

MAKING MONEY MAGAZINE

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United in **business**

FATHER AND SON LAURENCE AND MALCOLM SLADE HAVE INVESTED IN AN OSCAR PET FOOD HOME DELIVERY RESALE FRANCHISE

Laurence Slade had a dream that one day he would run his own business, but what type remained a mystery, until he found OSCAR via the internet, a franchise that appealed to both him and his father, Malcolm.

"My career dates back to when I achieved a masters degree in planning for the town council," Laurence explains. "Then the recession sidestepped me into a variety of experiences through direct call centre sales, business development and as a consumer adviser for the county council.

"As for Malcolm, he has a wealth of business experience. Having worked in the UK and overseas, his input is invaluable."

TARGETS

OSCAR presented Laurence and Malcolm with clear and achievable targets in order for them to prepare a business plan. "We were made to feel at ease throughout each stage," Laurence says. "The open day at head office was well presented, the OSCAR team were patient and we enjoyed productive days in the field with very professional franchisees.



"Investing in a resale gave us a good start, as we were introduced to existing customers. Training followed, which was informative, interesting and impressive."

Laurence manages deliveries along the Kent coastline from Folkestone to Dover to Deal and inland to Ashford, while Malcolm looks after the office routines and accounts.

"Having checked out the competition, we concluded our product is good quality and well

priced and we have living proof we can assist in supporting health issues through diet," Laurence says. "Results show general improvement in coat condition and a massive difference in resolving liver, skin, joint and tummy problems.

"Not wanting to be left out of pet conversations, we adopted two crossbreed Salukis from a local charity called Chance Pixies. We were also introduced to a community project and with the help of the OSCAR marketing facility, leaflet drops, poster campaigns and shows have brought success.

"We consider our place with OSCAR as a partnership in a large organisation where all franchisees count. I want to accomplish personal goals that will result in job satisfaction and give me something to be proud of." **MM**

FOR MORE INFORMATION

■ Call **0800 068 1106** or visit www.oscar.co.uk

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