

Call for a doctor ...

It's the once-a-year job nobody likes.

Winter's gone, the sun is out and the barbecue season has arrived once again.

And 12 months of grease and grime need removing from your outdoor cooker.

Since 2002 the BBQ Doctor has been looking after the health of Auckland's barbecues.

The innovative service was established by Wayne Anker, a former career soldier and army officer who saw combat in Vietnam with the Royal New Zealand Artillery.

After retiring from the army, Wayne spotted the opportunity for a dedicated barbecue cleaning and servicing operation in Auckland. The BBQ Doctor was born.

Now he's ready to retire from the business and spend more time fishing off the Coromandel. He'd love to see someone take over the BBQ Doctor brand and expand an already profitable one-man business.

HOUSE CALLS THE KEY TO SUCCESS

Over the years, the BBQ Doctor has built up a client list of around 3000 Auckland homeowners who depend on Wayne for a grease-free sparkling barbecue, tuned and primed and ready to hit the summer.

A key to BBQ Doctor's success is that it's mobile.

Call for the Doctor and he'll arrive with a custom-designed trailer containing all the equipment and chemicals needed for the job.

The trailer contains a heated soaking bath for hotplates and grills. The mucky stuff goes into the bath while the doctor gets to work on the patient.

Elbow grease and customised chemicals go into the first stage of cleaning the worst of the grime off the barbecue.

Then the industrial quality steam cleaner is rolled off the trailer and sent into action.

When that's done, the grills and plates are scrubbed down and rinsed off in the trailer.

All chemicals and waste are contained in the trailer and taken off-site. which means it's eco-friendly to the homeowner.

At this point, the doctor gives the patient a further check. Often a barbecue needs a new burner, regulator or ignition. An easy job for the BBQ Doctor.

GREAT POTENTIAL FOR EXPANSION

Wayne is convinced the BBQ Doctor would be the perfect add-on to an existing business like Jim's Mowing, or similar. With his 16 years of experience in the barbecue cleaning business, Wayne sees Auckland being divided into six zones, each with its own BBQ Doctor.

The zone concept cuts the amount of travel an operator would need to get to a job. At the moment, Auckland traffic is a killer for any mobile business. Each barbecue job takes up to two hours, so a motivated operator could fit four jobs into a day, 20 into a week. That's an earning potential of \$4000 over a five-day week. Overheads remain low, as well. Once a trailer is outfitted, there's very little further capital expenditure other than daily running costs like fuel, and chemicals.