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[OSCAR]

From scaffolding to dog food

Craig Smith had a drastic change of career when he invested in an OSCAR pet product delivery franchise



After 26 years in the construction industry, Craig Smith was fed up with his job. “Without any business background, I had no idea where my future was going until a member of my family explained to me about his dog walking company and the benefits of working for yourself,” he says.

BUSINESS FOR SALE

The outdoor and sociable nature of the business appealed to Craig, who adds: “I didn’t hesitate to go online and, having already seen an OSCAR van locally, I investigated franchising further and found a business that was for sale in my area.

“Since joining OSCAR, I’ve never enjoyed life so much. A walk in the park to establish potential customers has made me realise pet people are very approachable and fun - noticeably different to working on a building site.

“Becoming self-employed meant I had a lot to learn. However, the initial OSCAR discovery meeting and the chance to speak to other franchisees encouraged me to take the next step.

“Knowing this was a very big step, the OSCAR team were on hand to lead me into an intensive training session, opening my eyes to all the elements of running a business and a product range that gave me the confidence to sell it.

“I was given some great introductions to ease myself into my area of distribution, where OSCAR was already well connected. The chance to meet people face to face suited my understanding of working with the public.”

BACK-UP SUPPORT

The OSCAR business model, back-up support and marketing materials keep Craig focused on building his business, plus with the chance to gain a qualification in nutrition he can expand into new areas of business development.

“OSCAR also helped me to tick all the boxes, research my area, plan my schedules and keep in touch with the network,” Craig says. “I’ve found regional meetings a great place to pick up news, ideas and share points of view.

“Plus with Skype meetings reaching a wider area of networking, I can appreciate how OSCAR is working for franchisees in different parts of the country.

“I have no regrets. My own business is of great value to me and I aim to earn a good living for my family and, of course, make time for my hobbies of ice hockey and cycling.”

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★ INFORMATION

Call today on 0800 068 1106 for full details and a free information pack.
Email: discover@oscars.co.uk. Web: www.oscar.co.uk.