

www.DoggyAdventures.uk

DOGGY ADVENTURES

Franchise information Brochure



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DOGGY ADVENTURES

About Us

Doggy Adventures is a well-established brand with years of experience and an exceptional reputation in the dog walking industry. We started out as a small local company, offering the best professional, yet personal service for our dog owning clients. We started in August 2015, offering quality dog adventures and the business has continued to grow year on year. Our loyal customers sing our praises so much that we have a long waiting list for dogs to become part of the Doggy Adventures family.

The Market

The need for our services is self-evident due to our long waiting lists. The pet industry is one of the fastest-growing industries in the UK. According to recent reports, there are 34 million pets in the UK giving you a vast opportunity to develop a successful business. Around 33% of UK households own at least one dog (UK pet food).

During covid, dog ownership increased massively and now that it is safe to return to working away from home, the demand for professional dog walking services is crucial to people's lifestyles. An estimated 3.2 million more households in the UK have acquired a pet since the start of the pandemic. According to The Company Warehouse, approximately 1 in 40 owners use professional dog walking services.

As the UK moves closer to half of all households in the country owning pets, the pet industry will only continue to grow. The UK pet care sector is thriving, with consistent growth year on year. In fact, there was a 170% increase in spending on pet care between 2005 and 2020.



"Charlie is always exhausted after his walks. He absolutely loves going with John, Eli and the rest of the gang. Always prompt, trustworthy and dogs are put first especially in this recent hot weather." Joanne Berry.



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About Our Franchise

At Doggy Adventures we have established a successful business, which you can be a part of too. Over the past ten years, we have developed a proven business system for professional dog walking services in the Lancaster area. We have created and refined strategies and procedures which makes us stand out from the crowd. What we offer is something different to your average dog walker, we cater for the health and happiness of dogs in our care, form strong relationships with customers and offer a reliable and professional service dedicated to the enrichment of dogs.



It may be that you have always wanted to start your own business but didn't know where to start, or lacked confidence in pursuing your dream of working with dogs.

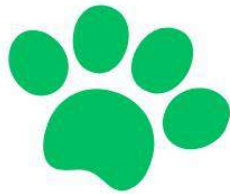
Franchising is an excellent way to get your business off the ground with the help of a mentor—the franchisor. There are many benefits to using a franchise to start your business. The main advantages are that you are not starting your business from scratch—you will be working from a business model that has already been proven to be successful.

You will be working with an established and reputable name and brand and you will continue to receive support, advice and training from the franchisor during the term of the franchise.



“Our lab Stanley has been going to Doggy Adventures for the last couple of years and he absolutely loves it. The commitment and love Elissa and the team have for the dogs is lovely to see and I know my boy is in such good hands. Stanley has had lots of skin issues and they have been so accommodating and take such good care of him! If we see the van out walking he makes a beeline for it which says it all really! Highly recommend” Nikki Moff.





What is the earning potential?

Of course it depends on how much work you want to put in to your franchise as to how much money you would earn. But here is a useful breakdown to guide you:

If you completed one walk per day with 6 dogs (Monday–Friday), you would earn £600 per week. This equates to £31,200 per year.

If you completed three walks per day with 6 dogs, you would earn £1,800 per week. This equates to £93,600 per year.

What do I get when I join the team?

- Low cost buy-in to an established successful business to call your own.
- Flexible working hours, working outdoors with amazing dogs.
- Training and guidance on both how to run a business as well as how to be a dog walker.
- Detailed operations and training manual for easy procedures to follow.
- Ongoing support throughout the franchise and access to further training schemes.
- Web presence and social media.
- Branded forms, templates, checklists and letters.
- Your own exclusive area to operate.



“Our working cocker spaniel, Oti, has loved her weekly walks with Doggy Adventures. Its great to see the video at the end of the day and see her having the best time! They have been great in their communication with me and I fully trust them with my dog. They really care about and know the dogs they look after. I would 100% go to them for any advice as well, they really know their stuff!” Lizzie Baxter.





Elise—The journey

Change is frightening, prior to setting up my dog walking business I had a career as a teacher. The thought of trying something different was scary and I wondered how I would cope financially, losing a good wage to try something that might not pay the bills.

Setting up any business is risky but with determination to make my dream work, I've gone on from strength to strength to become the biggest and best dog walking service in Lancaster.

The business has totally changed my life in ways I never thought. I have many 'dog-children' who I love as family, I'm earning more money, keeping fit and healthy and have a positive mental attitude. I just enjoy my life! Its not like any 'work' I've done. I really wish I'd have took the plunge sooner.

Becoming a Franchise Partner with us you will:

- Be supported in both the start-up and the ongoing development of your business. Receive hands-on experience, training and a blueprint for your business.
- Be able to follow your dream of working with dogs, correcting that work-life balance. Spending time outdoors, getting fit and spending all day with the dogs.
- Be provided with years of knowledge, guidance, advice and networks to make your business a success.
- Have a sounding board for new ideas, emotional support & confidence building.



"Elise & all the other staff we have met are just so lovely, friendly and professional. They are so passionate about dogs health and well-being and making sure they make the best doggy friends in their care." Lauren Calvert.



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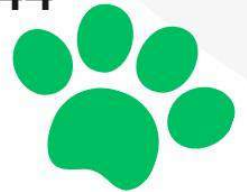
Next steps

If you are interested in starting your own business through becoming a franchisee, its best to do your homework to decide whether its right for you. We are happy to answer any questions you may have.

Contact us:

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Here are some frequently asked questions:

Do you provide help with financing? *Yes, we can advise on specific lenders and provide accounts to help get funding. Business start-up loans are available from the government up to £25,000 and are a great way to fund your franchise.*

How much money can I make dog walking? *It does depend on how you want to run your franchise, what services you want to offer and how many hours a day you wish to work. We estimate year 1 earnings between £25,000–£35,000.*

How long will it take to get started making money? *After initial training and launch, it should be quick. We have dogs waiting which we can give you to start walking immediately.*

How long is the term of the franchise agreement? *5 years.*

Can the agreement be renewed at the end of the term? *Yes.*

Can I resell the business? *Yes.*

How much is the initial investment? *With any business there is always a start-up cost. Franchises are no different. The cost is £9,500 +VAT.*



“We struggled to find the right fit for our 2 year old collie. A local dogwalker recommended Doggy Adventures and from the moment we met Elise we knew this was the right place.

Our pup goes to play with his friends twice a week and is loving it. Not only is this evident in the pictures we see each day he is there, but also in his behaviour. Speaking of, the advice and tips we have been given have been invaluable in helping with his lead walking and recall.”

Melanie Clark

