

## franchising

# Catering for pets

TOM CARTMALE SWAPPED HIS CAREER AS A CHEF FOR AN OSCAR PET FOOD DELIVERY FRANCHISE, AND HE HASN'T LOOKED BACK SINCE

**T**om Cartmale from Stoke-on-Trent decided he wanted to control his career after working for almost 30 years as a chef. Redundancy forced the issue and franchising secured his future plans.

"Feeding animals with a quality range of foods selected to suit their age, breed and lifestyle meant that my knowledge of how to serve up a good meal could be passed onto a more deserving customer," says Tom. "Catering was all I knew and after hanging up my chef's hat OSCAR not only gave me a career changing opportunity, it put a new slant on my expertise."

## ENTHUSIASTIC

That was 11 years ago, but explains Tom: "I enjoy my work and I'm still enthusiastic. To have job satisfaction while earning a living makes running my own business worthwhile. With over 500 customers to support, they are more than happy to pass on the benefits of my service, so I am rewarded time and time again."

He adds: "Introducing new customers to OSCAR brings me a wealth of stories, from the dog with a constant upset tummy - fed pork sausages as a treat and a variety of different foods - to the Shar Pei with a serious skin and coat problem, which was solved by feeding it quality OSCAR foods. Training my customers to understand the importance of quality feeding



comes via our honest label policy. A satisfied customer once said he had become a 'pet food snob' after having learnt to appreciate the benefits of a healthy diet."

With back-up from experts in veterinary care, behaviour and nutrition, Tom is proud of the unique pet care service he offers: "Dedication to my work is something I like to pass on to new franchisees, and as a trainer I would always

recommend following the OSCAR system - it's tried, tested and, believe me, I know it works."

## MARKET LEADER

OSCAR was founded in 1990 and is now the market leader in pet food home delivery with a wealth of experience in franchising and the pet industry. Therefore previous experience is not necessary to become a franchisee because the proven OSCAR system will train and support you throughout your franchise term.

An OSCAR franchise provides the security of a strong brand and protected image, giving you the benefit of your own business that can be run to suit your circumstances. Within your own exclusive territory you can provide a convenient and free direct-to-the-door delivery service of a range of quality pet foods.

The opportunity to offer a complete personal pet care service, with ongoing expert advice to pet owners, health care products and accessories, is unique to OSCAR and offers many potential rewards, including repeat business and the opportunity to meet the UK's 13million pet owners.

OSCAR has, over the years, gained the experience and confidence to recognise the importance of making career changing decisions. So if you want the freedom and security of running your own business there is no question that your change for the better should be with OSCAR. **MM**

## FOR MORE INFORMATION

■ Call **0800 068 1106** for full details and a free information pack. Alternatively, email [discover@oscars.co.uk](mailto:discover@oscars.co.uk)



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