

# OSCAR<sup>®</sup> telltails

OUT AND ABOUT WITH OSCAR

Alex, Laura  
and Rusty from  
Wakefield



SUMMER 2014



**Want a flexible family business?**  
**Curious to find out more?**

Call us for a chat on 0800 068 1106

Janet, Colleen or Mandy  
Franchise Recruitment Team  
discover@oscars.co.uk  
www.oscar.co.uk



## Healthy hints for fun in the SUN with OSCAR

Shelley Aspden BSc (Hons) MSc  
OSCAR Behaviourist

**Summer Allergies:** itching, rashes or bald patches can be triggered by pollen, grass or plants. Feeding a gluten-free diet supports skin and coat general condition but it does not stop allergic reactions to summer. Feeding a diet that contains optimal levels of biotin, zinc and omega 3 eases the problem, but a visit to the vet is recommended for total assurance.

**Flea and Worming:** regular treatments throughout the year will keep fleas and worms at bay, but in hot weather they will thrive on your pet. To attack flea eggs that may be laying dormant further treatments to carpets, bedding and resting areas will ensure double protection.

**Garden Plants:** alas some flowers and plants are poisonous to dogs and cats, and for an inquisitive mouth, it is advisable to place mesh fencing around plants such as daffodils, tulips and aconite. Otherwise restrict time in the garden and keep a watchful eye on their behaviour if they are prone to eat plants or bulbs. Symptoms of a reaction to poisoning are salivating, sickness, diarrhoea and lack of coordination meaning that an urgent call to the vet will be necessary.

**Outdoor Care:** first and foremost your garden must be secure. Check fence panels, gates, and walls for gaps because a pet will find them if you don't. Secure also means from intruders as more time in the garden may invite unwelcome intruders. Always make sure that there is access to water and shaded areas in the garden, especially for outdoor cats and kennelled dogs.

Jake and Tye  
from Barnoldswick

**OSCAR** much more than a franchise<sup>®</sup>

Visit our website  
with your  
smart phone!



**Alan and Julie Parry – Berkshire**  
**Bernie Taylor – East and West Sussex**  
**Andrew Mitchell – West Yorkshire**  
**Emma and Carl Shepherd – South Yorkshire**  
**Gill Dixon – Cheshire/Derbyshire**  
**Tracey Espelund – Wiltshire**

# Welcome to our **NEW** Franchisees

## ask **OSCAR** Q&A

### Q What is OSCAR?

**A** OSCAR is a pet food home delivery business offering a comprehensive range of food, treats and pet accessories. The two routes to market are Mail Order, a service provided by the OSCAR Direct team, and our growing UK franchise network.



### Q How long has OSCAR been established?

**A** OSCAR is a family run business and has been providing a valuable service to consumers for the last 20 years.

### Q What does OSCAR provide?

**A** The complete pet care service that comprises:

- A range of tasty, highly nutritious and competitively priced dog food for all ages and lifestyles, containing the best possible ingredients and vitamins to maintain good health and wellbeing. Packaged in 1.75kg/7kg/15kg bags.

- A variety of cat food for the pet that is known to be a fussy eater. Our complete dry food has been designed to combat the need for a cat to eat in the wild. With wholesome nutritional ingredients that also support the urinary tract system, the texture is ideally suited to the cat's palate. Packaged in two sizes to provide 7 or 30 days' food for the average cat weighing 4kg.

- A comprehensive selection of accessories where great care has been taken in selecting an excellent ancillary range of products to benefit both the OSCAR customer and the OSCAR pet. Only quality products that provide a happier, healthier and longer life for our customers' pets are featured in the PetXtra catalogue. We really are much more than pet food.

### Q What is franchising?

**A** Franchising is a means of starting and running your own business with a very high success rate. A good franchise will offer you a proven business format with both the initial and continuing support that you will need. Joining a franchise has created new lifestyles for thousands of people, but you

need to know if franchising is right for you and you are right for franchising.

### Q How big is the OSCAR network?

**A** We currently have over 90 franchisees operating their own local business within an exclusive area throughout the UK.

### Q Who is right for OSCAR?

**A** No previous experience is needed. If you are looking for a change in career or lifestyle, OSCAR could be for you.

- The franchise is suitable for anyone; you just need the drive and enthusiasm to be successful with a proven business model.

**If you are interested in a flexible working life and being your own boss, with a franchise that provides a comprehensive franchise package, full training and support, give us a call on 0800 068 1106 for more details.**

OSCAR is a full member of the British Franchise Association, Pet Food Manufacturers' Association and holder of the Investors in People Award.



**Sophie**  
from Barrowford



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smart phone!



# Franchising Opportunities

## Start-up Greenfield & Resales

We have a number of start-up greenfield franchise areas available around the UK. Please contact the recruitment department for a friendly chat and more information.

