



PET SITTING DIARY

A Reliable Pet Care Solution

Leaving your pets with trusted one, Pet Sitting Diary now provides home pet care service to give a peace of mind to pet owner.

Angela Chow and Sam Shum being surrounded by pets since a young age, has accumulated their skills and specialties by engaging in different pet caring occupations for several years. (e.g. pet groomer, pet shop handler & pet sitter).

They believed that home is always the safest and the most comfortable place for pets. The demand of in-home pet care in Hong Kong has largely exceeded the supply. Yet, recognised and honoured pet sitting companies in Hong Kong are only a few. In December 2016, they decided to turn their interest into business and seize this golden opportunity to join the market. With their pet caring expertise and corporate management knowledge, they established Pet Sitting Diary.

Raising Quality

Pet ownership is on the rise, pet caring service demand is growing rapidly. To meet the ever-growing demand, Sam and Angela heavily focused on maintaining and increasing their service quality. As time goes by, they win the word of mouth from their customers.

Word of mouth is one of the most effective way of business promotion, especially for home pet sitting industry. "Many new customers come to us because of referrals. In order to ensure the superior service quality, we continuously put effort in hiring excellent pet sitters. All of our pet sitters undergo strict recruitment process, background check, comprehensive training and continuous evaluation to ensure the service carried out is in high quality," says Sam.

"We also cherish every comments and feedback from our customers. Right after we started the business, we constantly receive numerous service requests and positive reviews from customers. Gradually, we gain thousands of followers and wonderful reviews on the social media networks. With client's



Co-founders of Pet Sitting Diary
— Sam Shum and Angela Chow.

comments and feedback, we can do better and stay ahead," says Angela.

Filling a Niche

"Service duration is flextime basis. Pet owners can be more flexible on deciding how long they want the service to last for and thus have better control over their budget," says Sam Shum.

This company is considerate and thoughtful of pets and owners. "We do not have medication treatment surcharge policy as the pets are already suffering and the owner needs to deal with heavy financial burden as well as experiencing psychological pressure. Also, we do not charge pet owners holiday fee. Since most pet owners require pet sitting service during holiday period, we do not want to take this chance to grasp profit," says Angela adding that partnership with pet house-call vet can provide pets with comprehensive supports by allowing pets to be cured at home while receiving tender loving care from their pet sitter.

The company gains internationally recognized accreditations and achievements from different well known pet-care associations. They are official members of Pet Sitters International, Professional United Pet Sitters and Pet Professional Guild. "We are very proud to be recognized by lots of professional associates. These recognition are the best rewards for our efforts. We will continue to provide the greatest pet sitting service in Hong Kong," says Sam.

For Love of Pets

Pet Sitting Diary treasures every pet they cared. "We decided to use a diary format to record the happy moments of every cared pet. That is why we named our company as Pet Sitting Diary. This diary is a shared memory between the pet owner and pet sitter. Through this diary, a closer bond can be created between the pet owner and the pet sitter as a more intimate union. Also, this diary demonstrates how we interact with pet. We hope these real examples could educate the public about what pet sitting is and how our services could benefit the pets and the pet owners."

Unique Advantage

"When compared to other boarding facilities, our biggest advantage is providing pets with a sense of security as we take care of them at their own home, which is their most familiar environment. Our pay system is attractive enough to retain pet sitters and encourage them to devote spontaneously. We hold company gathering from time to time to build team spirit and create an open communication culture. Therefore, we enjoy a relatively low turnover rate. By having a superior team of pet sitters, we hope to provide the best quality of life to the pets."

"We are enthusiastic about what we are doing. When we develop business strategies and carry out our services, we always put ourselves in the shoes of the pets and the owners. We hope all pets could live happily and healthily at home. We embrace the concept of ongoing professional development by listening to client's comments and take solid action to create exceptional client experience. We believed that there is never the best as continuous improvement would shape us into the best of the best," Angela Chow concludes. ■

For additional information, please visit www.petsittingdiary.com