



## FURRENZ PET SITTERS

# Caring Companionship

Previously unavailable in Hong Kong, VIOLA LEUNG's home pet care service provides owners with more comfort and security.

**V**iola Leung, a veteran of the Canadian pet industry, along with Philip Chau, a marketing and research professional, noticed that while Hong Kong has a solid pet industry and growing pet ownership, there existed a surprisingly large gap in home pet care services. In August 2013, the pair decided to utilize their combined expertise to found Furrenz Pet Sitters.

"Much of our marketing is focused on educating prospects and customers," says Viola. The company has gained great publicity from major media outlets, a social media presence of a few thousand followers, fantastic reviews, and adulation.

"We spend a lot of time in complex multi-channel marketing efforts to gain exposure and outline the benefits of our service. The industry is no doubt growing. We quickly grew from a team of two to more than a dozen in a year's time, yet still cannot fill the demand!"

### Defining Traits

Of the handful of pet sitting companies in Hong Kong – mostly small, one-man operations – Furrenz Pet Sitters is among the very few that have a strategic growth vision. "Our number one focus is to provide the highest quality. In comparison to pet hotels, we offer pet owners time to travel and do business overseas, while their little ones remain safe and sound in their own homes. We differentiate ourselves as an excellent, truly professional team that passionately cares about animals."

Further solidifying itself as an industry authority, the company has in place many online systems and internal processes for staff. A partnership with a 24-hour animal clinic has been established to provide any necessary medical



backup.

"We are confident to say that we are likely the most qualified pet sitting company in Hong Kong", says Viola, a Certified Professional Pet Sitter who possesses many other multiple globally recognized accreditations. "All of our pet sitters go through a very extensive training program, and achieve certification in pet first aid, a first in Hong Kong. We are official members of multiple global pet sitting organizations."

### A Growing Family

"The current demand for our service persistently surpasses our team's capability. We are constantly hiring to grow our coverage, while planning new services clients have expressed interest in, including pet grooming and training. Already having gained our clients' trust, these additional services will provide added value and convenience, especially coming from our sitters, with whom their pets are already comfortable. Great pet sitters are the bread and butter of what

we do."

The company has several strategies to ensure that it maintains a good quality team. All sitters go through an extensive program, which includes a multiple interview process, probation period, personal training with Viola and certification courses. "Our pay structure encourages sitters to stay longer and contribute more. We provide incentives such as Christmas gifts and Chinese New Year red packets, and hold company events and gatherings to instill positive morale within the company. The results so far have been great. We have had zero turnovers. Part-time sitters end up quitting their full time jobs to help us more. Some clients, so intrigued with what we do have joined our team."

Furrenz Pet Sitters' notable achievements are the products of a well-conceived and undoubtedly well-executed business concept. Time will tell how far it will scale, but an early market lead and consistent good work will have Viola Leung and company comfortably busy for a long while.

"We are very happy with what we have achieved in the short period of time since starting the company. Our success comes from our clear vision of things to be. The goal from the very first day has always been to be the top pet sitting company offering the highest quality service in Hong Kong. Every single step and every business decision we make ties to this fundamental vision, which is what drives us to success. We are very excited with the possibility, as we are certainly not slowing down, that there is still huge opportunity yet to be explored and conquered." ■

For additional information please visit <http://furrenzpetsitters.com>