

Executive Summary



Who We Are

K9 Cares Ltd is a family run business based in Hereford. Helen & Matt Robson are the Directors of the company and operate the only successful Dog Day Care service to the population of Hereford and beyond. Established in January 2011, Helen commenced K9 Cares as a simple dog walking business, taking on customers dogs to offer half hourly, hourly walks or pet check ins.

This service quickly evolved into the day care market after several owners requested that their dogs remain with Helen throughout the day whilst they attended their own workplace. This idea quickly grew and once other customers were aware of the service, they happily converted to having their dogs picked up in the mornings, brought back to K9 Cares own residential property for the day and then dropped back to their own residence in the evening. In April 2013, Helen's husband Matt joined her full time to keep up with the growing demands of their customers to look after their dogs for the day, this then evolved into owners even dropping their dogs off with them in the mornings and picking them up in the afternoon.

In June 2015, after a long process of finding the right premises, obtaining Change of Use Planning Permission and a further Dog Boarding License from Herefordshire Council, as well as registering the business as a Limited Company, K9 Cares Ltd proudly opened their doors to the first ever purpose built Dog Daycare Centre in Hereford, and the rest is history. The business only a year on and 6 months on, already has another waiting list in operation for new customers wishing to register their dogs to attend Daycare and are regularly hitting their licensed full capacity level of 40 dogs per day.

As well as Dog Daycare, K9 Cares Ltd also offers on site dog grooming which is proving very popular for existing and new customers. Other revenue streams for the business which are relatively new are Individual Dog Walking, and K9 Cares own designed 'Dog Tyred' beds, made out of recycled vehicle tyres.

K9 Cares Ltd has a strong and loyal customer base developed over several years and is continuing to receive enquiries to take on new customer. K9 Cares has an online presence making excellent use of social media to promote and communicate to their existing and future customers.

K9 Cares has also started working in Partnership with a local well respected Dog trainer, K9 Academy. The aim is to offer an all round K9 partnership to deliver a whole new dynamic to the doggy world of Hereford. From Daycare to Obedience, Behavioural Training, Alternative therapies and holistic approaches to the health and welfare of dogs. As well as an onsite shop for bespoke dog clothing/leads and accessories.

PLANNING APPLICATION FOR A NEW INDUSTRIAL BUILDING.
FOR A MIXED USE B1, B2, B8 AND SUI GENERIS PLANNING
USES. NEW BUILDING TO REPLACE AN EXISTING AGRICULTURAL
STORAGE BUILDING ON DEVELOPMENT SITE.
'THE BARN' CHAPPEL ROAD ROTHERWAS INDUSTRIAL ESTATE
HEREFORD HR2 6LP.
AWN MORRIS CHARTERED BUILDING SURVEYOR :- 0797 714 0692

Products and Services

Current Products and Services

K9 Cares sets itself apart from other animal service facilities that may offer only one or two types of services, such as dog walking or pet check-ins.

There current services consist of:

- Dog Day Care -Full Day & Half Days
- Dog Walking
- Dog Grooming
- Dog Socialising
- Puppy Playschool
- Obedience and Behavioural training with K9 Academy.
- Pick up and Drop off service available
- Bespoke hand made Dog Beds from recycled car tyres.

Future proposals for Products and Services:

- Two Dog Daycare Centres based within Hereford City, (Rockfield Road HQ & Rotherwas)
- A Modern inviting Reception area at K9 Cares Ltd HQ (Rockfield Road)
- Onsite Shop at K9 Cares HQ (Rockfield Road) for brand named dog leads/Collars/clothing and accessories.
- Art Gallery of animal portraits located in Reception and shop area. Art from local artists to sell and displayed on the walls.
- Dog Therapy Room following refurbishment of existing room at K9 Cares HQ to include:
 - ❖ Aromatherapy - Reiki Healing - Acupuncture - Canine Massage - Hydrotherapy
- Further expand the K9 Academy relationship and promote to local veterinary practices for referral processes.
- Weight loss and fitness clinics
- Comprehensive K9 Awards, Puppy, Bronze, Silver & Gold in conjunction with K9 Academy.
- Canine Bereavement Counselling.
- Further K9 Cares Dog Daycare Centres for Leominster, Ross-on-wye, Bromyard and Ledbury.

