**Interview Questions: Pascal Kull**

Operating a business in the dog industry (prior to exclusively working with horses)

<https://en.holistic-horse-training.com/?v=3e8d115eb4b3>

1. What areas of the dog service and training industries have you worked in?
   * Boarding
   * Vet technician
   * Training
   * Grooming
   * Sled dogs
   * breeding
2. Which services have you experienced the most demand for?

* Boarding and grooming

1. Client Demographics and specifics
   * Typically, what sort of clients are most in demand for training? Is there a type?
     1. Usually council beginners to intermediate (for lessons and training, incl. horses).
   * Is there a specific client type you find who makes up most of your dog boarders?
     1. People with disposable income. Targeted middle class and up. In Switzerland, they had a lot of clients who were international diplomats.
   * How long do/have clients typically boarded their dogs for?
     1. Average stay a week, next most common 2-3 weeks. Sometimes they only boarded their dogs several days; other times long term if for training/rehab. The business had a board-and-train option
   * How many hours/sessions do clients typically expect for dog training?
     1. Depends on their goals. For horses, usually people will have 10-20 riding lessons.
     2. Unfortunately, sometimes she helps people meet their goals too quickly… and then they don’t need to book more lessons so she loses out (but is an excellent teacher!).
2. How much is/was your fee per hour/ day and which years did you charge this (would adjust for inflation for business in 2024)?

* One-on-one lessons for horses is $50/hour currently, was similar for dogs
* In Switzerland, animal welfare laws required a certain amount of space be giving per size of dog, so the cost per dog varied with the size of each dog.
* Est. cost per dog in Canadian dollars 2024: 40 kilo. Plus ($55); 20-40 kilo ($48); 10-20 kilo ($42)
* The cost included nail trim, all food, bathing, exercise, and grooming- not just board.
* They attracted many customers because they included additional services, were clean, had a great reputation, and always bathed and groomed the dogs before the owners picked them up
* Offered add-on services, such as urine and stool testing to save owners needing to go to the vet. They also offered dental cleaning. They could have their dog tested for worms and infection at the clinic. This may not be possible for a boarding service in Canada depending on licensing requirements.

1. Have you ever sold dogs to people?

* Yes- sold sled dogs, puppies, foals
  + Did you notice a pattern in the types of people/ groups of people who would buy puppies?
    1. A wide range of clients, often more females then men, older females, families
  + Have you sold/do you think there would be interest among potential dog owners in purchasing a young (4 months to 3 year) old dog that is already house broken and obedience trained?
    1. Have not sold, but think there would be interest, especially if the dog was cute. Cute sells.

1. What services have people requested the most from you, whether you provided them or not?
   * Board and grooming/shampoo- people loved their dog was clean coming home
   * People also loved they lived on-site, so there was someone around to check in on the dogs or be there in case of emergency
2. Have you offered training group classes?
   * No- not for dogs
3. Have you offered one-on-one coaching/dog training classes?
   * Always one-on one
   * If so, what sort of people purchased these classes?
     1. Typically beginners, or more intermediate riders (horses) looking to overcome a sticking point or meet a goal
   * How many sessions did people typically purchase?
     1. 10-20
4. Of the services that you have offered, which have been the highest in demand?
   * Boarding
5. Of the services that you have offered, which have been the most lucrative per hour?

* Training- paid by the hour
* Grooming- paid by the hour
* Add on services, like stool/urine testing paid per piece

1. How have you recruited customers and advertised your services?
   * For dogs, her parents went by word of mouth, client referrals, and building their reputation. To start their business, they advertised in golf clubs and where their target demographic frequented. They wanted people who had money to afford their services and who would want what was being offered
   * For horses: facebook page, online classifieds, website
     1. The website with search optimization tools used was the most effective for finding clients
2. How did you find purchasers for dogs (or horses).
   * Word of mouth, ads, facebook, online, web site
3. How did you secure financing to start up your business?
   * Had a full time job while building the business. Built the business at home, utilized help from family, expanded and built business with savings
4. What training have you had to work in this industry?
   * What certifications do you have?
     1. Many courses from Switzerland and Germany, but they did not carry over to Canada
     2. Had worked as an apprentice, have had horse coaching certification and training, dressage coach certification and beyond from Germany, trained and worked as a vet technician
5. Business and liability insurance:
   * What considerations do you take when purchasing insurance for an animal-related business?
     1. Consider every possibility
     2. She feels she is probably ‘over insured’ but does not want to take risk and needs to protect herself
     3. Working with people and animals is high risk
   * What did you do for your insurance, and approximately how much did it cost to insure per month/year?
     1. $90
   * What insurance agency do you prefer to use in BC, Canada?
     1. Uses Acera Insurance Services (previously called Capri) for her horse business in Canada
6. What services do you think will continue to be in high demand in this industry in the future?

* boarding- but with a focus on holistic health, giving dogs exercise and making it an enjoyable experience for them

1. You have a website for your business. Which software/provider did you go through to create your website?

* Greengeeks.com
* Wordpress (used for writing)
* Built the website herself
* Recommends learning search engine optimization so people can find your website
* Many hosting options available online to look into

1. OTHER
   * Max. 10-15 dogs per staff at boarding kennel
   * Focus on cleanliness! People like clean, will be turned off if the kennel is dirty so do not overlook the need to be clean, hygienic, organized, and aesthetic