



CASE STUDY

DOG TRAINER

Owner Manager / Sole Trader

Attended the IBL Accelerator Business Launch Pad training in Doncaster on the 15th and 22nd November 2022.

Company profile : Owner/ manager of a dog training business (sole trader)

Current status: Sole trader of a dog training business. She had given up work in the education sector to work full time on their business. However, growth had not been as hoped and she was struggling to take their business to the next level due to lack of funds.

Objective: To grow their business and have the means to fund the growth without borrowing.



Co-funded by the
Erasmus+ Programme
of the European Union



Observations:

The business is very much time-slot based. Whilst flexibility is important, very often it is possible to fit the training around other appointments i.e. either dog training sessions or indeed other commitments. The key to this is often the training is desired during the evenings or at the weekend to fit around other people's work routines. Given the slow growth of clients, the candidate was left with a lot of excess time during the day.

Following the 2-day programme they were able to take on board external input and review her resources and capabilities with the help of reflective learning in the breakout think tanks.

Actions taken:

- Decided to take on a part time academic role.
- Continue to develop her business all be it on a part time business
- Reinvest the earning from her academic income to implement the changes she knows her business needs.

Result:

- This removed her personal financial concerns
- She left feeling re-motivated with a plan of how she can achieve what she wants to do with her business

Conclusion:

- The candidate benefitted from being able to remove herself from the day to day operational side of the business and review her business more critically
- The candidate believed there was no option but to close the business, but by thinking differently about the business and accepting a slower but more sustained growth path, she left with a plan for financing the growth through self-funding.

