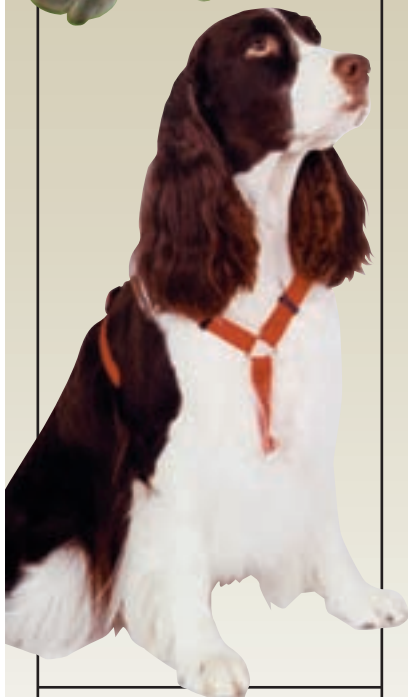


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Retailers Who've Tried Selling Pet Products Say It Works

By Paul Wahl, Editor

"My wife and I own three cats
and a horse, so we know how
important it is to have our animals
taken care of and sometimes
refer to them as our children,"
Mulligan said.



Forget chemicals, *The Ultrasonic
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A quick look at the statistics touting
the growth in sales of pet products
was enough to convince Shaun
Mulligan he should take the plunge.

Mulligan, owner of Equus Unlimited
in Panama City, Fla., added dog blankets,
collars and leashes to his store's product
line a year ago.

Equus Unlimited carries a wide range of
English, Dressage and Western saddles, tack,
horse apparel, riding apparel and gift items.
A quick survey of the store's customers re-
veals a built-in audience for pet products.

"We even created a dog supplies category
on our Web site, which has increased our
bottom line," Mulligan said. "I know that we
have sold these items just to dog owners."

There have been other benefits.

"We recently stumbled across an item
that has been used exclusively for horses
to brighten the white hairs on the socks
and blazes," Mulligan said. "Show dog
owners have found this item to be very
useful in the same application, to help
keep white hairs even in color and camou-
flage any unsightly marks."

Mulligan, who is an APPMA member, of-
fers this advice for retailers thinking about
trying pet products.

"The key is to limit the amount of
inventory for sizes, colors, etc., for pet
items," he said. "We can keep a certain
amount in stock but still be able
to offer a variety of dog and
cat items."

For Dianne Vandell,
owner of Big River
Saddle Shop in Dun-
can, Ariz., the plunge
into pet products has
been more like a toe in
the water.



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