

Animal Breeder

2006-10-02 08:48:53

Not everyone is happy with an ordinary pet, many discerning pet buyers want a pedigree animal. With a little knowledge and the right space in your garden you can start and breed a brilliant lineage right from your home.

Before The Start-Up - Let's Not Get Ahead Of Ourselves

Breeding opportunities exist for many animals; however becoming a dog breeder still remains a highly popular work from home choice. Depending on where you live you might require a breeding permit and be in a housing zone that allows commercial breeding. Experience with animals is required and specific experience with your breed of choice will be invaluable.

The Start-Up

A suitable area in your garden or back yard to place kennels and a holding area will be required. It's worth making the area look clean and attractive as prospective buyers of your might visit your home to purchase puppies. After selecting your specific breed you'll need to purchase a bitch or stud to begin your own line. This initial investment is very important and will determine the value of all your later breeds.

To begin the breeding process you'll need to find a suitable match for your animal, choosing the right breeding partner is just as important as choosing your own animal. You should do your research on the authenticity of any prospective breeding partner as they will likely do research on your animal.

This however only takes care of your breeding requirements, for successful marketing and business administration you'll also require a work area, desk, computer, internet connection, digital camera and office stationary (business cards, invoices and a letterhead). The internet provides an unbeatable medium through which to market your animals and display images of puppies for sale, an easy to update website is also a must.

Making It Work

Maintaining the integrity of your animals breed will be key to a good reputation as a breeder. Your experience will come in handy to select proper breeding partners and to ensure the health and proper treatment of your animals.

Either entering one of your own animals in a pet show or getting one of your puppies featured in such a show will increase your exposure in the breeding world.

Marketing

Once you become an established small breeder clients should hopefully come to you through word of mouth. Until that occurs you'll have to vigorously market your puppies, actively seeking out prospective buyers and convincing them of your breeds integrity.

Should you wish to expand your marketing efforts a good website with images of all your puppies for sale will be invaluable, more conventional marketing such as advertising in local classified and breeding magazines can also produce good results.

Don't Forget

Papers of authenticity are usually passed down from one pedigree animal to another. Providing these papers to buyers to prove the authenticity of your animals is required in most countries and significantly improves the value of your puppies.