

**BUSINESS TYPE**

UK's largest kitchen facelift retailer & security installation  
 cleaning & maintenance  
 did they choose Ed's Garden Maintenance?  
 re-based energy saving franchise  
 oration service for leather, plastic & vinyl.

ining & repair specialists  
 essional furniture restoration franchise  
 and electrical safety testing  
 que product, unique business opportunity  
 t your own green property services business.  
 UK's original lawn care experts  
 men run property maintenance

de-to-measure window blinds  
 erty maintenance  
 hen Franchise with over 30 years experience.  
 n care and garden maintenance franchise  
 oke handmade kitchen retail opportunity with low overheads  
 ntation shutter suppliers.  
 ell established professional lawn care company  
 t growing professional lawn care franchise

your own hard surface repair business  
 wn services  
 ain cleaning  
 ctricians & electrical contractors  
 istinctive period interior design

e only alarm installation franchise  
 p resistant flooring

uttercraft – Every Window is an Opportunity  
 ardrobe specialists  
 pair and servicing traditional sash windows  
 ofing specialist  
 essional lawn care franchise  
 oor plant suppliers  
 odern take on a traditional business

UK'S most successful estate agency & lettings franchisor  
 esidential lettings agency  
 antastic business opportunities with CENTURY 21  
 tate agency sign contractor  
 un your own successful Lettings Business  
 tate agency  
 tate agents

ersonal estate agency business  
 oin the rental revolution  
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 omeXperts Exceptional Estate & Letting Agents  
 asy To Run Profitable Lettings Agency Franchise  
 ettings & property management franchise.  
 ettings & home search franchise  
 nventory services to letting agents and landlords  
 Offering letting, estate agency and mortgages.  
 The 1st home based estate agency network

# Tailor made

NEIL AND LORRAINE STAPLETON ARE ABLE TO RUN THEIR THRIVING OSCAR PET FOOD HOME DELIVERY FRANCHISE AROUND THEIR HOME AND FAMILY LIFE

**A**fter 16 years, Neil and Lorraine Stapleton continue to enjoy running their OSCAR pet food home delivery franchise, which is tailored to suit their lifestyle, family and future plans.

Neil explains: "Over the years OSCAR has helped us to thrive with new and improved products and incentives - the boost we and our customers need."

**COMFORTABLE**

He adds: "We've been comfortable in our OSCAR franchise and, when initially committing to a new business with a young family, we were able to get off to an affordable start. By following the tried and tested system, the traditional methods of marketing are still in place, but technology speeds up the process.

"Our records are always up to date in order to keep customers informed of deliveries and now, with more options of communication, the traditional telephone calls are backed up by email or texts in order to reach customers at all times, ensuring their pet food larder is always full.

"We take advantage of every opportunity and the development of a dedicated marketing service is constructive and informative to existing, new and potential customers."

Neil and Lorraine bring different skills to their business. "I am very hands-on with the deliveries, while Lorraine is extremely organised and ensures the administration runs smoothly and efficiently," Neil says. "In spite of the varied lines of communication, we do like to maintain personal customer contact and have enjoyed the door-to-door leaflet drops, which bring us closer to the community.

"The business allows us freedom of choice and flexibility to fine-tune the daily routines, which allows us to take time off when it suits, as well as spend time with our family. Being able to work around our home life has made a huge difference, especially during the early years when the child seat went in



the van on delivery days. The flexibility of the OSCAR franchise also allowed us to regularly attend school parents' days."

Many franchisees are part of a nationwide network - and it's no different at OSCAR. Neil explains the benefits of this: "Working with neighbouring franchisees at shows and events adds a positive impact to individual businesses. Our respective collaboration on our local radio station and passing on area referrals simply adds to the advantages of networking.

"OSCAR too are very supportive. They're open to ideas and suggestions and provide incentives to help customers appreciate just how much we can still spoil their pets."

**CHALLENGE**

Neil says he enjoys the challenge of running his business and is currently taking advantage of the OSCAR introductory starter pack initiative. "As a platform to launch the new and improved dog and cat food range, the starter pack is a great way to try the foods for £5," he says. "Combined with the traditional OSCAR taste trial, the starter pack offers customers a discount voucher off their first order. This is a brilliant way to generate new business.

"OSCAR has also introduced a starter pack competition. It's a network challenge, where the top two franchise businesses that sell the most starter packs win a weekend in New York. The timing couldn't have been better, as we've put off our holiday for this year to concentrate on refreshing our business area. With a bit of luck, there might be a long weekend waiting in the wings." **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**.

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