

[OSCAR PET FOODS]

OSCAR felt right for me

Rachel Knight explains why she invested in a franchise with the pet specialist

Possessing all the right attributes to run her own business, Rachel Knight found the perfect answer when she discovered OSCAR as a business opportunity.

Rachel explains: "My initial internet search was for animal related employment when I came across OSCAR as a self-employment opportunity.

"I'd been feeding OSCAR food - which came via direct home delivery - to my dogs for at least eight years.

VOLUNTARY REDUNDANCY

At the time she had just taken voluntary redundancy, after spending 25 years working for a bank as a commercial financial adviser to farming clients.

"I went on to join a farm insurer as an on farm insurance agent, offering advice on the many aspects of insurance," Rachel says. "After three stressful years of working unsociable hours and travelling around the country for little reward, I made my decision to move on.

"As one door closes another opens and my research introduced me to franchising - a halfway house to running your own business with the benefits of working alongside a large organisation.

"Complete with systems, products and support in place, the flexibility and freedom to run a business as you wish could not be better."

Rachel adds: "Discovering that OSCAR was not represented in my local area took me to the next stage and with knowledge of the product as an existing customer I was very impressed by the franchise team.

"With their professionalism and my existing range of skills, I could see everything falling into place.

"Speaking to other franchisees gave me a positive introduction to the finer details of the business and spending a day out in the field enabled me to assess the business carefully.



"Everything was well presented, not rushed, selective and with attention to every detail in relation to different experiences."

OSCAR helped Rachel establish her franchise by providing a number of initial new introductions.

"It's been almost a year now, I've met all my expectations and I'm pleased with my progress," she says.

"I've worked to the OSCAR recommended system and by using my sales experience I've made good progress. I found my niche by attending shows and fairs, with help from my husband, and by building strong customer relationships referrals have been forthcoming.

"I've given my customers the benefit of a convenient service and, combined with quality products, this has resulted in a loyal customer base."

RECOGNISED QUALIFICATION

Rachel is now at stage two of gaining a recognised qualification in pet nutrition and behaviour.



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"Back-up support and additional training could not be more accessible and regional meetings, open surgery discussions with the management team and other franchisees brings the network together while keeping everyone focused," she says.

"As an OSCAR franchisee, I'm far less stressed and have time for myself, my husband and my two dogs, Ted and Hannie, while enjoying new friendships with my customers.

"OSCAR felt right for me. My recommendation to anyone looking at a new business is to take your time and tick all the boxes to ensure it's right for you and your family."

★ INFORMATION

Call 0800 068 1106 for full details and a free information pack. Email: discover@oscars.co.uk Web: www.oscar.co.uk.