- Provide work experience for young people and strengthen already existing connections with Holme Lacy & Hartpury Colleges.

K9 Cares Ltd have many goals and are aware they will all take time to establish, a lesson learnt through establishing K9 Cares, start slowly and progress gradually, the business will then be established and successful.



Management Team

K9 Cares is managed by Business Partners Helen Robson & Matt Robson.

Helen Robson, Executive Director. Responsibilities include but are not limited to:

- Marketing
- Operations
- Website Maintenance & Design
- Social Media Management
- Administration
- Accountancy
- First Aid
- Bookings and Registrations

Matt Robson, Executive Director. Responsibilities include but are not limited to:

- Operations
- Customer Service
- Dog walking arrangements and schedules
- Domestic & Housekeeping services
- Property Maintenance
- Health, Safety & Security
- Mobile Communications

raised within the local community. In fact all their neighbours are 100% behind them and are now very well known in the Hunderton area as well as around Hereford. Towards the end of 2014, K9 Cares was operating virtually at full capacity of 20 dogs per day in their own home. It was at this point Helen & Matt started on the research process of opening a larger 'all purpose' dog daycare centre.

In June 2015, after a long process of finding the right premises, obtaining Change of Use Planning Permission and a further Dog Boarding License from Herefordshire Council, as well as registering the business as a Limited Company, K9 Cares Ltd proudly opened their doors to the first ever purpose built Dog Daycare Centre in Hereford, and the rest is history. The business only a year on, already had another waiting list (Currently 45 dogs!) in operation for new customers wishing to register their dogs to attend Daycare and regularly hit their licensed full capacity level of 40 dogs per day.

Including the two Directors, K9 Cares Ltd now employs 5 other employees including an Apprentice studying Animal Management via Holme Lacy College. K9 Cares also provides much needed work experience and job placements for students from Holme Lacy College, local schools and job centre.

As well as Dog Daycare, K9 Cares Ltd also offers on site dog grooming which is proving very popular for existing and new customers. Other revenue streams for the business which are relatively new are Individual Dog Walking, and K9 Cares own designed 'Dog Tyred' beds, made out of recycled vehicle tyres.

As K9 Cares Ltd now consistently operates at full capacity.. the only way is up and to achieve this they have highlighted the following goals:

- Rent a second industrial/Commercial Unit on the south side of Hereford City to operate K9 Cares Ltd in another location.
- Employ further staff for Management of the centre, Daycare Assistants for dog supervising, Walking and cleaning both on a salaried and voluntary basis.
- Open a further Dog Grooming Salon at the second site and employ a Dog Groomer.
- Establish our Brand led onsite shop at the main Daycare centre HQ (rockfield Road).
- Work in conjunction with a local veterinary practice to provide all round, all purpose centre for dog & Pet Care.
- Further develop and strengthen our relationship with K9 Academy.
- Enter the canine hydrotherapy market for both medical and fun/social needs of dogs.
- Provide the ability to offer a range of canine alternative therapies, such as reiki, massage, aromatherapy and acupuncture all onsite at K9 Cares Ltd HQ (Rockfield Road).
- Establish satellite branches of K9 Cares Ltd to cover a wider community within Herefordshire, i.e Ross, Ledbury, Bromyard, Leominster.
- Be able to find a site that could accommodate a luxury dog hotel and employ individuals to care for the dogs overnight.

Company

Company Overview

K9 Cares Ltd is an established Dog Day Care centre based in Hereford. They have been in operation since January 2011 when the business only offered individual Dog Walking. This quickly grew to having some dogs attend all day due to their owners working commitments. K9 Cares Ltd now offer:

- Dog Day Care -Full Day & Half Days
- Dog Walking
- Dog Grooming
- Dog Socialising
- Puppy Playschool
- Obedience and Behavioural training with K9 Academy.
- Fully Supervised
- Affordable
- Safe, Secure and fun
- Fully Licensed by Herefordshire Council
- Pet Business Insurance through Cliverton for up to 40 dogs in Day Care.
- 7am to 6pm Monday to Friday. Soon to be Saturdays & Sundays too.
- Pick up and Drop off service available
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Company History

K9 Cares was established in January 2011 by Helen Robson and later joined by her husband Matt Robson. Helen started business as a Dog Walker around the Hereford area, after starting to get a number of customers asking if dogs could 'stay over' or attend all day, the idea of Doggy Day Care and Home boarding was born!

