

OVER WOW

FRANCHISE OPPORTUNITY



OVEN CLEANING SUPERHEROES



We're a Yorkshire based company owned by brothers Nicholas and Timothy Spencer. Established in 2018, we've worked hard to build a business that is successful and in demand. Our oven cleaning service is second to none, and we've been so successful that we have had to enlarge our business area over the years. We've cleaned hundreds of ovens throughout the York, Doncaster and Hull area and believe us, the phone never stops ringing! With such a huge demand, we knew that the only way we could give customers the same great OvenWow service would be to launch our very own franchise opportunity.

www.ovenwow.co.uk

OUR SERVICES

We currently provide a number of household cleaning services that include:

- ✓ Oven cleaning
- ✓ Hob cleaning
- ✓ Extractor cleaning
- ✓ White goods cleaning

Although oven cleaning is by far the most popular service, we've found that many home owners often add the services they require when we turn up. After all, what's the point of having a clean oven if the rest of the kitchen isn't as nice to look at!

OUR MISSION

Our mission has always been about paying attention to the detail and looking after the customer. And that's exactly what we are going to help you to do. We want to make you, as a franchisee, just as successful as we are and become a great OvenWow ambassador. Customers always remember when you turn up on time and do a job properly. Once you get those two things right, there's no limit to your financial success.



A FRESH APPROACH TO FRANCHISING

The OvenWow franchise is built on the extensive experience we've gained over the last 6 years. We've spend thousands of hours looking at how we operate and how the competition operates, making us as competitive and as efficient as possible, with an improvement in the service we provide. Now that we've launched our franchise, all we need is people who are just as passionate as we are. Our vision is to turn OvenWow into a UK wide franchise operations, helping customers throughout the country. As a franchisor, we're keen on maintaining a healthy balance between the needs of the franchisee and the needs of the customer. We want franchisees to be working hard for their customers, but at the same time enjoy the fruits of their labour. And with the right franchisees in place, we know we can achieve this.



WHY CONSIDER THE OVENWOW FRANCHISE?

Why should you consider the OvenWow franchise? Well put frankly, franchising is the quickest route to success. Just look at the market you'll be operating in. There are over 28 million households in UK, which gives you an idea of how much potential demand there is. That's millions of ovens, hoods, hobs and white goods, all sitting in each and every one of those kitchens. It shows that the market is healthy and vibrant, giving all of our franchisees the potential to grow their business without any major hurdles.



www.ovenwow.co.uk

WHY IS OVENWOW SO SUCCESSFUL?

We've based our business model on a repeating customer base that provides a stable income. You start off with a few customers in the early days and then pick up new customers every month. Soon you've got a customer base covering hundreds of homes. Just imagine being so busy that you turn work down! It's the perfect business scenario for any business! You'll get to know your customers, so it's critical for you to provide a great OvenWow experience. If you follow the franchise model and your franchise training, there's no reason why you can't have a successful business.

THE ROLE OF THE OVENWOW FRANCHISEE

Our OvenWow franchises are managed by owner operators. During a typical day, you'll be dealing with all sorts including customer enquiries, visiting customers' homes and of course cleaning ovens! It's the perfect business for those who want to see the direct results of their own hard work. As you grow the business, your customer base expands and we expect you to have a large following pretty quickly. In our experience, franchisees won't need any staff, which means more of the income going directly to you.



OVENWOW FRANCHISE PACKAGES & STARTUP COSTS

Our franchise package provides you with everything you need to get started. Franchisees can also access funding via the UK Govts British Business Bank (<https://www.british-business-bank.co.uk/finance-hub/start-up-loan/>).

Franchise Package

- Pre-Opening Support - 1 day
- Franchise Training - up to 7 days
- Onsite Support for Opening - up to 2 days
- Equipment & Stock
- Local Business Launch - Advertising & Promotion
- Marketing /Promotional Materials
- Email and Web Page
- Franchise Agreement
- Operations Manual

Total £10,000

Additional Costs

Estimate

Van Deposit	£2,000
Van Wrap	£450

Total £2,450

Additional Costs

Estimate

Franchisee DBS	£30
Legal Fees for Franchise Agreement	£400
Sundry Expenses	£200

£630

TOTAL STARTUP COSTS (excluding working capital) £13,080

LOCAL MARKETING

We expect all of our franchisees to carry out some local marketing. This will help generate customer enquiries from local households. Local marketing activities are always managed by the franchisee using a localised marketing plan developed by OvenWow (based on our own experiences). As part of the franchise setup, we'll provide full sales training so you can maximise local opportunities. We'll go through this process as part of the business setup phase.

OVENWOW WEBSITE

We've invested heavily in our digital space. Our website www.ovenwow.co.uk is designed to attract customers who need a quality oven cleaning service. Franchisees are provided with a listing on the site, and Head Office will manage the website to maximise its potential. Social media is also important as it can be both a source of business to you and a source of information for your customers. In order to support this, we provide regular updates and look to franchisees to provide us with content that we can utilise. We'll continue to invest in our website and social media as much as possible to make ourselves the leading oven cleaning brand in the UK.

