

Pet Grooming Business

In Romania, in the past years we can see an increase in the number of pets that especially young people buy in order to warm their homes. However, as humans need a place to go at least once a month in order to make themselves look better physically, so do the animals deserve. We are lacking pet grooming businesses, which if done correctly, may prove extremely profitable and also bringing happiness to both pets and their owners.

	Attractiveness	
	High potential	Low potential
Market	X	
Harvest		X
Competitive	X	
Management	X	
Fatal Flaws	X	

Table 1. Opportunity Screening Framework

Given that their pets would become cleaner, more attractive, and, why not, Instagrammable, I would classify this business as a nice-to-have rather than a necessity for pet owners in Romania.

Dog grooming has the potential to be a very profitable venture, but the success of your business will depend on a few factors:

- How quickly you can grow your customer base
- What you decide to charge for your services
- Your startup and operational costs
- The level of competition in the local market

Your profitability will depend on localized aspects such as the cost of rent or how many competitors there are in the area. You also may have to factor in new costs as you grow, such as employee wages.

One benefit of starting a dog grooming business is that you have a few options for how you want to set up your business. Groomers can operate out of their homes, use buses or vans in a mobile set-up, or rent or purchase a space to set up their own grooming facility with a storefront.

What do you need to start a pet grooming business?

You already have one of the most important assets needed to get your dog grooming business started—a passion for pets! In addition, here's the basic equipment you'll need to get your business underway:

- Bathtubs/sinks
- Doggie shampoo and nail clippers
- Grooming tables
- Pet clippers and grooming shears
- Deshedding and dematting tools
- Pet cages
- Dryers
- Puppy accessories (bows, bandanas, etc.)
- Cleaning supplies

As long as the marketing part of promoting the business accordingly, the business isn't prone to failing, as the initial costs aren't that high as long as you have access to a place that can't be easily transformed into an animal saloon.