

From Employee to Employer, To Franchisee – The Employment Wheel Has Turned the full Circle for Alex Shurko

Image Gallery



Alex Shurko of Chem-Dry Britannia

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Online PR News – 28-January-2010 With various experience of the electronics & motoring industries behind him, Surrey based local entrepreneur Alex Shurko recently embarked on a new chapter of his career as he has just moved into franchising with Chem-Dry. His recent career background as an employee with Osram part of the Siemens Group and then having run his own independent MOT & Car Repair business, Alex has built a considerable wealth of business knowledge. He will benefit from his recent employee and employer working backgrounds, which will provide the perfect grounding to make his new Chem-Dry [professional carpet cleaning](#), upholstery cleaning and disaster restoration franchise a success.

Alex has forged a good working relationship and works closely with another Chem-Dry franchise Chem-Dry Gold, this was helped him build upon his knowledge of his local licence areas. It will also help with some of the technical aspects of running a [carpet cleaners](#) franchise business.

Franchisees, who have experience of running their own business, tend to possess skills such as discipline, motivation & process management skills. Due to the challenging issues they have to overcome and the driven personalities they display, ensures they are able to handle challenges as and when they occur.

Alex Shurko, Proprietor of Chem-Dry Britannia, comments “My previous employment background allows me to adapt to continuously changing working environments and as a previous business owner, I am able to make the difficult decisions sometimes franchise owners have to address. There has been a smooth transition from running my own business to running my own franchise business and its proven business model with Chem-Dry. If I ever need assistance or advice I can call upon fellow Chem-Dry franchises or Chem-Dry Franchising. The skills I have learnt as a business owner will prove handy and will be transferable”.

Mark Richardson, Marketing Executive, Chem-Dry Franchising, comments “Franchising attracts a wide diverse group of people from different backgrounds, with different skills, circumstances and business experiences. I believe Alex’s vast knowledge of running his own business will help and be put to good use as his franchise business grows and develops. We are delighted to welcome Chem-Dry Britannia to the Chem-Dry franchise network”.

Chem-Dry Britannia became part of the national Chem-Dry network in late 1992 and is an independently owned & operated by Alex Shurko since late 2009. The domestic and commercial carpet and upholstery cleaning business is evolving through the provision of exceptional service to both their domestic and commercial customers for carpets, upholstery and rug cleaning from various parts of West Surrey & North Hampshire.

ENDS

Notes to Editor

- Chem-Dry® was established in the UK in 1987. Its Yorkshire-based national service centre with 150 staff now supports a network of 932 franchise licences
- Chem-Dry Britannia has been trading since 1992
- Chem-Dry Britannia hold 2 licence covering various parts of Surrey & Hampshire
- Chem-Dry Britannia is a locally owned family business
- Chem-Dry is part of the Evander group of companies
- In September 2009, the Evander Group was established following the acquisition & management buy out of the Homeserve Emergency Services

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