

BizSnaps

A Snapshot look at local businesses:



Your Name: Ellen Jost

Title: Owner

Business Name: J & B Tack and Feed LLC

Address: 3420 3rd St., Afton, WI 53501

Phone: 608-757-4377

Directions & Business Hours:

Closed Monday. Open Tuesday-Friday 1:00-6:00 and Saturday & Sunday 12:00-5:00.

When was the business started?

Late summer of 2007.

Describe your products services.

J & B Tack sells horse-related equipment and clothes for exhibitors. We carry a full line of horse livestock and pet foods, and also a good selection of dog and pet items.

What do you do, product, service, or philosophy, which differentiates you from your competitors?

We provide all of our products and services at the most affordable prices possible. "If you don't see it, we will order it!"

How did you get interested and/or started in this business?

I have devoted my life to the equine industry. My interest in fashion, coupled with "horse" experience, made me interested in the retail tack business. The opportunity presented itself with the help of a silent partner.

What kind of training or background do you have?

Over 20 years in the equine industry. I also have been a successful dog breeder for 15 years.

What have you learned from this business?

People have very diverse tastes!

What are your future plans for your business?

Expansion of product lines and the mobile "tack trailer" market. I am also continuing to expand the feed portion of the business.

What or who has had the most influence in the way you do business?

I have been fortunate to have the guidance and friendship of Jane Bound. Jane ran a very successful tack business in Fort Atkinson.

Do you have a favorite saying that applies to your business?

"We can do that!"

What have been some of the challenges you've faced and how did you work them out? Knowing exactly what to order. We are making progress in that area but still working on it.

What do you find most rewarding about this type of work?

Forming good relationships with my customers and supplying products which will help them achieve their various goals.

What type of customers use your products/services?

We supply products to trainers, show horse exhibitors, 4-H members, trail riders and pet owners.