

BizSnaps

A Snapshot look at local businesses



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Directions & Business hours: Hwy 14 and 26 next to Target
Open 11AM-8PM Mon thru Sat & 11AM-6PM Sun

When was the business started? This location opened January 22, 2005.

Describe your products: We sell small animals, birds, reptiles, kittens, fresh and salt water fish, live rock and corals and of course PUPPIES! We also carry a full line of pet products, supplies and food.

Describe your services: Petland is the only pet store in South Central Wisconsin with puppies, and we do it right. Our pet counselors are dedicated to matching the right pet with the right customer and meeting the needs of both. To those customers who already have pets, we are dedicated to enhancing their knowledge and enjoyment of the human-animal bond.

What differentiates you from your competitors? Petland has 100% financing available and offers a FREE vet visit with each puppy purchase. Every puppy is microchipped and comes with a full one year warranty. We also offer a \$50 PETLAND GIFT CARD with the spay/neuter of your new Petland puppy!

What are current trends in your business? We are finding that many families would rather invest in a puppy than a vacation! Our pets are wonderful lifelong companions.

How did you get interested and/or started in this business? I have owned and loved pets all of my life. I have seen how pet ownership can enrich the lives of their loving families and vice versa.

What kind of training or background do you have? I have a Master's degree in management. In addition, Petland Corporate has an extensive training program in Ohio where I have completed all of the courses in the care of animals. I also have been certified as a Pet Nutrition Expert through Hill's Science Diet.

What have been some of the challenges you've faced? There are some people that are against the rights of consumers to own pets of any kind. They say false or negative things about pet stores. We at Petland pride ourselves on how we love and care for the animals here. I invite anyone to take a behind-the-scenes tour of my store to see for themselves how well we care for our animals.

What do you find most rewarding about this type of work? Seeing the faces of children when their parents purchase them a pet is very rewarding. Pet ownership teaches them responsibility at an early age.

What type of customers use your products/ services? Pets make life better for people of all ages. Most of our customers come from the Janesville/Beloit area, but many come from Madison and Rockford for our puppies and our aquatic department.

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