cat and both of my rabbits!

“I have not looked back since starting my business, Gus is my Sales and Marketing manager, in other words he’s with me most of the time, and my wife and business partner, Janet, is a great support to business operations. My rewards keep coming and from being able to help an ageing dog regain mobility within a month by simply changing its food I have become involved with dog rescue and puppy/dog training classes, which are all good for business.

“In spite of my success I was very keen to take up an OSCAR initiative which has truly helped me to think outside of the box when it comes to focusing on my business structure. Looking at the bigger picture of what I can offer highlighted that I was more than just dog and cat food. My full product range would open other doors and helped by a local leaflet drop and detailed canvassing plan my concentrated effort has produced exceptional results. It helped to be reminded of what I, perhaps, already knew but by better planning of my procedures has helped with my training programme for new OSCAR franchisees and allows me more time with my family, which at this moment in time is making life all worthwhile.”

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