

# Recession proof business

Powerflush Ltd franchisee, Shaun Aldridge, tells us what it is like being part of an exciting business opportunity, which is growing 107% year on year...



Shaun's company van doubles as his office

I never thought that at 32-years-old, I would own my own business and that during the UK's worst recession since the 1930's - my business would continue to progress.

Like any sensible person about to spend money on a business opportunity, when first offered to purchase a franchise I was hesitant - I had come from a carpenter's background and wasn't sure that I would want to deal with everything involved in managing my own business, also I was nervous of the fact that my decisions could make or break my own livelihood.

## ENTHUSIASTIC

I meet with Tarquin Purdie, the owner of Powerflush Ltd. He was enthusiastic and gave me a lot of his time patiently going through my concerns and one by one I was convinced that this was a venture that I had to see through.

The best part of being a franchisee is that I may be in business on my own, but I am not alone. There is also the benefit of shared ideas and experience.

Being part of a Powerflush Ltd franchise is a

unique opportunity, we really are an extended family. Everyone pulls together as we all know that the success of each franchisee represents the success of us all as one.

We rely on the head office through various marketing techniques to keep bringing in business for us franchisee's, and they organise my diary schedule day by day.

## TYPICAL DAY

A typical day will start with me arriving at a job, meeting with the customer, being taken through their home, while they explain their expectations from their central heating, then me setting up my Powerflush equipment, and beginning a day of work on their central heating system.

This job is not for the impatient, Powerflush Ltd franchisee's specialize in only doing the Powerflushing, and dedicate an entire day of work per system.

Success for me is about hard work, great customer service, accepting that there will be the rare occasion that something unpredictable has happened ensuring that I need to go back to the customer to do follow up work that I won't be

paid for and overall taking pride in my work.

What helps with a franchise is having the power of the 'brand' behind you as it is beneficial in attracting work and having the infrastructure in the form of support to the individual entrepreneur. Our customers feel that they are safer dealing with the 'big name' rather than to a small one off business that may be a rogue tradesman. A great advantage for me is how low my business overheads are, my company van is my office.

## STAFFING ISSUES

I am not having to be bothered with staffing issues as I am the only person that I employ and having the head office of Powerflush Ltd take care of my marketing and my job schedule leaves me free to be on the road driving to my various jobs and getting on with the work involved.

Suitably qualified engineers who are interested in a Powerflush Franchise opportunity should look on the website for more information, [www.pflush.com](http://www.pflush.com) or call us on 0800 731 7939.