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The National Franchise Exhibition
 5 & 6 October 2012 | NEC, Birmingham

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Pet projects make good business

TIMES are tough and people are feeling the pinch, cutting back on what they spend except when it comes to their beloved pets.

The fact the UK is a nation of animal lovers is one of the reasons the pet care franchising sector has continued to thrive despite the economic gloom.

This resilience to the impact of recession has made pet-related franchises popular. They include holiday care and pet sitting services, training, grooming and pet nutrition franchises such as Oscar.

After 27 years working in her family's construction business Allison Wright had a complete change of career and took on an Oscar resale franchise in Tyne and Wear. Just half way through her first year of trading, she is very positive about the future.

She said: "I'm thrilled with my

By Alison Coleman

franchise business. From the start I've had great support from the Oscar franchise team and there is always someone there to help with every aspect of the business.

"My customers are delighted with the quality of the food and are reporting changes in the health and condition of their pets.

"More recently I've been able to resolve a serious skin allergy and help another dog ease its fitting problem through careful changes to diet."

"Having worked in a family business I can appreciate the need to be disciplined. However, a business that brings so many

CAREER MOVE: Allison loves her job with animals



rewards by simply improving and maintaining the lives of people's pets beats the building trade as far as I'm concerned."

Pals4Pets, which provides a range of pet care services including holiday boarding, dog walking and pet sitting, has also been a popular choice with those looking to run a franchise business.

It has just launched a new franchise rental initiative.

Founder

Monica

Loosley said:

"In the

current

economic

climate people

may not have

the funds they

need to buy a

franchise outright so this will provide them with an alternative way in and an opportunity to buy at a later stage."

Although the franchise is clearly pet care-focused, one of the most important qualities a franchisee needs is a passion for business rather than simply being keen to work with animals.

Ms Loosley added: "Ideal franchisee candidates are people with some sales and management experience and the enthusiasm and drive to make the business work."

Pals4Pets franchise opportunities are available throughout the UK but with a particular focus on London and the South-east.

INFORMATION:

- Oscar: 0800 068 1106/
www.oscars.co.uk
- Pals4Pets: 0208 201 1606/
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