Case Study: Dog Grooming

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Christy loves animals and often prefers the company of her dog, cat and horse over the company of humans! She loves building, creating and engineering. Growing up, Christy really wanted to be a veterinarian, but realizing that academics weren’t her ‘thing’, she decided that Vet school, or even Vet Tech school were not options for her. A local dog grooming salon was hiring co-op students and Christy applied in grade 11. She hasn’t looked back.

At 19, Christy decided to start her own dog grooming business, operating out of her mother’s basement. She saved her money and bought a truck and trailer. A friend helped her outfit the trailer with a bathtub, water tanks, water heater and power generator and now Christy is mobile!

She drives her truck and trailer to her clients, and grooms their pets, saving her clients the trouble of bringing their pets to a dog grooming salon.

Christy’s business has grown steadily and she’s very busy. Her practice of keeping notes on her phone or on paper scattered on the floor of her truck is failing her and decided the invest in a system that she can use on her iphone while visiting a client or access on her laptop at home.

Most important to Christy is being able to take care of her finances. Filing income tax is annoying as she can never find her receipts and forgets whose pets she’s groomed, or how much she’s charged them. Christy would like the ability to save images of receipts with a record of what she purchased and be able to retrieve her sales.

Now that her sales have exceeded $30,000 per year, she has to file HST with the Canada Revenue Agency and needs to have access to that value as part of her sales – expenses.

Scheduling is also a big item for Christy. Being able to view her appointments and clients’ addresses on a map to help her plan her route is very important. Pulling a trailer full of water with her pickup truck is hard on gas.

Christy must be able to guarantee that her client’s personal data is secure. This is challenging for Christy as she’s misplaced her iPhone a couple of times since she started the business!

Your task this semester is to understand Christy’s business and recommend software that could be easily customized to meet her needs. Christy has tried a few, well advertised software packages, like Quickbooks, but found them to be cumbersome to use. She’s wondering if there is software out there that was built for dog groomers, and hoping you can help find it.

Ideally, she would prefer software that was developed by Canadians as she feels that local developers best understand Canadian regulations, privacy concerns, and tax laws and their applications. If your recommendations is not Canadian developed, then be prepared to justify your choice!

Please include in your presentation to Christy, why you feel that your choice is the best one and a list of other software that you’ve looked at and disregarded.