

**BUSINESS TYPE**

CityLocal is run by local people...
Home office B2B white collar consultancy franchise
Homecare and nursing agency
Award winning care and nursing services
£55,000 in total. A minimum
Domiciliary/Home care
Provider of care at home services
Care services
Personal/social care providers
Home help services management franchise
Quality care at home
Senior care in the home
Physical motivation for the elderly
Clothing for the elderly
Sports franchise opportunity
Baby classes
Impressions and solid castings from birth
Technology education for children
Fun energetic classes for preschool children
Join diddi dance to Get Children Moving
Join the UK's largest go kart company
Baby and pre-school children's activity programmes
Education programmes coming to the UK
Drama schools
Pre-school music/singing class
Global franchise for a revolutionary clay product.
The fabulous and fun sand art franchise
After-school maths
Help children's confidence soar
Physical skills for nursery children
Cast of baby and infant hands and feet
Pre-school childrens photography franchise
Music and dance classes for pre-school children
The premium brand in pre-school music sector
Day nurseries
Popstar parties & street dance classes
Leading sports coaching company in the UK
The UK's No.1 sports franchise
The Dragons Den theatre school
Multi-sensory, music & movement classes
Childrens developmental gyms
Children's play programme
Children

# Paying dividends

WITH THE OSCAR PET FOOD HOME DELIVERY FRANCHISE, SIMON AND HELEN THOMAS ENJOY THE SUPPORT OF A NATIONAL COMPANY WITH A LARGE NETWORK OF FRANCHISEES

**S**imon and Helen Thomas sold their home and dry cleaning company and moved to the Isle of Wight. The plan was to find employment and leave the decision making and pressures of running a public service business to someone else.

Helen explains: "Luckily Simon found work, but when redundancy loomed we realised that going back to being self-employed offered us the best rewards. We considered all our options and took time to look at franchising via the internet. OSCAR caught our attention because we love animals."

## EXPERTS

The couple say franchising addressed all their previous concerns about running a business. "With OSCAR we would have the support of a national company with a large network of franchisees and, even more importantly, a team of experts to back up all the finer responsibilities of working for ourselves," Helen says.

"From the beginning OSCAR helped us every step of the way, making the start-up process easy to follow. The extensive training programme gave us confidence in the quality of products and level of service, while ticking all the boxes on how to run a pet food home delivery business from the comfort of our own home."

Launching the business could not have gone better for the couple, as the OSCAR telesales team achieved excellent results in locating new customers. Helen says: "This amazing service eased the pressure of making the initial new contacts, allowing us more time to take the early learning steps towards growing the business. We were impressed with OSCAR's expertise, which has since guided us to our public via meetings, shows and events - all of which bring recommendations in return.

"Our enthusiasm and belief in the product is paying dividends, so much so that our own three dogs, Rufus, Alfie and Bonnie, are shining examples of healthy eating. Our active lifestyle and the opportunity to meet so many people has meant we now have the support of our local publican. By



producing an OSCAR pet food menu that highlights all the culinary delights of meals for youngsters through to OAPs, they are giving our customers a good reason to take their dogs for a walk via the pub."

## MOMENTUM

After trading for a year, Simon and Helen's business is gaining momentum. "By involving our community in brand awareness, we are able to share the pleasure of our service in a fun environment," Helen says. "Helped by extra marketing support from OSCAR, we have made connections with a pet groomer and 'pets as therapy' dogs.

"Between us we share the workload of customer visits, deliveries, telephone communications and office work. For our efforts we have time for ourselves, when we can continue our charity work, go cycling and even take a holiday, because OSCAR is there to keep our customers happy while we enjoy a well-earned break." **MM**

## FOR MORE INFORMATION

■ Call **0800 068 1106** for full details and a free information pack.

More info: [www.makingmoney.co.uk/t/4211](http://www.makingmoney.co.uk/t/4211)

