**Determining the Optimum Location for a Small to Medium Dog Kennel**

Ian Fleury

Mar 12, 2021

**1. Introduction/Business Problem**

**1.1 Background**

I have been approached by a client who started a few years back to pursue her childhood dream of breeding American Cocker Spaniels. What started as a simple pursuit has turned, over time, into a burgeoning hobby. She has exceeded the dog limit per household enforced in her current location in Eastern Canada. The city where she resides has bylaws that only allow for 3 dogs and one litter per household. She has citizenship in both Canada and the United States and would like to move her kennel location to the U.S. after finding an optimal area that suits her needs. She wants to make an informed decision in determining where she should move next. A well-planned gathering and interpreting of the appropriate data should help to determine the best fit for her.

**2. Data**

**2.1 Data requirements**

The client would like to know which states are considered the best for raising dogs and which ones should be avoided. This would first require data related to which states contain the healthiest environments for animal livelihood. Secondly, there needs to be a comparison of each state’s laws concerning dog breeding and whether they are favorable to the breeder or not. She does not currently make enough yearly from puppy sales to incur taxation, and she would prefer to stay somewhat under the radar of government regulations and fees if possible. Once she has selected which state to move to, she would like to have further data on a sampling of the cities within that state (starting with the most populated) to determine which area to begin looking for available real estate. She wants to be close to a populated city for the convenience of vet care, entertainment, dining establishments, etc., but prefers not to reside within the city limits due to the denser living spaces and higher probability of noise complaints.

**2.2 Conditions**

The client would like to find a state that is relatively lenient in its dog breeding laws and regulations. She has heard unsettling accounts from breeders that live in areas that have stiff legislations, intrusive inspections, high annual fees, and steep fines and penalties for non-compliant kennels. She currently owns 10 dogs, some that are breeding age, and others that have not reached maturity, but could see that number double in the next 5 – 10 years. She would like, if possible, to find a state that will allow her to kennel 20 dogs without much issue. She would also like to be able to produce at least 3 litters per year, leading to approximately 15 sales transactions annually without getting bogged down with too much red tape. The client would also like her new residence to be able to meet her recreational needs as well. She expressed a desire to be near a city that has some good walking parks, some art exhibits, theatrical events, museums, and possibly even an animal preserve or a zoo. When asked about dining, she said that she is not keen on fine dining, but prefers good pizza places, taco vendors, domestic beer establishments, specialty coffee places (fresh roasted), and the occasional espresso vendor. She has expressed a desire to be outside of the city limits, but would still like to be reasonably close to a well-rated vet hospital for when emergency care is needed and time is of the essence. She would also like to be within a short traveling distance to a good boarding facility where she can have her dogs looked after when she needs to travel or rotate breeding pairs.

**2.3 Data Sources**

To find the data that I require will involve seeking out expertise on where the best places to raise healthy pets are. I will need both experience-based health research and legal information on what each state allows for breeding animals. The American Kennel Club is a good place to start for the first part, and a site that deals with animal law for the second. The client's choice of recreational establishments can be searched through the Foursquare API, and filtered according to keywords that the client has given. Once the client is satisfied with a particular city area, then I can search for less populated areas on the outskirts of the city that are more suitable for raising dogs. I can use various mapping sites for this task. I will then look for a dog breeder database which details the location of local breeders. Knowing where the local breeders are clustered will help to determine which areas have the proper amount of acreage and the right terrain for raising and breeding dogs. I can then use Foursquare and other databases such as Yelp to retrieve location data for local Veterinary clinics, dog boarding facilities, and Pet supply stores. The client currently has membership with specific pet stores already, but her choice of vets and boarding facilities will be dependent on how well they are rated and the customer reviews. Foursquare and Yelp both have business endpoints that may be helpful in that regard.