



Splash Dog Grooming Studio
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Update 6
3rd December 2011



Our new Studio is open and our mobile service has now ceased permanently as of 3rd December 2011

Our new grooming studio in Cockenzie High Street opened on the 4th October 2011 and as previously notified during the renovation of the shop, our mobile van grooming service reduced to just Friday's and to five locations only. Copies of previous updates are available to view/download/print on the shop renovation page of our website.

In the run up to opening, we thought we would need to provide the mobile service to eight locations, with two of those needing perhaps two days a week, but in the final couple of weeks found that we had around 95% of our 600 customers were converting to the studio. Since opening, that rate has increased to 99.7%. We needed 6 to 8 dogs booked on the mobile day to make it financially viable to keep running the service. Of the mobile days allocated since the Studio opened to the end of this year, most were only booked to around half capacity or less. Over the last few Fridays for instance, we only had 1 to 3 dogs booked. Since opening the studio we only managed to completely fill 3 mobile days between October 2011 and March 2012 and two of those have already passed.

We had intended running the mobile service for another two years if we had the demand for it, but as the conversion to the studio has been so dramatic, we decided to cease the service completely at the end of the year and sell the van.

We had not expected it, but once word got around that this was happening we had two offers for the van in a matter of days, one of which was accepted but was conditional on it being made available for purchase straight away. As a result, Friday the 2nd December was our last mobile grooming day ever and the van has gone to its new owner, Julie Melville at Thornton Loch near Dunbar. We will pass on your details to her if you wish.

We do understand that this will greatly inconvenience the few remaining mobile customers which we regret, but it did not make economic sense for us to continue the service. To compound matters, we have been able to cater for every single new enquiry we have had since opening due to our greatly increased appointment capacity at the studio, instead of losing around 3 a day when only mobile and fully booked months ahead. In fact, we have already taken on and serviced 5 times as many new customers since opening as we have mobile customers left booked over the next 6 months.

This change will allow us to fully focus on our studio service which will make even more appointments available, as on a Friday instead of closing for a half day, we can now stay open all day and offer grooming appointments and not just DIY. Getting appointments at the Studio is much easier too. Instead of our previous appointment lead time of 2 to 3 months, we have been able to provide appointments within 2 to 3 weeks, even with all our existing bookings transferred.

Any appointments you have between today's date and Christmas will be transferred to the Studio on the same date and time. If you are unable to keep any appointment please let us know at least 24 hours in advance. If you are one of those who are simply unable to bring, or arrange with a friend/relative to bring your dog to us at the studio, we are sorry but we will unfortunately have to bid you a fond farewell and thank you for all your past custom.

Alastair & Marina Ritchie



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