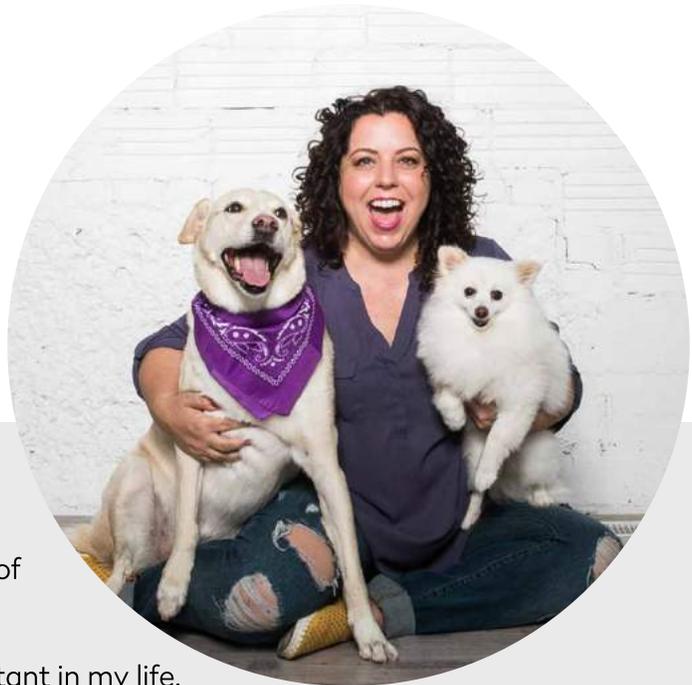




The Quick Guide to Pet Supply Retail



Hi, Pet Boss!

I'm Candace D'Agnolo, the Founder & CEO of Pet Boss Nation and this is Clover & Dory.

Growing up dogs were always the one constant in my life.

So much so, I made an entire career out of it! Since 2004, I've been doing pet supply retail, wholesale, dog grooming, dog daycare and boarding, dog walking and more.

I know exactly what you're going through in your pet business.

From failing to scaling, broke to naming my price and selling three businesses, I've experienced first-hand the many struggles and rare successes of being a small business owner.

The one thing I wish I had but couldn't find was a support system of industry peers, who believed in community over competition, a support system of mentors who had successful companies and could guide me, and last a place to get the best marketing ideas around!

Well, it didn't exist. So, in 2017 I created it! Welcome to the Pet Boss Nation Community!

In this guide you'll find useful tips and strategies around retail. It's just a highlight to help you get going. But if you put any of these ideas into action, you'll be sure to see success!

Join our Facebook Groups shared at the back of this guide and let us know how it goes!

Candace

Retail Sucks

I know what you're thinking... "Retail sucks!"

Maybe you think it sucks because of one of these common reasons I often hear...



"I don't want to store it."

"Everything is cheaper online."



"I tried it. Didn't work."

"My customers won't buy it."



The Truth Is...

Bad Retail is dying!

Good Retailers are

THRIVING!



The Risk Reward Analysis of Retail

Low Risk / High Reward

- Online Store (eTailpet.com or custom products)
- Selling at Small Events
- In your existing lobby
- Trailer/Van/Truck/Bus
- Direct sales companies
- Social Selling

High Risk / High Reward

- Physical Retail Store
- Subscription Boxes

Low Risk / Low Reward

- Dropship Programs
- Special Orders
- Duffle Bag / Suitcase / Trunk

High Risk / Low Reward

- Online Store (building own / common items)
- Expensive events that rely on foot traffic
- Events that rely on weather

Consider these when choosing inventory

- Sell what you already use and recommend.
- Start small - Pick 3!
3 Departments and 3 lines in each.
- Always have consumables like treats and chews.
- Carry DURABLE Toys and puzzle type toys.
- Remember, your customers will vote with their wallets!
Pay attention to what they are buying and reorder it quickly.

How much do you order?

- Go WIDE! Not deep. Variety vs lots of the same thing, just until you're sure something will sell.
- Only stock 2-3 months of supply.
- Try to carry the same % dollar volume per department as you sell by department. For example if treats make up 20% of your inventory on hand, they should make up 20% of your sales over a period of time.
- Think about storage, seasonality and shelf life, always!
- When you can help it, never leave a peg empty or a bucket less than half full!

Places to purchase inventory

- Local Distributor (food and fresh goods)
- Direct from the manufacturer
- Online Distributor
- Industry Trade Shows (even at consumer events)
- Reps + Rep Agencies

Our Favorite Places To Order

wholesalepet.com



F A I R E



Pricing Products

You'll want to buy things at wholesale.

Distributor / Manufacturer / Vendor / Supplier = "Wholesale"

Then you sell the product to consumers at "Retail".

For most products, excluding pet food, you need to be able to take the wholesale price x 2 and be able to sell it at retail without being greatly higher than the manufacturer who is selling it directly to the consumer.

This is called "Keystone Pricing" and is the most common.

In the Pet Boss Club, we talk even more about improving margin and other key pricing strategies you can use!

Critical Steps To Being A Successful Retailer

- Have a POS (point of sale) system and use it to the fullest.
- Pay attention to how things "turn" through the store.
- Attach a customer's name to every purchase.
- Have customer friendly policies.
- You need a "resale" # or certificate in most states, so you can buy at wholesale without sales tax, to allow you to resell the goods and collect sales tax, then pay the sales tax to your state.



There's always a lot to learn with anything new. Pet Boss Nation is here to support you in a variety of ways like through our monthly group coaching program, the Pet Boss Club, our Pet Boss Mastermind, or other inventory planning and sales training services.

**To learn more and book a discovery call
- please visit [PetBossMeetings.com](https://www.petbossm meetings.com)**

To jump in right now and get secret access to all our trainings and regular business mentoring help immediately in the Pet Boss Club

Visit [PetBossVIP.com](https://www.petbossvip.com)

Shhhhh don't tell anyone!

Open enrollment usually only happens twice a year!

If you're not ready - no worries,
please join us in our free community group on Facebook.

<https://www.facebook.com/groups/petbossnation/>

