



The logo features the word "oven" in a bold, black, lowercase sans-serif font. To the right of the "n" is a stylized green figure with two black dots for eyes and a curved line for a smile, resembling a person or a character. Below the logo, the words "Oven Cleaning & Detailing Service" are written in a bold, black, uppercase sans-serif font.

# Oven Cleaning & Detailing Service

Thank you for taking the time to enquire about our Ovenu Franchise opportunity.

You're looking in exactly the right place to start an exciting new venture with a Company whose operation is fresh, modern and always developing - giving our Franchisees the best possible business model that they could ask for.

The beauty of it is, you can start working **for** yourself, but not **by** yourself. The support is here for you from day one to make sure your business gets off to the best start.

The Franchise model just works; just look around lawn mowing, pool care, food and coffee outlets; just about every service is now available as a Franchise. Australians have taken to Franchising because it has a much greater success rate than sole operators and clients feel safer dealing with a business that has back up and a reputation to protect.

People like what we're doing; we've been doing it since 2005 in Australia and from 1994 in the UK and are now currently working with over 30 technicians across Australia. Could you be our next?



## A Bit About Us

Ovenu is a Franchised business. In a nutshell, it is a cluster of independent, self employed, professional oven cleaning experts (Franchisees), working collectively and benefiting from using the same name, same cleaning methods, same cleaning products, same branding, wearing the same uniform and trained to the same ISO 9001 standard.

The Company and the 'OVENU' brand is owned by Rik Hellewell, who developed the Ovenu model in the UK in 1994. He is pictured here on the left with Bernard Bannon, the Franchisor for Australia, who provides the Franchisees with on-tap guidance, support and advice. Bernard brought the Ovenu brand to Australia in 2005 and has been cleaning and detailing ovens now for over 13 years with son Daniel. Between them they have the best industry knowledge and are uniquely qualified to help you with all aspects of your operation.



But they don't do all of this on their own – there is also a 'small army' of retained experts providing advice & support for the entire network to benefit from, and a State Manager in each State for hands on support.

Joining the OVENU network means that you are investing into a 'business in a box'. With the added confidence that someone else will have already made the mistakes you could potentially make by going it alone. The methods we use already work, meaning you don't have to waste time with trial and error. The tools are all ready and waiting, there for you to use successfully and our National Marketing platforms already generate thousands of valuable leads every year. Success will follow if you aren't put off by the idea of hard work. You create your own prosperity and we will be with you every step of the way, from the recruitment process, during your training, your start up and way into the future.

The icing on the cake? You are your own boss. You can choose when and how often you work, you can choose your own pay day and you determine your own work/life balance; something that you can't do if you're employed by someone else. All of this with, statistically, an enhanced probability of success by working as an integral part of a Franchised business. That's reassuring.

## **Your Role**

As an OVENU Franchisee, you will have two main objectives;

1. Clean and detail cooking appliances to world class standards
2. Run a successful, profitable business

You don't need any experience in either of these things. None of our existing Franchisees had any oven cleaning and detailing experience, and only a handful came to us from a business background. But they have all trusted our [20+ years experience in the industry](#), listened to our advice and followed our guidance to turn OVENU into what it is today; an army of over 170 Oven cleaning and detailing Specialists in Australia and the UK and across the world, working in the most successful business of its kind. That's why we're here and that's why this Franchise investment is a golden opportunity.



We give you **everything** you need to accomplish these objectives, from the physical tools to do the job to the marketing advice to get the business booming. We've ticked all of the boxes for you. You don't need to find trusted suppliers, we have them. You don't need to test various logos or adverts, we have them. You don't need to mess about with a load of different cleaning materials to find the ones that work, we have them. Our investment in Research and Development has produced our own bespoke products that you can't buy anywhere else.

It could well be that you are the **one person** we are looking for to start operating in your own exclusive area, but moral and ethical Franchising is a two-way street. Whilst you need to make sure this is the right opportunity for you, we need to make sure that you are a good fit for our Franchise. In short, we need to put square pegs in square holes.

By simply duplicating and replicating our already proven systems, your OVENU Franchise can be hugely profitable.

## **You Invest – We Provide**

Everybody operating a Franchise will have made an initial investment, in a similar way that anybody starting any business has to do.

