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## 5 Pet-Based Businesses for Enterprising Animal Lovers

Whether you are a dog person, a cat person, or a general animal lover, starting a pet care brand is a great way to turn your passion into profit. With pet ownership [increasing from 67 percent to 70 percent](#) of American households in recent years, there is a current market for pet care products and services. If you are interested in starting a pet-focused business, the [Griffin Pond Animal Shelter](#) presents some ideas to get you started.

### Popular Pet-Based Business Models

There are several accessible business models that you can follow to get started with your pet care-based company.

## 1. Pet Grooming Service

It can be difficult and time-consuming to [keep an animal's coat clean](#), beautiful, and healthy, so it's no surprise that pet owners are often willing to pay a premium for a professional groomer. If you possess or want to learn the necessary skills, pet grooming is a great way to spend time with animals while providing a much-needed service.

## 2. Dog Walking Business

If you have or know someone with a dog, you know the importance of regular walks. Pet owners with busy schedules often rely on dog-walking services. You don't need a brick-and-mortar storefront or expensive supplies for this business, and since there are minimal start-up costs, you can focus more on marketing your brand and attracting clients.

## 3. Pet Sitting Company

With people [getting back to work](#), picking up side hustles, and taking vacations, there is a need for pet-sitting services. Your customers might need long-term in-home sitting, short-term care, or just someone to feed and walk their pets while they work. [Build a good reputation](#) for your brand by being detail-oriented and sensitive to the unique needs of your clients and their pets.

## 4. Obedience Training Service

Well-behaved animals can [require many hours of training](#), and pet owners often lack the time or skill to train an animal themselves. Since it requires a specialized set of skills, offering obedience training can be a lucrative option.

## 5. Pet Products Store

Launching an e-commerce store can be a demanding process, but it helps to have a target niche. Your store can provide toys, health supplies, or clothing and accessories. Consult [product reviews from veterinary professionals](#) to get an idea of the best products to stock. Get your online market up and running by launching a website, creating an inventory of items, and developing a shipping policy.

Regardless of your specific skill set, there is a small business idea for you, but choosing which one is only part of the process.

## **Prepare for Business**

Earning a business degree online can be a significant stepping stone towards kick-starting your own pet-based business. A [Bachelor of Business degree furthers your career](#) by equipping you with vital skills such as marketing strategies, financial management, and entrepreneurial techniques. These are key components in running a successful business, especially one that's pet-based. This online course provides the flexibility to learn at your own pace and convenience, allowing you to balance your current commitments while preparing for your future venture. Therefore, an online business degree not only enhances your business acumen but also sets the foundation for a thriving pet-based business.

## **How to Start Your Business**

According to the experts, starting a [new business can be a challenge](#), but knowing the steps can give you a clear path toward successful entrepreneurship. Once you have an idea, your next steps should involve creating a business plan and registering with the government. After establishing your company, you can focus on developing a marketing strategy to attract a client base.

## **Market Your Business**

Social media, a blog or website, and brochures are all ways to increase your brand's visibility. You can easily create a brochure online that you can post, hand out, or even add to your website or social media profiles. Plus, it's easy to design, customize, and create a brochure [setting your business apart](#) with online templates that give you control over the text, images, and color scheme. They are a classic way to leave a lasting impression while promoting your company.

## **Launch Your Pet-Focused Business**

You can achieve your goal of running a small business to offer much-needed products and services to pets and their owners while surrounding yourself with animals. After deciding which service you want to provide, follow the steps to establish your business and market your brand.

*To support the work on The Humane Society of Lackawanna County, visit [Griffin Pond Animal Shelter](#) today!*