



## Case Study: Pet Checkers

Vicki originally came up with the idea to start a Pet Business in July 2013. She needed someone to care for her two cats whilst she was going on holiday with her husband. She was reluctant to leave them in a cattery and a search for a local Pet Sitter proved unsuccessful, leaving her to rely on a friend to take care of her pets. The lack of competition in the nearby area provoked her into creating a service which could help others in a similar situation.

**“That’s when I found NarpsUK. Their website has lots of information and addresses the common questions and concerns that most people who are starting pet sitting may have!”**



The next few weeks involved deciding on a name, creating a logo and then creating a website. Then Vicki joined NarpsUK.

**“Just having their logo on our website did wonders for our credibility. We were able to download all the forms that we needed and branded them with our logo. They also helped us with insurances, Criminal Record Checks and a few other bits and pieces that we needed to get done when setting up a business!”**

Pet Checkers used Google Adwords campaigns to get their website to the top of the Google search results and within a week they started to receive calls with bookings and enquiries.



Vicki now works full time running Pet Checkers and her husband helps out with Dog Walking. They are keen to take on a member of staff in the near future to help to free up some of their time. They have also just arranged for a radio campaign in their catchment area to increase business.

Vicki’s advice to anyone starting:

**“Take your time, do your research. You don’t need to spend much money to get started. Don’t take too many people on in the beginning. Be among the most expensive. Don’t do it just for the money!”**

