

franchising



Appetite for OSCAR

EXPERIENCED BUSINESS PEOPLE STEVE AND JILL TUBBS ARE MAKING THE MOST OF THE PROVEN SYSTEM OFFERED BY THE PET CARE FRANCHISE

After 20 years of running a successful convenience store and petrol station with a staff of 25, Steve and Jill Tubbs knew how to run a business - and the meaning of self-employment. Dedication and long hours brought success, but the couple believed it was time to reduce the pace and bring enjoyment back into their lives.



"A regular job was the intended next move and as employees we came with very high credentials," says Steve. "With experience in human resources, stock control, security systems and health and safety in the midst of managing accounts, we had a variety of options. However, rejections came, in some cases for being overqualified. Moral was low and we were forced to revert back to working together - and again for ourselves."

HEAD START

According to Jill, franchising was their best option: "While we were used to selling and dealing with the public, the opportunity of a new business that delivers a proven, successful system within a large organisation would give us a head start.

"The internet was a good source of information and with a varied range of options available, pets were calling us every time. We are pet lovers and by working with a product line we could enjoy, our enthusiasm to make a fresh start was re-energised. Our appetite for OSCAR became very clear when our own dogs were introduced to the food - the effects were dynamic and our decision was made."

Starting with a greenfield area that needed an introduction to the OSCAR complete pet care service, the couple promoted the products via home delivery. They were also happy to be working from home.

"Never alone, the training and head office support guided us in the right direction and then, out of the blue, a local resale area became available," Steve says. "This was an opportunity we could not refuse and in the process of adding to our now very large area we also increased our family of pets.

"Over the years we have bred three litters of Chocolate Labradors, keeping mum and one from

each litter, so four plus two Golden Retrievers gives us a total of six dogs. This is a great advert for our business locally and for the puppies en route to their new homes - one of which now resides with OSCAR Pet Foods.

"With belief in our product and a passion for what we can offer our customers - like-minded people with fantastic pets - our success in this business comes from dedicating time to making sure every customer is special. It is important for us to listen, understand and respond to their needs at any time. Giving a little extra brings a greater reward and loyalty is extremely valuable to a small business."

LOCAL SHOWS

Steve and Jill front their business at all times and, with help from their family, attend local shows in and around their various trading areas.

"We pride ourselves on never failing to deliver in bad weather, which brings us a wealth of testimonials," Jill explains. "In five years we have achieved a lot and by working closely with head office we keep abreast of change.

"We take every opportunity to support fellow franchisees around the network towards adding national credibility for the company and we have just renewed our contract for another five years of trading, as we have total faith in self-employment and confidence in OSCAR." **MM**

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