



Winning team

EXPERIENCED OSCAR PET FOOD FRANCHISEES NEIL AND LORRAINE STAPLETON SAY THEIR BUSINESS IS THRIVING

After 16 years, Neil and Lorraine Stapleton continue to enjoy running their OSCAR pet food home delivery business, which is tailored to suit their lifestyle, family and future.

Neil explains: "Over the years OSCAR has helped us to thrive with new and improved products and incentives - giving us the boost we and our customers need.

AFFORDABLE

"We've been comfortable in our OSCAR franchise and, when initially committing to a new business with a young family, we were able to get off to an affordable start. The traditional methods of marketing are still in place, but technology speeds up the process. Our records are always up to date in order to keep customers informed of deliveries, but with more options of communication the traditional telephone calls are backed up by email or texts in order to reach customers at all times - ensuring their pet food larder is always full."

Neil and Lorraine bring different skills to their business. "Working as a team, I am very hands-on with the deliveries, while Lorraine is extremely organised and ensures the administration runs smoothly and efficiently," Neil says.

"In spite of the varied lines of communication, we like to maintain personal customer contact and have enjoyed door-to-door leaflet drops, which bring us closer to the community. The business allows us freedom of choice. Being able to work around home life has made a huge difference, especially during the early years when our child seat went in the van on delivery days. The flexibility of the OSCAR franchise

also allowed us regular attendance at school on parents' days."

Neil believes it's important to connect with fellow franchisees: "Working with neighbouring franchisees at shows and events adds a positive impact to individual businesses. Our respective collaboration on the local radio station and passing on area referrals simply adds to the advantages of networking. OSCAR too are very supportive and are open to ideas and suggestions."

PLATFORM

Neil adds: "We have also taken advantage of the OSCAR introductory starter pack. As a platform to launch the new and improved dog and cat food range, the starter pack is a great way to try the foods for £5. Combined with the traditional OSCAR taste trial, the starter pack offers a discount voucher off the first order. It's a brilliant way to generate new business.

"The OSCAR added incentive is a friendly starter pack competition. It's a network challenge to win a weekend in New York for the two franchise businesses that sell the most starter packs. The timing couldn't have been better - we've put off our holiday for this year to concentrate on refreshing our business area but, with fingers crossed and a bit of luck, there might be a long weekend waiting in the wings." **MM**

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