

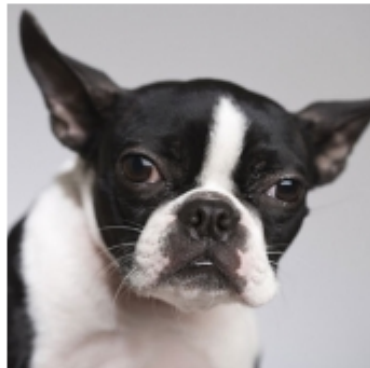
Inc.

How to Start a Pet Care Business

People really love their pets. Here's how to transfer the love for our furry friends into a profitable pet store business.

By Lou Dubois | @lou_dubois | Oct 19, 2010

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When we walk by pet-store windows and see the puppies in the window, what person doesn't want to stop right then and take one home? As pet lovers, we often care about our animals as much as our family members (sometimes even more). So it makes sense to be interested in starting a career in the pet store industry.

According to ownership statistics gathered from the [American Pet Products Association's](#) 2009/2010 survey, 62% of U.S. households own a pet, equating to 71.4 million homes. And in 2010 alone, it is estimated that \$47.7 billion will be spent on our pets in the United States (or roughly \$658.23 per pet owner, on average). So how you can get a chunk of that?

"I am a firm believer that you could open a specialized pet business across the street from a PETCO or a PetSmart with a truly specialized focus and be highly successful," says William Lechtner, a San Diego-based industry consultant with deep experience in all sizes of pet businesses and across merchandising categories. "Whatever you're offering, it's all about that specialty market and giving customers a level of expertise and focus that they don't get at those larger, more general stores."

In this guide, we will talk about the different types of store you can open, the benefits of opening a digital, real-world or hybrid pet business, the financial commitments required, and why keeping your focus is vital to success in this niche industry.