

## Case Study: Animal Antics Edinburgh



**“After returning from 6 months volunteering with Lions in Africa, the most daunting question I faced was ‘What now?’ Then it dawned on me whilst out on a morning stroll with our dog and wishing that I could stay out with her all day that in fact I could!”**

Within minutes of Ffion realising that this was a potential business, she began meticulously researching and planning. There were many considerations for her; pricing, insurance, associations, paperwork, marketing, etc.

Ffion’s biggest concern was how to make the service safe as possible with the understanding that people’s pets are often one of, if not the most, important thing in their lives.

**“This is where NarpsUK came into the plan. I had researched a variety of Associations and NarpsUK stood out as the most beneficial, informative and generally helpful. Not only was it good for business owners, it also provided great information and links for people looking for this kind of service. I took out my membership with NarpsUK before I did anything else and I am eternally grateful that I did so. It saved me both time and money in things such as insurance choice, client paperwork, and general advice and without all of this I wouldn’t have the successful business I do today!”**



Ffion insists that the most important thing she did when starting Animal Antics was not to take short cuts and to set up a business that as a pet owner herself, she would choose to care for her animals. She ensured that she had the best insurance, vehicle, and finishing touches to make sure her business was as professional and knowledgeable as possible.

Animal Antics quickly gained clients through online marketing on sites such as Gumtree, and with simple local marketing. Referrals from clients have also helped to create a good income for Ffion.

**“Now we are just past our first year of trading and enjoying a successful business that is growing daily. We are about to recruit again and no doubt will be doing so again in the coming months! If you are thinking of starting your own Pet Services venture, just keep in mind what you would want if you were looking for a pet sitter or dog walker, and join NarpsUK!”**