

## women in business

# Future looks **bright**

ALLISON WRIGHT SWAPPED THE BUILDING TRADE  
FOR AN OSCAR PET FOODS FRANCHISE

**A**llison Wright purchased Oscar Pet Foods Tyne and Wear as a franchise resale. After 27 years of working for the family business in the building trade, pets had an instant appeal.

"I am thrilled with my Oscar franchise and although I am only halfway through my first year, I am very positive about the future," she says.

"From the outset it was important that I met every customer, so that I could maintain that long term personal relationship, ensuring I understood their requirements and needs as pet owners. I can see they are delighted with the quality of the food and are already reporting changes in the health and condition of their pets. More recently, I have been able to resolve a serious skin allergy and also help another dog ease its fitting problem by carefully changing their diet."

### DEVELOPMENT

In the early stages of her business' development the Oscar staff were a "fantastic support", Allison explains, adding: "There is always someone to help with every aspect of the business. As I have an exclusive territory, I am able to work closely with my



*"There is always someone to help with every aspect of the business"*

neighbouring franchisees, establishing strong lines of support where we can enjoy shared opportunities such as shows and other events in our areas.

"I have been used to working in a family building business and appreciate that you have to be disciplined to succeed. Work hard and you will get back what you put in. To have a business that gives you so many rewards by improving and maintaining the life of a pet beats the building trade for me."

The opportunity to offer a personal complete pet care service, with ongoing expert advice to pet owners, health care products and accessories, is unique to Oscar. It brings many rewards, including repeat business and the opportunity to meet the UK's 13 million pet owners. **MM**

### FOR MORE INFORMATION

■ Call **0800 068 1106** for full details and a free information pack. Alternatively, email **discover@oscars.co.uk** or visit **www.oscars.co.uk**.

More Info - [www.makingmoney.co.uk/r/4211](http://www.makingmoney.co.uk/r/4211)

# Career change

SHAVINA PATEL, OWNER OF AVAILL'S HILLINGDON AND HARROW FRANCHISE,  
EXPLAINS WHAT ATTRACTED HER TO THE HEALTHCARE SPECIALIST



**I**wanted a career change. I had worked in the NHS for around seven years and felt that, although I assisted with patients' diets, I strived to offer clients a wider range of care services. I also sought the flexibility of running my own business.

Throughout my career I have worked in the health and social care sector. It's what I am trained in and know best, so it was a natural progression to choose a franchise in this sector.

### ON CALL

I am on call 24/7, so I can receive calls throughout the night and early morning from carers and clients. The office opens at 8.45am and a typical day can vary from talking to social services, clients and staff to training new carers and attending meetings.

In between this I catch up on emails and ensure all care shifts are filled. As a care agency, I have to be quick thinking when new shifts are phoned in. I know every member of my team well and this means I can match each client with a suitable carer.

The office closes at 5.30pm - after this all calls are directed to my mobile. An average evening running

the franchise consists of answering the phone and catching up on new training and guidelines.

The support from the Avail franchise team has been brilliant - they are available 24 hours a day either on email or over the phone. The initial training I received was good and the franchise team spent time within my branch to ensure everything was running smoothly.

The franchise team visit my branch on a regular basis and hold training days to cover all aspects of running a care franchise. My branch has just turned six months old, so I am always working to increase the amount of care we provide. I want Avail to be known as the number one care agency in Hillingdon and Harrow and am constantly marketing to increase the Avail presence in my area. **MM**

### FOR MORE INFORMATION

■ Visit **www.avail.co.uk**.

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