



Mixing business with pleasure

DAVID AND DAWN JARVIS HAVE BUILT A THRIVING OSCAR PET FOOD FRANCHISE OVER THE PAST 18 YEARS AND ARE NOW ENJOYING THE FRUITS OF THEIR LABOUR

David and Dawn Jarvis from Hastings in East Sussex have grown up with the Oscar pet food franchise. Starting in 1996 with little knowledge of franchising and the pet food industry, David's 23 years in banking meant he was about to embark on a life changing experience. The plan was for himself and his wife Dawn to join forces and make a go of working together for themselves and their family.

DEVELOPMENT

Franchising has given them the opportunity to succeed in business, while living family life to the full. For David and Dawn, Oscar stood out from the crowd and while the company has undergone a series of changes in terms of development, the basics remain proactive and innovative towards business and pet food manufacturing.

Franchising provided the couple with a proven business system together with training and ongoing support from an experienced team. The ongoing support took away the time consuming aspects of running an independent business, allowing David and Dawn to concentrate on income generation.

"Franchising has given us the opportunity to succeed in a business that we knew very little about," David says. "We have learnt as we have progressed and always been comforted with the knowledge that there was someone to guide or assist us at times of difficulties. In particular, advice from the franchisor helped us avoid costly mistakes.

"Franchising gives you the best of both worlds. The independence of owning and operating your business with a tried and tested system without having to deal with the many administrative, time consuming and non-income generating matters that would be apparent in an independent business. Best of all is that, as the owner, your income is determined by your own efforts and is therefore controlled by yourself."

COMPETITIVE

David and Dawn say they enjoy being able to offer a high level of customer service, while providing foods of the best quality at competitive prices.

"It's great to be part of a larger organisation, but where you can still have that personal contact with your customer," David explains. "And now we have a reputation that puts us among the best in the pet food sector.

"Today our customers generate themselves and we know what they want. And while we enjoy promoting our brand at local shows, we now have the confidence to treat each event as a social occasion, rather than hard work.

We can defy the saying 'don't mix business with pleasure'. After 18 years of working together, we are still thriving." **MM**

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