

[OSCAR PET FOODS]

MADE FOR ME

Catherine Rudman says OSCAR Pet Foods is her perfect franchise partner

Catherine Rudman decided her new business and family connection with the National Search and Rescue Dog Association - sponsored by OSCAR Pet Foods - was going to be a perfect combination.

She explains: "Having given up teaching to be at home with my family, it made sense to have a business that would fit around my lifestyle.

"As a trained florist, it was my decision to be self-employed and it worked well, until deadlines and special occasions became a pressure I could not manage alone."

OPPORTUNITY

It was Catherine's local franchisee who suggested OSCAR as a business opportunity.

"I carried out my own internet research," she says. "This led to a discovery meeting

and the experience of spending a day with a franchisee, which was enough for me to decide OSCAR was made for me.

"Jake, our Labrador Retriever, was already enjoying OSCAR food while training to become a search and rescue dog. My husband,



James, is Jake's handler and now as a fully qualified volunteer for NSARDA, Jake receives his food via OSCAR's sponsorship scheme."

Catherine invested in a new start-up area: "The initial training was a great place to meet everyone and the back-up support from head office is perfect, while regular visits from the business development team have been great for confidence building.

"The flexibility of the OSCAR franchise has enabled me to promote and develop my service around home life, which was an important factor from the outset."



INFORMATION

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