

BOOST

A CASE STUDY FROM THE PILOTING PHASE IN UNITED KINGDOM

Satisfied client (Cynthia)



Cutting goose feathers



Case Study: Leave Pets with Lee (LPwL)

The business is in the growing petcare sector of UK. It conceived to be providing a support service for the pets of time poor professionals and those with other commitments. Services for most kinds of pets – from dogs to tarantulas - include boarding, exercise regimens, home visits & advice.

The owner, Lee Stocks is 25 years old and has worked with animals in pet refuge centres since he left school. The business which is located in a village outside the Yorkshire city of Sheffield is currently run from his home which he owns and this is seen to be more than adequate with potential to expand.

It was set up in September 2013 as a one person business. Lee, who was unemployed at the time, was prompted to do so by his Job Centre. He set up the business with the support of the Start Up Loans initiative in UK which encourages business start-ups targeting the under 30s.

The business activities are mainly around dogs, cats and small animals such as guinea pigs with appropriate services such as exercise, boarding and home visits.

This is only year 2 of the business but some patterns are emerging. There is some seasonality around the summer and Christmas holiday periods. In the dog sector there has been more demand for boarding with exercise having static growth.

Lee has considerable experience with exotic pets and would like to expand in this area.

Key Issues

- More customers
- Better pricing – not necessarily cheaper but more appropriate to the service and quality
- More trained staff
- Expanded services eg a licence for dog boarding

How BOOST helped

Working with Lee and his employee Jack Smith MRS identified that the business would benefit from:

- Use of social media especially Facebook and Twitter to help build the brand.

Feeding the parrots



- A review of current and potential completion.
- Informal training of staff in animal handling.

Social media

Lee had a web site but it did not generate much traffic and he did not update it as it “was too much hassle”. Lee, Jack & MRS identified that Facebook & Twitter were much more readily available and friendly options to build the brand and develop traffic and custom. MRS provided some courses online for the guys to use and they started to use them. The results speak for themselves with regular postings of photos and the key extra of witty captions and comments. Business has boomed with a new boarding service, increased revenue and Jack now employed.

www.facebook.com/leavepetswithlee

Competitive reviews

The business is primarily local and everybody in the sector knows everybody else. Lee was keen to see, however, just how his pricing and services compared not only on current offers but on those he planned. Jack undertook the task working with review templates and advice from MRS. Nothing was needed for the current portfolio but the new boarding services planned for Autumn 2015 have been carefully positioned and priced at just below the current market.

Informal training for animal handling

Jack was keen to learn the techniques for working with small animals. Lee and MRS thought short video pieces would enable Jack to see what was done and have a ready reference to the skills when he applied them. A series of short videos were shot by Lee and Jack, posted on Youtube and on the BOOST platform.

How it worked

LPwL and MRS established the ground rules with thorough discussions using the ISOM that established the key issues, the learning needs and the resources required. On that sound basis the learning developed as a conversation between MRS and LPwL with ideas and media used as appropriate. F2F was essential initially but after that skype, email, text and telcon were the mainstays. Both Jack and Lee found the Resources and Progress features of the BOOST platform easy and useful.

Just walking the dogs



Conclusion

“Big help at just the right time for us”, “Facebook and Twitter are cool for our business...looking at using other stuff”, “very useful to see what’s working”.

Lee and Jack are young and in a new and developing business. They are ready to embrace and use new techniques. BOOST has provided them with the tools and has located them in a business oriented framework that helps them to measure what has worked and what may be needed.