After many changes to Helen & Matt's home environment the Doggy Day Care service completely took off. All of the existing customers were more than happy to swap from either a half hour or hour walk to a full day of Day Care, even though this meant sometimes doubling their cost.

Following a few local advertisements in local papers, Van signage and new branded work wear K9 Cares took off! The tail end of 2012 and beginning of 2013 has seen the business treble its turnover, so much so that Matt gave up his Building business in April 2013 to come into partnership with Helen to drive K9 Cares forward.

Earlier in 2013 K9 Cares was successfully granted a Dog Boarding License through Herefordshire Council. They are also fully licensed for up to 20 dogs in Day Care and 6 Dogs home boarding through Cliverton Pet Business Insurance. Around the same time Planning permission was granted for 'Change of Use' to the home to operate K9 Cares from it, this too was successfully achieved with no grievances or concerns



Who We Sell To

K9 Cares Ltd main customer base originates from dual-income, professional families with hectic schedules. Those trying to strike a balance between the demands of their careers, personal lives and their pets. Our most important group of customers are those who do not have as much time to devote to their pets but still desire the company of their own dog/s and are willing to seek additional help regardless of costs.

In addition there is a strong military community in Hereford and a large portion of K9 Cares Ltd customers are from this sector as well as local public service employees. K9 Cares Ltd already has an extensive customer base and 'word of mouth' has proved to be the fastest way to get the word out within the 'doggie' community. Social Media has also been utilised for these purposes too and has proved a very successful tool.

There is also a growing market of customers that originate from outside Herefordshire. These individuals contact K9 Cares Ltd usually as a result of an internet search, to enable them to visit family/friends or just generally tour the county, whilst they are content in the knowledge that they can bring their dog/s with them whilst travelling but also have the added benefit of leaving them in Daycare whilst carrying out their visits. All these types of customers must also go through the stringent Registration process as all other customers do.

There is a new and growing branch of custom originating from owners who just want their dogs to be more social and enjoy playing with others, some of these have been referred direct from Local Veterinary practices. K9 Cares has also started to see referrals from owners who have specific issues with their dogs, nervous aggression, fearful and separation anxiety. With K9 Cares social concept and input from K9 Academy they are able to provide excellent result to help reduce these issues in their K9 Community.

Two years ago, doggie day care did not exist in Hereford. Today, K9 Cares Ltd has a healthy and growing customer base complete with entrance requirements and waiting lists.

What We Sell

K9 Cares Ltd offers Dog day care for customers dogs when they can't be there. Day Care is accessible from 7am - 6pm Monday to Friday and potentially Saturday and Sunday. Customers can either drop their dogs off with K9 Cares Ltd between these times or take advantage of the pick up and drop off service within Hereford City Centre.

K9 Cares provides a socially inclusive, stimulating and fun environment for dogs to learn, interact and rest with other dogs in the pack. Each dog has been through K9 Cares Stringent registration process in order to be accepted into Daycare. Entire males and females are accepted into Daycare under specific guidance that 1. Females are excluded from Daycare if they are suspected of being in season. 2. Entire males do not display any unwanted behaviours such as excessive urination, dominance behaviours or aggression towards any of the other dogs and staff.

K9 Cares has also recently entered into the Dog Grooming market. As such they have two experienced staff that are currently undertaking this element of the business. Both have received Canine First Aid Training and also a basic introductory online certificated course in the basics of dog grooming. The current path for both staff is that they gain hands on experience on the job with a view to at a later date going onto to achieve the relevant career qualifications.. currently the Level 3 C&G Dog Grooming Diploma.

This element of the business is proving extremely popular with both K9 Cares Ltd existing customers and new customers being obtained through local advertising on social media. This element of the business will continue to grow and establish alongside the Daycare environment.

All this is provided in a safe, secure, professional and fun environment. K9 Cares Ltd is fully licensed by Herefordshire Council and fully Insured by Cliverton Pet Business Insurance. K9 Cares is also members of the Pet Industry Federation or both Daycare and Dog Grooming. Helen & Matt are caring, experienced and professional and always have their dogs health & Welfare as a top priority.

