

[OSCAR]

MIXING BUSINESS WITH PLEASURE

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While considering his career options, Richard Hebden found security in the OSCAR pet food and accessories franchise.

He explains: "Working in the drinks industry, I was always close to the risk of redundancy. 15 years, with 10 of those years in retail, and under the pressure of constant targets was very stressful. There's always something to learn and working in that environment certainly gave me the strength of mind to transfer my energy into the idea of working for myself."

GOOD FOOD

Richard found OSCAR via the British Franchise Association and his Springer Spaniel - called Oscar - who was in need of some good quality food.

"As an animal lover and with a passion for the outdoors, the opportunity was very appealing," he says. "I could not be complacent when choosing my next career, as this was to be long lasting for the sake of my young family. And although my wife is a primary school teacher, I had to be totally confident before making a final decision."

Richard says OSCAR provided comprehensive initial support to get him started. Now trading for two years, the support continues.

"Despite doing lots of research, planning and speaking to financial and legal contacts as well as franchisees, constant reassurance is what I need as my business continues to grow," he adds.



"I have given myself tough targets in terms of turnover and profitability and my business is everything I want it to be - flexible, with less stress. It's a pleasure to go to work.

"Results are forthcoming and I was delighted when a customer asked me back to see the difference in the condition of two Collies after only three days of changing their diet."

RAPID GROWTH

Richard's enthusiasm for his business has enabled it to grow rapidly.

"The products are easy to talk about and by supporting a local pet rescue charity, I have found yet another avenue that produces follow ups," he says.



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"Besides being a local District Scout Commissioner in Flintshire, as a family we can all enjoy the outdoor lifestyle while I continue to network and build my business."



INFORMATION

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