

CLEANING DOCTOR u Interview

'A proven business formula'

An established business with comprehensive marketing strategies and nationwide recognition appealed to Eric Wharton, who launched his Cleaning Doctor franchise covering Tralee, Dingle and Kerry North in November 2005.

“When you think of franchising in Ireland, the first company that springs to mind is Cleaning Doctor, and what better way to start your own cleaning business than with a proven business formula,” he relates.

“With my background, I’ve seen plenty of marketing campaigns and I could tell immediately that the whole marketing strategy is well thought out.” Coming from a printing background, Wharton is practically minded and good with machinery and found the practical side of the business easy to learn. Following the four weeks of initial training, Wharton has benefited from ongoing training courses conducted both in the field and



Eric Wharton

at head office.

He also benefits from ongoing support from the Cleaning Doctor team. “I can’t fault Cleaning Doctor in anyway,” he praises. “William Little, the Founder, is very approachable and helpful. In addition, there is great support from other franchisees.”

Within six weeks of the launch, Wharton’s business turned over approximately €18,000, and he anticipates achieving turnover in the region of €86,000 to €100,000 in his first year. When it comes to sales, Wharton says “no problem”. “The system is tried and tested so it’s an easy sales process if you do a good job.”

Ten times happier than when he was employed, Wharton reveals: “The most enjoyable aspect of the business is meeting new people - it’s brilliant.”