

Middle Aston Pet Supplies & Animal Feed

About Middle Aston Pet Supplies

We own a pet shop based at The Hatchery, located in the beautiful Oxfordshire countryside. It's a wonderful destination that attracts both local customers and visitors from across the country, thanks to its coffee shop, countryside walks, and welcoming community atmosphere. Our shop offers a unique and personal shopping experience for animal lovers, with a special touch our "pet wall," a growing display of Polaroid-style photos featuring our animal visitors. People often stop by just to get their pets featured, and it's become a lovely part of our store's identity.

Support from Enterprise Oxfordshire Business

Through discussions with Enterprise Oxfordshire, we were able to identify new ways to grow and promote the business. Their guidance helped us focus on improving my social media presence and ensuring I project the right message to potential customers

Challenges & Growth

Our biggest challenge has been increasing awareness and letting people know that we're here. While we've done a fair amount of advertising, word-of-mouth remains the most powerful way for new customers to discover us. Hearing people speak so positively about their experience at our shop is incredibly rewarding. From the start, our goal has been to create a space where customers can bring their pets and enjoy a pleasant, personal shopping experience. We also want to make sure we offer the right products and services to keep them coming back.

Enterprise Oxfordshire helped me find solutions to obstacles I was struggling to overcome with different people adding their input which enabled me to see things that I had not spotted before. The sessions also made me realise that I am not the only one struggling with problems in a new business and it is ok to seek help from others. It was a very warm and friendly atmosphere.

Next steps

Looking ahead, we're planning to expand our stock range so we can support more pet owners and their needs. We're also looking for a dog groomer to join the store, adding another personal touch to our offering. We hope to hire an additional team member to assist customers and enable me to offer local deliveries. Another exciting next step is building a website to sell online, helping us reach even more pet lovers. The months ahead feel full of opportunity, and we're excited to see how the business continues to grow.

