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Update No. 1

Partners: Alastair & Marina Ritchie



We now have a shop at 55 High Street, Cockenzie EH32 0DG



We have some refurbishment and fitting out to do specifically for dog grooming before we *hopefully* open around late August/early September. When we do, it will be the most highly specified grooming establishment in south east Scotland. We are building on the acclaimed high quality mobile service we established two years ago with unrivalled facilities never seen before in the area. We will have the only dedicated professional dog grooming premises on a High Street location anywhere in East Lothian.

As our service is so much in demand and booked so far in advance, it causes problems every day for new enquirers looking for an appointment. When we open the Studio we will be able to handle two to three times as many dogs which will significantly improve appointment availability. To further enhance our service we will also be including a drop in, no appointment required, "DIY Dog Wash 'n Dry" facility. This is unique to the area and one of only a handful in the whole of the UK. We are also looking at introducing online appointment booking, card payment facilities and an automatic grooming customer loyalty points scheme which will offer the opportunity for discounted/free products or appointments.

We are able to provide an even higher level of service and facilities with this investment so we will be reducing our mobile grooming service once the studio is open. We still anticipate a high demand and rather than stop it all together, we plan to continue operating it for one or perhaps two days a week. We have not formalised all our plans just yet, but it's likely we will also reduce the overall area we cover based on customer density and concentrate bookings by town/area. Unfortunately this will mean that where we have only a few customers furthest away or far apart, we will not be able to offer a mobile service in future. We have not increased our 2010 prices, which will be held for everyone transferring to the studio service for this trading year. However, to help keep the reduced mobile service cost effective, a small increase will be applied for those wishing to keep using it.

You can keep up to date with our development's progress on our website.

Alastair & Marina Ritchie

You can get our current mobile grooming service contact details on your mobile phone by scanning the code on the right with it's barcode reader.



