



Case Study

Barkworthy Dog Emporium

Sector

Retail

Location

5 Theatre Yard, Low Pavement, Chesterfield S40 1PF

Website

www.barkworthy-dog-emporium.myshopify.com

Call: **0330 053 8639**

Email: info@emc-dnl.co.uk

www.emc-dnl.co.uk/chesterfield-digital-high-street

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The Business

Barkworthy Dog Emporium is a small, family-run business based at Theatre Yard in Chesterfield town centre. It caters for dogs and owners, and is run by husband and wife, Tony and Carole Foster. As a brand new venture, it was important that the business secured a strong footfall early on.

The Goal

From the beginning, the aim was to provide a health-beneficial, customised experience for dog owners with ethically sourced, quality, eco-sustainable foods and treats. Giving owners the opportunity to source unique products for their pet is also a key part of the company's business vision, through personalised products, handmade collars and leads, as well as original pet portraits.

Tony explains: "We are very keen to provide an intimate, knowledge-sharing experience for dog lovers with goods and services tailored to their pet's individual needs. Sourcing goods and services of proven quality and fostering an ethos of exclusivity via unique, individual and unusual products will help us build and encourage customer loyalty."

The business needed help in translating this vision into a strategy that would have immediate impact on footfall.

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We aim to expand our range of unique products and services into other areas of business, including working with other dog-related business such as local cafes (whose pets can enjoy natural treats while their owners dine) groomers, walkers and dog rescue charities.

The Support

It was Rebecca Bland, the Town Centre Manager for Chesterfield Borough Council, who brought the Chesterfield Digital High Street project to Tony and Carole's attention.

The pair have tapped into valuable Business Adviser support as well as access to Council resources, financial support for e-commerce and Chamber of Commerce membership.

Already, their Facebook page has a healthy number of followers as a result, and Tony and Carole are committed to improving their social presence further by attending upcoming free webinars recommended by the Project.

The Results

Plans for the business are highly ambitious as Tony describes, "Advancing our business with the support of the Chesterfield Digital High Street team brings us even closer to achieving that goal."

