

ALL ABOUT MAKING MONEY – DECEMBER 2010

Success breeds **expansion**

HUGH AND JULIE ALLAM HAVE RECENTLY TAKEN
ON A SECOND OSCAR FRANCHISE TERRITORY

Hugh Allam from Woking, Surrey purchased his OSCAR pet food delivery franchise in 2005, and with over 16 years' experience in franchising at management level has a good knowledge of the industry. Julie, his wife, has supported the business throughout and success has led to expansion into an additional area, meaning that Julie and Hugh are now full-time partners.

"OSCAR was never far from our thoughts, having had regular contact with head office," says Hugh. "While appreciating that franchising offers the benefits of a tried and tested system, we agreed that OSCAR provided the high quality products and services we were looking for in a business."

AWARENESS

Following the franchise system, the couple regularly canvassed and attended as many local shows and events as possible to increase brand and customer awareness. Says Hugh: "It worked and we started to build a strong customer base, meeting lots of people who care about their pets and people who recommend our complete pet care service to their families and friends. We keep it simple by reminding

our customers of what they eat to remain healthy and applying the same logic to their pets.

"The freedom of running our own business from home gives us the flexibility to manage both our personal and working lives. Holidays are covered by working closely with neighbouring franchisees and



added support from the team at OSCAR means time away is covered."

One thing Hugh and Julie can rely on is customer loyalty. "We learned from previous experience in the milk delivery business that by making sure we keep regular face-to-face contact with our customers we maintain the connection," explains Hugh. "Therefore we had no hesitation in deciding to expand our business when the opportunity to purchase an adjacent area became available.

"Having enjoyed our pets over the years, currently owning three Rhodesian Ridgebacks, we want our business to be a success for our future and through to retirement." **MM**

FOR MORE INFORMATION

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