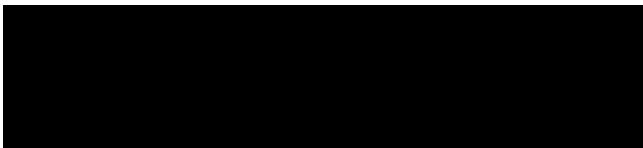




# **Pet Business Owner**



# Pet Business Owner

There are many avenues for business owners in the pet industry. The pet industry is one of the few industries that has continued to grow during the recession. Pet Stores, pet grooming salons, pet product manufacturers, doggie daycares, and pet hotels are all businesses which rely heavily on dog owners to prosper and thrive.

A pet business owner's duties may include;

- Researching local demographics to assess product or service needs
- Research and implement marketing strategies to sell products and services
- Handle financial aspects of the business including accounts payable, accounts receivable, payroll, inventory, and ordering supplies
- Hire, train, and manage staff or assistants
- Network with other business owners in the area to deliver valuable marketing strategies and promotions for pet owners

A business degree is recommended for this career field. While many pet business owners can manage small businesses without extensive business education or training, as the business grows, the need for more skills in business management quickly becomes apparent. An understanding of consumer needs, business management techniques, and the ability to handle customer needs in an organized fashion are all necessary for this career choice.

A career as a pet business owner has the potential of providing a comfortable living. The success of a pet business owners is dependant on several factors including; demographics, location, and the needs of pet owners in a particular area. Owners of a pet business should expect to spend a great deal of time promoting and marketing their products or services. Though this career is related to animals, depending on the type of business, a pet business owner may not spend much time with pets.