

## franchising

# Everything she was looking for

FOR JANE ADAMS, THE OSCAR PET FOODS FRANCHISE STOOD OUT FROM THE REST

**W**orking in the competitive world of sales and in an area where the security of long term employment might be under threat, Jane Adams was unsure of her future. After 30 years of juggling a full time sales career around bringing up her five children and working long hours - sometimes away from home - she decided it was time to take control of her own destiny.

"Although selling was my background, I did not always believe in the product or the service that I was expected to promote until I discovered OSCAR, a company that stood out from the rest," says Jane.

### PROFESSIONAL

"Here was a well established and well supported franchise company that presented a friendly, high standard of professionalism with an extensive range of own quality products, a personal service that is second to none and an opportunity for me to work from home. I felt very comfortable with the concept of pet care, especially as Smudge, my soft coated Wheaten Terrier, could have priority when it came to trying the food. I would also benefit from having quality time with three of my five children who are still at home."

The flexibility to plan her own working day had tremendous appeal, but before committing to the franchise Jane spent a considerable amount of time speaking to existing franchisees and meeting with the OSCAR team.

She explains: "This only confirmed that the company offered me a secure future working for myself. The comprehensive training course put into perspective the benefits of the products and, without even testing my skills in sales, the OSCAR system proved to me that the quality and nature of the business would sell itself.

"I purchased a greenfield area, which gave me the challenge of starting afresh, and in doing so



Smudge became part of my team. He generally gets to meet the pets, while I chat about new products over a nice cup of tea. I enjoy meeting people and the more pet owners I meet the more I am learning just how many are not sure about what they are feeding their dogs.

"I have found being able to spread the message of the OSCAR honest label policy rewarding and I can recall at least two cases of nutritional success. Both dogs were suffering from food intolerance and a change of diet achieved an instant result and also improved coat condition and joint mobility for each of them - proving that good quality nutrition is paramount."

### BALANCE

Jane says her OSCAR franchise has enabled her to regain her work/life balance. "Working from home with hours to suit has allowed me quality time, while being able to achieve my business targets," she says. "I have gained customers through walking my dog and being seen in all the right places, such as local shows, where I make every effort to introduce myself to pet owners. I am always ready to hand out leaflets and talk about the benefits of OSCAR or offer a home tasting, which invariably achieves a sale and further recommendations.

"While my business is growing, it is always important to take advantage of the additional marketing services that are available from OSCAR. To have so much support gives me added confidence and a deep sense of security. I love my work. My customers are nice people who treasure their pets and appreciate that I am delivering a competitively priced, tasty and nutritious product - and that adds credibility and trust to my business.

"I can honestly say that I have never looked back. This is a business opportunity that has offered me everything I was looking for. It allows me to share and enjoy the fruits of my labour, which is something we all deserve." **MM**



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