



Ethically run, service orientated specialist pet stores, generating new and loyal customers, with excellent year-round sales growth.

Why PETS CORNER?

In a specialised and emotionally involved business like pet retailing, customers need someone they can trust. Many customers' dog, cat or budgie can be their only companions, so their relationship with their pet supplier is somewhat more involved. That's why Pets Corner educates customers on care and animal wellbeing and never treat pets as mere commodities.

The pet retailing business is getting more and more specialised, with higher standards not only expected but demanded by new legislation. Pets Corner not only complies with all current UK legislation, it strives to constantly exceed it and set the standards in pet retailing.

"There is only one way to keep and sell animals – the RIGHT WAY!"

Haley Potter, Livestock Manager

Better STAFF

Pets Corner is run by a young and dynamic management team who all care passionately about pets, their owners and the successful company that they have helped build and grow. They are now set for a period of further sustainable growth and are looking for more great locations and the right people to run them.

"We pay our staff better than anyone in our industry so can attract the best calibre of employee that we can train to the highest standard. We can afford to do this because our staff remain loyal, customer and business focused".

Lucy Cracknell, Human Resources.

Pets Corner is the only UK pets retailer to have a specific staff training program covering animal care, nutrition and store management. Staff are proud to share their experience with customers, and customers respond to that with loyalty.

Better OFFER

Pets Corners' unique animal welfare and training unit is responsible for both ensuring that all animals have been bred ethically and responsibly within the UK, and training staff to the highest standards in animal husbandry. They only sell domestic animals and birds that can make good family pets and have an extensive breeder database to help customers find rare or unusual breeds. The Star Breeder Program ensures that animals are only sourced from within the UK from caring breeders that meet Pets Corner's exacting standards for proper diet, regular exercise, appropriate cage sizes, handling and access to sunlight. Consequently, it is the only pet store to offer a 21 day sex and health guarantee on all animals.

Additional services that add value to the Pets Corner proposition include: 'Woofwatchers' Free nutritional advice for owners of overweight pets; Obedience and agility training classes; Security Micro-chipping (all stores have staff qualified to do pet micro-chipping, which is becoming essential for proper pet security in most areas); Free delivery of heavier items to your customer's door.

"Over the years", explains Dean Richmond "we have offered nutritional advice and dietary solutions for ailments that even vets could not solve, so have earned a reputation that we aim to preserve. And this doesn't mean expensive remedies – selecting the correct food for your pet can actually half the daily food bill – which is another great selling point for customers".

That said, Pets Corner also sells more premium pet foods by percentage than any other pet retailer. Stable pricing encourages loyalty – customers know that prices on top brands compare well with all major multiples and supermarkets. Purchase Director Steven Charman and his team ensure that it will stay that way.





Vital STATISTICS

- Average Pets Corner turnover is 18% of the host garden centre's turnover. With generous turnover-linked rental payments, that means significant and reliable income for the host garden centre.
- Average L/L growth over last 5 years within garden centre sites has been 9.47%.
- Pets Corner attracts high spending family customers every month of the year. They will be there when you have your core bulbs, plants, bedding, and lucrative garden furniture and Christmas ranges on display, so you will reap the incremental sales.
- Pets Corner spends a considerable amount on local advertising and promotion to support all its stores, so the host store benefits by increased awareness, wider demographic targeting and new customers.
- Pets Corner is actively seeking garden centres in or near population centres or with high customer numbers throughout the UK. The average space requirement is about 3,000 sq ft. with services and storage. A lease would typically be 5 to 10 years.

IN SUMMARY

Pets Corner is an ethically run, consumer and service driven chain of pet stores. With over 35 years' experience, it has the knowledge to train its staff to the highest standards in all aspects of pet care and customer service, which is why we have such a loyal and expanding customer base. The bottom line is that Pets Corner can deliver:

- Profitable and consistently growing pet concessions that will generate a better return per sq. ft than your existing pet department with none of the hassle.
- The turnover rent means that the host store will benefit even more as the turnover grows.
- New and loyal customers attracted to your destination pet store by professional staff, quality ranges at competitive prices, added value services and healthy, guaranteed livestock housed in bright, hygienic, air regulated units.



"I firmly believe that we can improve the return you receive from your pets department, as well as relieving you and your staff of the operational burden"

Dean Richmond, Managing Director

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