



## BUSINESS OPPORTUNITY and COURSE

The Oven Cleaning Industry is already experiencing phenomenal growth

But we believe this is just the beginning

The OvenMen franchise is a new franchise concept **without** any upfront joining fees!

We have studied the other oven cleaning franchises and believe the fees are too high for business start-ups to succeed.

Our only ongoing fee is a monthly payment of 4% of turnover (net of VAT) if applicable

Our courses are run by the UK's largest and most successful independent oven cleaning company

We are health & safety assessed and fully insured. You won't find a better training package for 100% customer satisfaction





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Dear Sir/Madam,

Thank you for your interest in our comprehensive and extensive oven cleaning package.

We will teach you everything you need to know about oven cleaning and running an oven cleaning business. We will help you set up your business and support you along the way. We will provide all the on-going support you require for a very low monthly cost.

Oven cleaning is a simple and easy to set up business, but there are pitfalls which we will help you to avoid, by sharing 10 years worth of experience with you.

Oven cleaning is a job everyone hates doing because it's:

- Time consuming
- Hard physical work
- Dirty, messy and unclean
- Difficult to get into all the nooks and crannies
- Impossible to make the shelves, racks and trays fit into the kitchen sink
- A hassle to use dangerous chemicals that give off choking fumes

But, we can clean a customer's oven in 1 –2 hours, using non-caustic **AND** non-toxic products in their home. We use a securely fastened dip tank to clean their shelves, racks & trays, all without making any mess.

All our customers are amazed and delighted with the results and customer care provided by Ovenmen. They use our services regularly and recommend us to their friends and family as a result.

If you have any questions after reading through this information pack, please do not hesitate to call us. We will be more than happy to answer any questions.

Yours Sincerely,

Robert Davis  
Director

[rob@ovenmen.com](mailto:rob@ovenmen.com)  
Tel: 0845 017 8383

## Why Oven Cleaning?

Oven Cleaning is an ever expanding market and **THE** service business for the future. Although there have been oven cleaning businesses in the UK for 8 to 10 years now, it is still only in the early stages of growth. Remember when it was considered a luxury to have your ironing done for you or to have a cleaner? Yet, now, in large parts of the UK, it is considered the norm. In fact in the south of England people are more surprised when you say you do your own ironing and or cleaning. Oven cleaning is definitely going the same way!

## Business Potential

Every household has a cooker and therefore every home is a potential customer. Our customers come from all walks of life and are not stereotyped into social class A & B, as many people might expect. There are numerous reasons why someone may want to have their oven cleaned:

- Working people who do not have the time
- The elderly who are unable to clean their oven but are still proud enough to care
- Pregnant women, people with children (parents, grandparents, child-minders) who don't want to use toxic products
- People with allergies like asthma, bronchitis etc who react to *off the shelf* caustic cleaning products
- Disabled people who cannot clean their oven
- Wealthy people who do not carry out household chores and whose cleaners also will not clean the oven (as most domestic cleaners will not)
- Cleaning Agencies who sub-contract cleaning ovens
- Letting Agents at end of tenancies
- Private Landlords at the end of tenancies
- There is also the huge commercial market which you could expand into should you wish to
- And many more, including those who just don't want to or just don't know how to clean it

An Ovenmen operative would typically clean 5 ovens a day, charging between £32 - £130, depending on the size of the cooker and the amount of work carried out. All work is carried out at a fixed price per item, this is not only fair but the customer also knows exactly what price to expect. With an average price of £60 per clean each operative would normally take approximately £300 a day.

In reality, the business turnover per *Cleaning Operative* may amount to between £50k and £75k. Holiday, sick time and extra items sold can all affect turnover per operative.

Typically, annual costs per *Cleaning Operative* are approximately £5K per year. On top of this figure if you have leased a vehicle there will be additional costs, plus you will need to allow for advertising. However, potential earning of over £40k for a one-van operation are very realistic and achievable.

## Who We Are

The cleaning course is run by the *Oven Cleaning Company* which was launched when the owners discovered that oven cleaning was a unique and potentially lucrative business. Started by Robert Davis, with the help of his wife Karen, the business started as a one-van operation, trying different cleaning methods and with a huge need to educate people that such a service was now available. After 3 months they employed their first Cleaning Operative and after 6 months, the second. Now running a 10 van operation, with over 120,000 customers and still growing, the business is still run by Robert and Karen with a fantastic and reliable team of *Cleaning Operatives*.

The business was originally run from home, but once ready to employ their sixth *Cleaning Operative* the company moved into a commercial office. The *Oven Cleaning Company* moved into its current premises in January 2005 in the village of Churt, between Farnham and Hindhead in Surrey.

It took time and error to come up with the completely safe cleaning system that is used with all their customers. Rob and Karen would like to share their cleaning system with you because they know it is the best, safest and fastest system out there.



