

Education with Oscar



■ Oscar Pet Foods recently became the first and only pet food franchise to offer its network of franchisees a formal nutrition qualification that is recognised by the Office of Qualifications and Examinations Regulation (Ofqual).

Whilst Oscar has reputation for providing pet foods of outstanding nutritional quality, the company is always on the lookout for ways to help its franchisees support their customers, and this new and exciting opportunity is something rather special.

In collaboration with the Centre of Applied Pet Ethology (COAPE), which provides a range of educational courses dedicated to companion animals in both nutrition and behaviour therapy, and continuing education courses in clinical nutrition for the veterinary profession, an individual course has been written exclusively for the concept of Oscar and its personal service.

With recognition throughout the national education system, gaining this certification gives franchisees the chance to explore more avenues of opportunity and extend nutritional and behavioural support both to

pet owners and industry professionals.

Spread over nine months, the course equates to committing only four hours of study a week. Studies will include diet, feeding regimes, nutrition for health and treating disease, and the effects of nutrition on behaviour. Educational excellence in the nutrition of dogs and cats will prove enormously helpful for business owners wishing to share expertise on pet care with their customers and will also serve to cement a long-lasting brand loyalty and therefore extra profits for franchisees.

This unique qualification is open to all franchisees as part of the Oscar extensive training programme and comes with a choice of time slots to support the flexibility of running an Oscar Pet Foods business. With the first intake commencing in September 2015, all new franchisees will be able to get off to a great start with confidence.

By adding to the business development of Oscar franchisees, this valuable qualification provides a higher level of expertise and even more credibility to a pet-food home delivery business. **BF**

Comment

You will read a lot about the support that a franchisor offers its network...

...and the value this support brings to a business can't be overemphasised. Many franchisees describe it as being 'like a family' and it's that kind of support that a good franchisor should provide.

Plenty of franchises come with 24-hour on-call support via head office who should have no difficulty in answering a cry for help or any queries you may have, since they've ironed out all the possible hazards a new business could face. A reliable franchise brand will walk new franchisees through every step of the way.

It's a truism that franchisees are cushioned by the supportive nature of franchising; it's one of the best things about going into business 'for yourself but not by yourself!'



Carol Stewart-Gill is the founder of Dublincheck, a management franchise that provides commercial cleaning services

DID YOU KNOW ?

1/3 of prospective franchisees are looking to go into business with a partner or family member



Source: Business Franchise BFE Survey 2015