OUR SUPPORT

Our franchise support means that we help you at every stage. This includes:

- The rights to use the OvenWow brand name.
- Exclusive franchise territory.
- Full range of equipment and stock.
- Comprehensive franchise training programme.
- Onsite post opening support
- Marketing materials and collateral.
- A listing on the OvenWow website as well as access to our social media profiles.
- Copy of the OvenWow franchise operations manual.
- A 5-year franchise agreement with a right to renew at the end of the term.
- Assistance with producing a business plan and help raising finance (if it's required).

We intend to make your journey as a franchisee exciting and problem free. By the time you've opened your doors to customers, you'll be an expert on cleaning ovens!

HEAD OFFICE SUPPORT

Franchises are only successful when the franchisor supports its franchise network and helps each individual franchisees develop their local businesses. Our ongoing support includes:

- Operational advice and guidance.
- Ongoing service development.
- Ongoing marketing support.
- Continued website development.
- General problem solving support.

ONGOING FEES

As a franchise, we generate our income from the Management Fee that franchisees pay to us on a monthly basis to provide ongoing support to our franchise network. We charge a fixed £200 a month in Management Fees, which offer excellent value for money. We've designed our fees to be competitive and to allow you to grow as a business. A fixed fee means you know exactly what you're paying on a monthly basis and the more you make the more you keep. It's a win-win for everybody.

YOUR INCOME POTENTIAL

As part of our franchise setup, we've developed detailed franchise forecasts that show the financial potential of a OvenWow franchise. We can share this information with you as part of our recruitment process. However, to give you an idea of profitability, here's what to expect:

- Year 1 - Over £40K
- Year 2 - Over £47K
- Year 3 - Over £53K

We've been quite realistic with our profit projections, basing them on a single franchisee and what they can achieve as an individual, working by themselves.

EXCLUSIVE FRANCHISE TERRITORY

All of our franchisee's will get an exclusive territory which will enable them to build a long term business. It's the role of the OvenWow franchisee to grow the brand and their customer base. We have extensive experience in sizing our territories, based on our own experiences and we'll ensure you have plenty of opportunities in your own area.

ARE YOU CUT OUT TO BE A OVENWOW FRANCHISEE?

We are dedicated to providing a high quality oven cleaning service to customers and we want to work with franchisees who are as passionate as we are. We'll provide you with all the training and tools you need to be successful. All we need from you is your time, passion and dedication. You'll love the experience, just as much as we do.



www.ovenwow.co.uk

WHAT'S NEXT?

CLICK HERE

to complete
our franchise
questionnaire

Once we receive your questionnaire, we will review the information and contact you to take you to the next stage of recruitment. We can also answer any questions you may have.

We're very selective about who we take on board, because not everyone is cut out to be a OvenWow franchisee. However, if you meet our profile, we will do everything to help you come on board and build a wonderful, long-term successful business. That's our promise to you.

FRANCHISEE Q&A

With our training programme, all you need is to have the right attitude and drive, to be a successful OvenWow franchisee.

Do I need to be physically fit?

Cleaning ovens, hobs, hoods etc can be hard work. You need to be reasonably fit and not afraid of physical labour. But the plus side is that your working day is only as long as you want it to be.

Do OvenWow supply the equipment?

As a new franchisee, we'll provide you with a selection of equipment (including a dip tank). This will give you everything you need to get your business off the ground.

Do I need a van?

All franchisees will need a van. It's a critical part of your setup and we are happy for you to buy a second hand van or take on a new van lease. If you already own a van in decent condition, then we'll be more than happy for you to use it for the franchise. We will consider any of the van options and help you decide. Vans will also need to be branded and internally setup for the equipment.

Will you advise on local pricing?

We provide all of our franchisees with a local pricing strategy and will work with you to ensure you're competitive.

Will you assist with the OvenWow digital setup?

Yes, we will. We'll ensure that your fully setup on our CRM system from day one. In addition to this, we will also set you up on our own website system so that customers can see your part of the OvenWow team.

What about the Franchise Agreement?

Every OvenWow franchisee is granted a 5 year franchise agreement. The franchise agreement contains a right of renewal (subject to compliance with the terms of the initial agreement by the franchisee). Our franchise agreement will give you the confidence you need to build the long-term development of your business.

What training will I receive?

All our franchisees get upto 7 days franchise training. This includes a franchise induction training programme that gives you an insight into every aspect of the business and some time working on our cleaning rounds. The induction training is part of initial fee and will be provided by us. Franchisees are responsible for their own travel, accommodation etc.

Will I get an operations manual?

Yes. We will use it to train you as well as provide a copy for you to use on a day to day basis. Remember, it's an important document so you must ensure it remains confidential.

Can I sell my franchise in the future?

Yes you can. Once you come on board, as you build your business you'll be also building a capital asset. Our franchise agreement allows you to sell your business in the future, subject to our approval of the incoming franchisee. The more profitable you are, the greater the value of your business when you look to sell it. We can discuss this in more detail when we meet, so that you understand the ins and outs of building a long term capital asset.

**YOU ONLY GET A WOW
WITH OVENWOW!!!**

