

APRIL 2010

tell tails

OUT AND ABOUT WITH OSCAR

If you would like your dog to be featured here send your photos to: discover@oscars.co.uk

Juba Hugh and Julie Allam, Franchisees, Woking



NEWSFLASH

FRANCHISEE FOCUS

PIPPA CROW
Bideford, Devon
October 2009



Moving to Devon introduced my three Greyhounds and four cats to OSCAR - changing their food made all the difference both in looks and fitness - I was delighted. And when it came to my notice that an OSCAR resale franchise was available in my area I did not hesitate in making contact. Buying an existing business was a good start because certain elements were already in place but before making a final decision I researched the business opportunity fully, via the internet and locally.

I feel that I've adapted well to my new business and support from my family is a great help. My husband works with me on a Monday - his role of Stock Rotation Manager keeps me organised and my daughter, Sales Director, promotes the business wherever she goes. Of course, my pets sing the praises of OSCAR by just looking good on their healthy diet. I'm not working for pleasure but it's a pleasure to work, and to find that I now have time for my home and family is an extra bonus. I can also enjoy my gardening hobby surrounded by my dogs.

IAN ELLIOTT
Durham
July 2009



I started with a complete blank sheet of paper taking it to the internet and franchising. Looking for a business that suited my personal requirements and existing facilities that also included my two Cocker Spaniels, Charlie and Bertie - I found OSCAR. To work with animals and people inspired my next move. I had to be sure that this was the right franchise for me and that I was comfortable with my commitment. I researched the business and the opportunities in my local area, followed by a visit to OSCAR. To spend a day with an existing franchisee gave me an excellent introduction to the service and the product.

I started my business in July 2009 taking on a Greenfield area. Like any new business in an area that is new to OSCAR I am working hard and enjoying the challenge, enough to encourage my brother-in-law to become my neighbouring franchisee - nothing like keeping it in the family! Speaking of family, my wife works from home too and helps me with presentations and shows - all towards building a successful network of OSCAR customers throughout Durham and Tyne & Wear who will benefit from my service.

CUSTOMER FOCUS

ONE OF THE BEST

Bracken is a seven-year-old male border collie; he is a fully graded Search & Rescue dog for SARDA England and works very hard when out searching or training in the mountains. We have tried many dog food brands over past seven years - he was such a fussy eater, his joints were very stiff on an evening and he could never hold any weight.

Since we started feeding Bracken on OSCAR, twelve-months ago, his joints are more supple and he licks his bowl clean after every meal. He now holds a steady weight and has lots more energy while his coat has never been better, full of shine and softness.

Ian Elliott, your Nutritional Advisor, is very knowledgeable and supportive - he is providing an excellent service. I have even begun to feed my new puppy on OSCAR as I am so impressed at the quality of your dog food.

I can honestly say that OSCAR pet food has to be one of the best dog foods on the market; thank you for sponsoring Bracken over the past year.

Lee Ferry - Search & Rescue Dogs Association England, Stanley, Co Durham



Helpline
0800 195 8000
Franchise opportunity
0800 068 1106



The OSCAR Conference 2010

Ardencote Manor Hotel & Spa Claverdon

A well-supported event that brought our network together. It was an ideal social and training opportunity to expand on OSCAR customer service and loyalty.

Presenting OSCAR network winners - WELL DONE!

AWARD
10 Years
Top Turnover

WINNER
Tom Cartmale
1st David & Dawn Jarvis
2nd Neil & Lorraine Stapleton
3rd Neil & Shelley Harvey

FAC Competition
Special Recognition
Region

South East
Ian Elliott
South West

Presidents Club

South West
South East
South Central
Anglia
Central
Wales & West
Gran & Yorks
North
Wild card
Wild card

Presidents

Steve & Jill Tubbs
Mark Cragg
Hugh & Julie Allam
Sally Callaghan
Steve Pointon
Brian Hulme
Howard Lomas
Ian Elliott
Claire Taylor
Phil & Paula Ray

...AND MORE 4 you on the TV!

Not only have we been successfully promoting our brand we are now pleased to tell you that franchise recruitment has reached your television screens. You may have seen it already!

The coverage is a fantastic opportunity to help us to help you reach pet owners at home. Raising brand awareness is important to our network and TV opens the door to OSCAR calling - just another element of support from your franchisor.

Find us on:

SKY channel 138 - More 4+1 on Sky channel 139
FREEVIEW channel 14 - Virgin Media channel 142

DISCOVERY DAYS

If you are currently looking at business opportunities and would like to find out more about OSCAR as a Company, the Pet Food Industry and Franchising, we are holding Discovery Meetings on the following dates:

Birmingham, Express By Holiday Inn - Wednesday 5th May 2010 at 4.30pm
Preston - Head Office - Wednesday 26th May 2010 at 11.00am
Slough, Express By Holiday Inn - Thursday 10th June at 4.30pm



Training at Preston

If you have already attended a Discovery meeting and decided OSCAR is the right business for you, please refer to our list of In-House Training Courses. Please contact OSCAR if you would like to be pencilled in while continuing your research.

17th May - 21st May 2010
28th June - 2nd July 2010
16th August - 20th August 2010

Welcome to New Starters

Sarah Burgess
York, Yorkshire - 25th January 2010
Ian & Karen Hincley
Ormskirk, Lancashire - 1st March 2010
Nathan & Adele Brooks
Edwinstowe, Nottinghamshire - 12th April 2010
Phil Harman - Broadstairs, Kent - 12th April 2010

NEWS LATEST

COME AND SEE US at the Great Northern Franchise Show - Newcastle Racecourse on Saturday 8th May 2010

If you would like to come and meet with us and find out more about our Business Opportunity please contact us on 0800 068 1106 and we will provide further information.

OSCAR much more than pet food®

