





## **Application for Home Business: Business Summary**

Since Fancy Bitches opened in March 2018, we have focused on providing a unique experience for our customers as well as their Bi-pedal parents.

Our services include.

Washing and Drying of dogs – This consists of Shampooing and Conditioning them as well as performing basic heath checks and service needs such as Anal Glands, Nails, Inner Ears, Eyes as well as catering to dogs with disabilities.

We also provide all grooming services from a simple clean-up of their Face, Feet, Tails and Hygiene regions to full show grooms. As well as Dermal treatments for sensitive dogs, Intense treatments for working dogs, flea treatments etc.

Our customers also have the option of enjoying their day here while their parents are working. Common for households with both parents working full time. This is also the preferred method for parents who have dogs with issues such as Anxiety, Separation Anxiety, Depression, Previously Traumatized or having physical disabilities. We have been getting a lot of recommendations from people who have brought their troubled dog to us.

The utmost care is taken to ensure a trauma free experience with many scenarios and examples available on request. A simple example is breaks. Most dogs do not get breaks during grooming due to time restraints which can lead to trauma caused by many things like muscle fatigue in older dogs, sounds of equipment, blow dryers, brushes, and scissors etc. By allowing the dogs to have breaks when they start showing signs of stress creates short positive experiences rewriting previously traumatic ones.

During the current pandemic, we have also decided to offer doggy day care to healthcare and frontline servicemen. Changes to shifts for front line workers such as Nurses, Police and Paramedics have seen most changing to a 12-hour shift, meaning their dog would be left for more than 12 hours when including travel time, which leads to barking and restlessness from the dog and guilty thoughts from the parents not to mention angry neighbours. We feel a duty or sense of responsibility to assist those currently risking themselves during these precarious times. Especially those working 12 hours, serving us, to come home to find a complaint from their neighbour regarding their dog barking. We have several who drop their dogs off for this reason alone.



## **Application for Home Business - Hours of Operation**

Fancy Bitches operates Monday through Saturday with no grooming on Sunday's.

Recently, due to the current global pandemic, we occasionally have a dog on the Sunday just for the day due to Healthcare workers completing 12-hour shifts. However, we are not open for the public.

This service is not advertised and is only offered to existing customers who have had their working hours changed.

We Generally open at 8am for customer drop offs with tasks relating to grooming commencing from 9am. All grooming is generally completed by 5pm with last picks up generally around 6pm.

	Open	Close
Monday	8am	6pm
Tuesday	8am	6pm
Wednesday	8am	6pm
Thursday	8am	6pm
Friday	8am	6pm
Saturday	8am	6pm
Sunday	Closed to the Public	



## Application for Home Business – Customer Traffic

As Fancy Bitches operates as a Boutique Home-based salon without the usual overhead premises costs which demand a high volume of customers to remain operational. We are able limit the number of dogs for any particular day allowing us to give a higher level of service and attention to customers with issues, traumatic histories, or disabilities.

Approximately 65% of drop-offs are for 1 dog. With 33% of drop-offs having 2 dogs and 2% with 3 or more dogs.

Approximately 90% of all customers are dropped off at unique times avoiding overlapping with other drop-offs.

10% of drop-offs overlap due to extra time being taken with 1<sup>st</sup> time customers. school time drop offs or shift workers (mostly Nurses). To this date, the most at any one stage has been 3 additional cars which our driveway easily accommodated, with a total of 4 dogs being dropped off. (1 car had 2 dogs). No disruption to local traffic was or would be affected by any less than 6 or 7 cars which would be highly unlikely.

As all dogs are dropped off and picked up at a later time, this results us in us having no customer cars parked at our premises for any extended periods of time.