With OVENU, you invest into an exclusive, protected territory in which you are the only OVENU operator. Our territories are made up of postcodes with a minimum of 40,000 households,

We have 2 packages available, a starter package with a limited 3 + 3 year term for \$25,000 + GST and, and a full 5 + 5 year term Agreement for \$42,000 + GST. Both packages include everything you need to start your new business. All you need to source is a white van. The VW Caddy's are ideal, but as long as the vehicle is in good condition, has a lift up back, side sliding door and is white, the choice is up to you.

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*After our fixed fees, that's it. The amount you take from the business is determined by the effort and determination you put into it*  
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Your initial investment provides;

- 10 days hands on training, carried out to ISO 9001 standards by one of our highly qualified, Trainers.
- Professional, eye-catching branding signage for your van.
- The complete kit to put inside the van.
- Sufficient, eco-friendly, Ovenu unique products to undertake your first 200 jobs.
- Offline personalised promotional material.
- Premium quality online presence, all done for you.
- A webpage for your OVENU Territory linked to our main website.
- A business Facebook page, with 3 month's free management and tailored boosts.
- Smart, practical uniform as worn across the network, strengthening the brand.
- Set up on our complete Client Management system. Ensuring that you provide not just a superb service, but also a professional and compliant back office admin service too.
- Tablet for accessing our Client Management system on the road.
- 12 months Public Liability Insurance
- Accounting software

**Everything that we provide is backed up in a comprehensive 'Operation Manual' for you to work by during your operation of your OVENU Franchise.**

We will discuss all likely expenditure and costs with you in greater detail at our first meeting. As a rough guide, Management and National Advertising fees are around \$170 per week and cleaning products costs are around 3% of turnover.

As our advert suggests...



**over**  
Cleaning & Detailing Service

Contents:

- Company established in 2004
- The world's largest over cleaning and detailing franchise
- Market leading brand
- Tailor-made package
- ISO 9001 training
- Protected area
- Flexible hourly

**Drive a successful business straight out of the box.**

## Proof of the Pudding

### Warren Cowsell – (Bayside & Riverside East)



"If you're looking for a balanced lifestyle, more free time, more money, I think Ovenu is the way to go. I've been operating now for 5 years and I can honestly say I have never looked back. It's fantastic, I love it. I love meeting new people all the time and being your own boss is, for me, the way to go. I have recently taken on a 2<sup>nd</sup> territory in the expansion of my business with Ovenu. I'd recommend Ovenu to anybody!"

### Toby Bowes (Carindale Franchise & Queensland State Director)

"Having left a secure and rewarding job, I was at first apprehensive about starting something new – would I earn enough to pay the bills, go on holiday etc. I thought it would take a good few months to establish myself, but I was really surprised that demand for the Ovenu service in this area was instant. I am very happy that I made the decision to join Ovenu, and have not looked back."



**Dan Uchtyl (Brisbane North)** "I've been operating for 5 years now and it's been a really good business. I love that I can spend time with my sons when I want to, such as a long weekend camping trip we went on a couple of years ago – I just take the dates out of my diary with no problem. What always pleasantly surprises me is how happy people are when I have finished a job; they're just so thrilled when that oven looks like new again and we do that 3 times a day for as many days of the week as we want to!"

## What's Next

Our recruitment process is completely open, honest & transparent. It's the way we work, always have done and always will.

There are 5 boxes we like to tick to make sure that your time isn't wasted and the process is as efficient as possible. The first one you have helped us to tick and that's;

1.  Enquire about the Ovenu Franchise
2.  Next, now you have read what's involved and done your research, we need to know a little bit about you, so please take a few moments to complete this [questionnaire](#). We will get a notification when you have done this.
3.  Once we've received your completed questionnaire, we'll need to talk to you by phone or meet up for a coffee to answer any questions you may have at this point. We will contact you to schedule a date and time for this call.
4.  If you're happy with our discussion and want to go to the next step, we will then invite you to a 'Guest Day' with the State Director in your home State for you to see our unique systems in operation 'on the road' with a highly qualified existing franchisee.
5.  Having seen for yourself **exactly** how we operate 'up close and personal', we'll answer any questions you might have and then go on to discuss the type of suitable vehicle you will need for your business. We'll chat through the territory options with you and prepare the required documentation for you to study and seek legal and financial advice.

Your notes;

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We look forward to receiving your completed questionnaire. If we can help any more in the meantime, please call Bernard on 0433 694 775.

Thank you, and hope to hear from you soon.