

Emily the Entrepreneur Contest Entry  
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Cassidy's Kaynine Training Camp

I love working with dogs so you should get a trained dog from Cassidy's Kaynine Training Camp. I know many people could use a trained dog. Dogs are very fun. You can have a blast playing with them. They can be very smart especially when I train them. One thing that I will teach is how to play fetch. I know it is fun for the dog and the person playing with the dog. The people and the dogs will have so much fun playing tricks. For example I will teach the dog how to roll over.

The people who would want it the most would be children. Mostly children in New York State would want the trained dogs because the child and the dog would share a lot of love. Children would also want the dogs because dogs can be a lot of fun. They can especially be fun when they are trained. They are very playful animals to both me and small children. The children that I would sell the dogs to will also have a lot of exercise. The child and the dog will both have a lot of exercise. When they go outside and play that will make them active and healthy.

The people will know about Cassidy's Kaynine Training Camp in many different ways. One way that I will spread the word is through newspapers. I could speak to a newspaper editor about placing an ad in the newspaper. Another way for me to advertise would be through the use of flyers. I could make flyers on the computer and

circulate them throughout the community. One more way of advertising that I feel would be beneficial would be speaking with a radio broadcaster to see if he would be interested in saying anything about Cassidy's Kaynine Training Camp.

My customers are very important to my business. I will allow both buyers and customers to come to my home to purchase a dog of their liking. Transportation is a very big deal to my business. After much consideration, I have decided that my dad and I can deliver dogs to the customers for an added fee. Another important aspect about transportation to consider is whether or not to transport the dogs in cages or just let them sit in the car. If customers or buyers would like to pick the dog up at my house they can find their dog in my backyard. The dogs will be fenced in so they do not run away.

My family will help with my business a great deal. Cassidy's Kaynine Training Camp will be open from 10:00 to 5:00 each week day. Sorry, but we will be closed on weekends. I will have to take out a loan to start my business. I will ask my parents to loan me the start up money with the condition that I pay them back in full. I will use what money I have saved up from my birthday money.

Lastly, I truly believe that children should have trained dogs. I hope that children will love their dogs as much as I do when I take care of them.