

Camp K-9 Pet Daycare

Whitehorse

Started: January 1999

Contacts: Mary Motley and Pat Cumming

People can drop off their four-legged canine friends at Camp K-9 Pet Daycare for all or part of a work day. Owner Mary Motley also does dog grooming and runs obedience training classes in the winter evenings. The business has recently started retailing dog food, treats, toys and other equipment.



Getting started: Mary first ran an ad to determine potential interest in a dog daycare and the more than 30 positive responses encouraged her to get her business license. She opened the business using only her own money as no banks would finance her. After many busy months, one of the daycare's regular clients, Pat Cumming, became a partner in the business.

Key to success: People see that their dogs are happy after a day at Camp K-9. Dog owners also like the extra touches, like the willingness to loan dog books or take the dogs to vet appointments. The combination of the care services, grooming, obedience training and retail of dog supplies provides a stable base for the business.

Lessons learned: Though the lack of bank financing was difficult for start-up, Mary is now glad not to have bank payments on top of the other bills. The new partnership has reduced her financial burden, workload and stress levels.

Future of business: Mary and Pat have no immediate plans for expansion except to broaden the range of dog supplies and products they sell.