

## BUSINESS TYPE

# Personal service

BY INVESTING IN AN OSCAR PET FOOD HOME DELIVERY FRANCHISE, JANE ADAMS TOOK CONTROL OF HER OWN DESTINY

**W**orking in the competitive sales industry and in a sector where the security of long-term employment was under threat, Jane Adams was unsure of her future.

After 30 years spent juggling a full-time sales career with bringing up her five children and sometimes working away from home, she decided it was time to take control of her own destiny.

## BELIEF

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

"Here was a well established and well supported franchise company that presented a friendly, high standard of professionalism with an extensive range of its own products, a personal service that's second to none and an opportunity for me to work from home.

"I felt 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 flexible hours Jane could work as an OSCAR franchisee was also attractive, but before committing to invest in the business, she spent time speaking with existing franchisees and meeting the OSCAR team.

"This only confirmed the confidence I had in the company," Jane says. "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 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 with my customers over a cup of tea.

"I enjoy meeting people and the more pet owners I meet the more I realise how many of them are unsure about what they are feeding their dogs. I have found great satisfaction in being able to spread the word about the OSCAR honest label policy and can recall at least two cases of nutritional success.

"Both dogs were suffering from food intolerances and a change of diet achieved an instant result, as well as improving coat condition and joint mobility for each dog - proving that good quality nutrition is paramount."

Becoming an OSCAR franchisee has meant Jane's work/life balance has improved.

## TARGETS

She says: "Working from home with hours to suit has allowed me to spend quality time with my



family, while being able to achieve my business targets. 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."

Jane adds: "While my business is growing, I continue to take advantage of the additional marketing services 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 I am delivering a competitively priced, tasty and nutritious product, which gives my business credibility.

"I can honestly say I have never looked back. This is a business opportunity that has given 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**

## FOR MORE INFORMATION

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