## What We Offer

- We will provide you with the benefit of our experience.
- We will help you start from scratch a strong business that has regular custom from delighted customers.
- We will supply on-going support.
- We will supply all information you need to avoid pitfalls.
- We can supply all specialist equipment as required.
- We will help you to purchase your Renault Kangoo van .
- We will fully fit out a Renault Kangoo van.
- A four day training package
- The *Oven Cleaning* manual
- The use of our tailor made online booking system YView
- Further training packages available if required
- A chance to own your own business but be part of something much bigger.

## **What We Won't Give You**

- Restricted areas
- Contracts disowning your rights to ownership of: customers, phone numbers, marketing etc if decide to sell or close your business
- Any false claims about the products you are using

## **Initial Investment**

- Course fee of £1,900 + VAT for 4 full days of training
- Specialised dip tank for back of van at £1050 + VAT
- The cost of your van (we recommend Hire Purchase)
- Fit out of van (optional) at £1025 approx + VAT for all necessary parts & labour
- Any van sign writing costs
- Primary advertising budget

## **Ongoing Business Costs**

- Van lease repayments (if leased)
- Van running costs
- Advertising
- Telephone bill
- Stationery
- Postage
- Franchise fee of 4% of monthly turnover net of VAT, if registered for VAT.

## **Benefits of becoming an Ovenman**

- Being part of a group of oven cleaning businesses that are linked to an established professional company with the highest standards and an excellent reputation, as well as being the largest independent specialist domestic oven cleaning company in the UK
- Running your own business but having substantial backup
- Help with vans and equipment option
- Further training option
- Ongoing advice & support
- Strong web presence with our company website, which also eliminates the sizeable expense of developing and maintaining your own website.
- Recommendations passed within an expanding group helping to develop everybody's business and locking out the opposition
- Sophisticated software that controls your customers and makes sure that you do not lose them.

### **We only expect three things from you after finishing the course**

- 1 To provide a domestic oven cleaning service using the same or similar techniques to ourselves, especially the use of non-caustic and non-toxic products in the customers home.
- 2 To maintain the same high work and ethical standards that we expect from our operatives, as we shall be recommending customers to you who contact us from your area.
- 3 To run your new business in a professional manner.



### **Additional Services Available**

Once you are comfortable with your new business and confident with the cleaning of all types of domestic ovens and cookers, should you wish, there are further opportunities for your business.

We have subsequently added the cleaning of barbecues to our domestic customers for the same price as a single oven clean. We only provide this service May to September, using a steam cleaner.

On top of this, there is huge potential in the commercial oven cleaning market. However, the time involved in cleaning the ovens is much longer and the work is always invoiced - there are also other matters to consider. There are plenty of small commercial opportunities which you can easily extend into without working unsociable hours and finish the job in three hours or so.

## Frequently Asked Questions

1. *How long is the course?*

Four full working days

2. *What will I learn on the course?*

Everything you need to know about starting and running an oven cleaning business. You will be taught to clean all types of ovens and cookers, plus hobs, extractors and microwaves.

3. *Where do I stay during the course?*

We recommend a stay in one of the local villages or Farnham hotels or B&B's for easy access to the office each morning. We will advise you once we know your preferred criteria for accommodation. Arrival on the Sunday evening with departure the following Friday will maximise the 4 day training programme.

4. *What if I am not confident after 4 days?*

It is always hard to remember everything you have learnt, particularly when it is all condensed into an intensive training programme. We will be there at the end of the phone whenever you need to speak to someone, be it for confirmation on something you think you should do or were told, a question on something you are unsure about... Should you decide at any point that there are areas of cleaning you would like to refresh or extend your knowledge on - or further aspects you would like to explore, then further one or two day training packages would be made available to you.

5. *How do I decide what van to buy?*

We insist that you buy a Renault Kangoo either outright or by hire purchase over 3 years so that at the end of the term the van is yours. All Ovenmen operatives have to have uniform vans in order to maintain a strong corporate image.

6. *Do I need to buy a dip tank or can I make do without one?*

The dip tank is essential to your business. The one we use is reliable and very safe. This is the one item that you do need to purchase through us as it has been specially designed and is produced solely for us, by a specialist producer, and is therefore not available anywhere else.

7. *Do I need any other equipment in my van?*

Water tanks, hoses and boarding are fitted into the vans and electrical wiring is required.

8. *Do I have to buy all my supplies from you?*

Yes unless you can find them genuinely cheaper elsewhere. We're usually cheaper though because we buy in bulk.

9. *How many people will be on the course with me and how frequently are the courses run?*

We believe you deserve 100% of our attention during your training period - therefore, we train only one person per course. This ensures you get to see the best possible selection of cookers during your time with us. Availability is therefore, any week when no-one else has already pre-booked.

*10. Can anyone clean ovens?*

There is a fair amount of elbow grease required to clean ovens, so it is ideal to be reasonably healthy and fit. You can work to your own level though, choosing the number of days you work and number of jobs you do per day. It is not rocket-science but a certain amount of common sense is required.

We are committed to creating the largest group of oven cleaners in the U.K dedicated to cleaning ovens to the highest standard and offering an all round service that is the best in the industry.

There are only a limited number of places available each month so call today to discuss the course in further detail!

**0845 017 8383**