### What is a start-up Greenfield franchise?

A Greenfield franchise provides a completely fresh start. It is an area that needs developing from scratch and has no customer base. It is a business that you can develop to suit your personal needs and aspirations. The start-up business comes with a comprehensive package and a fee of £14,995 plus VAT. Please see page 3 for more details or contact the franchise recruitment team for a free information pack.

### What is a resale franchise?

A resale franchise is a business that has been placed on the market by the current franchisee. This may be due to retirement, illness or because a return on investment is required and offers an excellent opportunity to acquire a business with an established customer base and an income from day one.

#### Benefits to buying an existing business:

- Customer base established
- Immediate business and cash flow
- Performance data
- Name and Brand awareness in the area
- Full training and support from the franchisor

A part resale or resale business is priced according to profitability and size of area.

“Franchising has given us the opportunity to succeed in a business that we knew very little about. We learnt as we progressed and have always



been comforted in the knowledge that there was someone to guide or assist us throughout - in particular, advice from OSCAR helped us to avoid costly mistakes. Franchising gives you the best of both worlds - for example, the independence of owning and operating your business with a tried and tested system without having to deal with the many administrative, time consuming, non-income issues that would be apparent in an independent business. Best of all is that, as the owner, your income is determined by your own efforts and is therefore controlled by yourself.”

**David and Dawn Jarvis**  
OSCAR Pet Foods  
St Leonards on Sea  
East Sussex

“Having a network with a number of resales was once viewed as a bad thing – not anymore. It is now considered a good way to reward the best-performing franchisees and to refresh the network with new, enthusiastic people.”

**John Chambers**  
Partner and head of franchising  
Ashton KCJ Solicitors

OSCAR has a proactive resale process working with franchisees that want to sell part or whole of the franchise business.

### What is a part resale franchise?

A part resale or resale business is where franchisees decide to sell a section of their current business, which may have become too widespread. This enables them to be rewarded financially but also allows further business development within their defined territory.

## Potential Opportunities

We currently have the following resale opportunities available - please contact the franchise recruitment department for a friendly chat and more information.

West Yorkshire - Kent - Hertfordshire - East Suffolk - Lancashire - Surrey - Hampshire

### Even More Potential

The following territory has been placed on the market because the existing franchisee has a huge demand in their local area. For this reason they have been unable to develop towns and villages on the outskirts of the franchise territory, making way for someone living in or near the direct area to build and develop a successful business.

The business placed on the market is a prime area for development and has an exclusive territory of at least 60,000 households, with the added benefit of OSCAR awareness in the area. AREA: DEVON



# Nose to the Ground

## Snippets from our Network

### Sue Watkins – Somerset/Devon

#### ALL IN A DAY'S WORK

My customer called in panic to say she had found a stray dog in her shed, followed by another customer with a distressed hedgehog in her garden. With a stray dog in the back of the car and a hedgehog on the front seat, I found a home for the dog, via the local rescue, and safety in the wildlife centre for the hedgehog.



### Clare Muir – Hampshire

#### FUNDRAISING EVENTS

The best part of my job is going out and meeting new people and their pets. Attending networking events enables me to form partnerships with local businesses and help charities to run fundraising events. For the second year running I assisted the fundraising team for the Oakhaven Hospice Trust with the 'Woofs and Wellies' dog walk. The walkers raised £2000 for the hospice and I donated an OSCAR goody bag to all the dogs.



As for networking, the event has brought a shared opportunity connection with a new pet photographer who happily took a photo of myself and David, my husband, and the pug who took a shine to the smell of my van!

### Jill and Steve Tubbs – Gloucestershire

#### WORKING IN THE COMMUNITY

Building up good relationships within our local community is an excellent way to promote our OSCAR business. We've been working with Swindon Borough Council and a well established veterinary practice to offer free dog and cat food for those eligible for living support. Human food is dispensed via the food bank, and for those with pets a chance to pick up a week's supply of pet food to tide them over.



# OSCAR®

## A GREAT INTRODUCTION TO OSCAR.

**Starter packs only £5... with £5 off\* the next order**

#### CAT

- 2 x 450g complete dry cat food
- Beaphar treats
- Storage bucket
- Information leaflets

#### DOG

- 1.75kg gluten free dog food
- Gluten free treats
- Storage bucket
- Information leaflets

**NEW YORK...NEW YORK**  
**OSCAR franchisees competing to win a holiday in NEW YORK**

The OSCAR Starter Pack is an ideal way of introducing the products and service to new customers at shows and events.

The incentive is to win a holiday to New York. The TWO franchise businesses that sell the most starter packs are in for a treat!



## CONGRATULATIONS SIMON



The British Franchise Association's new board of directors was revealed at the Association's AGM, confirming that Simon Bartholomew QFP of OSCAR Pet Foods is the new bfa chairman.

