



## Case Study: Happy Paws Meon Valley



Happy Paws was created by Sand after she decided that her office job needed to stop. 8 hours per day doing something she didn't enjoy was making her stressed and unhappy. From a young age she loved animals, her family joked about because she put so much time and energy into caring for them. She had previously walked other people's dogs whilst living in America.

**"I was making the dogs very happy by giving them a good walk during the day and a play in the park with my own dog and relieving the owners of the stress of leaving their dogs at home all day. I never thought then that this could actually be a job!"**

Sand's biggest concern when starting Happy Paws was financial. Having rent and bills to pay meant there was a risk in starting a new business. She was also worried that she may have taken on a lot more than she originally realised.

**"I joined NarpsUK as early as I heard about it. It has helped me tremendously. The contracts and forms for a start were a great help. When you have so much to think about; insurance, buying equipment for the car, etc. you almost forget about the paperwork!"**

The first thing that Sand did was to research the local market. This helped her to decide the services she would offer and the areas she would cover. Then she had a website built which led to advertising online with Google Adwords, Yellow Pages, etc. Next was insurance and then a Criminal Record Check. Once everything was in place a call came in for someone who wanted a regular Dog Walker five days per week!

**"I currently have dog walks every day, a couple of times a day. I like to keep groups at 3 dogs. I organise my walks so that all dogs are walked with at least one other dog. Socialisation is essential and makes walks so much more fun!"**

**I am happy and very grateful to say that my customers took the time and left me the most amazing feedback. They now come to me for advice and I am happy to share my own experiences as a pet owner of multiple dogs, cat and guinea pigs!"**



Sand is now excited about expanding her business and getting more qualifications in Pet First Aid and Animal Behaviour.