

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

Provider of care at home services

Care services

Personal/social care providers

Home help services management franchise

Excellent franchise opportunity available

Senior care in the home

Physical motivation for the elderly

Clothing for the elderly

Quality home care services for adults and seniors

Fantastic franchise opportunities/proven returns

Multi-sports for children aged 2-10 yrs

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

Fast of baby and infant hands and feet

Pre-school children's 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

Children's developmental gyms

Children's play programme

Children

Children's yoga

Delighted with the results

THE OSCAR PET FOOD HOME DELIVERY FRANCHISE OPPORTUNITY HAS ENABLED PETER HOUGHTON TO BUILD HIS OWN HOME-BASED BUSINESS



Having recognised there was more to life than working for a commercial construction company, Peter Houghton realised that investing in an OSCAR franchise gave him the opportunity to have his own family business and work from home.

"Wanting a new challenge inspired me to work for myself, but most importantly for my family," Peter explains. "That includes my wife Lucy, my five-month-old son Charlie and our pet dog, Sophie."

RECOMMENDED

He adds: "OSCAR came recommended via family connections, which led me to investigate franchising and the company via its website. I had seen a number of OSCAR vans on the road and this assured me that here was a business opportunity that was well established with a brand that offered potential growth.

"My life has completely turned around and, having relocated to an area where by chance an existing OSCAR business was for sale, things changed even more. I had no hesitation in making an enquiry and the initial introduction gave me confidence in the service and the opportunity. I went through all the avenues of research - from attending a discovery day and days out with an OSCAR franchisee to a final interview. Everything worked out well and I could not wait to get started."

Peter says the support he has received from OSCAR head office has been reassuring. He was also pleasantly surprised when neighbouring franchisees

showed him the ropes at local events and introduced him to potential customers.

MARKETING

"OSCAR have a number of marketing opportunities, one of them being a telesales marketing campaign," Peter says. "I was delighted with the results. It helped a great deal in the early stages by establishing appointments with potential customers. This enabled me to get a feel for the business and become competent selling the products.

"Taste trials have now become second nature, one of which led to meeting the mother of our puppy, a Flat-Coated Retriever. Working arrangements were never suitable to own a puppy, but the flexibility of an OSCAR business gave us the ideal opportunity to make life complete.

"It has taken just over a year to reach my comfort zone, but everything has fallen into place. It was all meant to be and from the first meeting with OSCAR I have benefited a great deal from working with a supportive network that has helped to expand my business, albeit at arm's length." **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

FREE INFO NO: 4211