



Splash Dog Grooming Studio
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Update 5
31st October 2011



Our new Studio is open and our mobile service will be ceasing permanently at Christmas 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. Once we opened that rate went up to 98%. We need around 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, the majority are only booked to around half capacity or less. Over the last two Fridays for instance, we had only 1 and 2 dogs booked respectively. Since opening the studio we have only managed to completely fill 3 mobile days between October 2011 and March 2012

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 have decided to cease the service completely at the end of the year and sell the van. We do understand that this will greatly inconvenience a few of the remaining mobile customers which we regret, but it does not make economic sense for us to continue with it. 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, where we generally lost around 3 a day when fully mobile and fully booked months ahead. In fact, we have taken on and serviced twice as many new customers in our first month of opening as we have mobile customers 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 we can stay open all day and cater for grooming appointments on a Friday instead of just DIY and closing for a half day. 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.

We had hoped that there may be another home based East Lothian Groomer who maybe wanted to extend their service range by hiring our van for the days we weren't using it. Our remaining mobile customers could be transferred to them if they wanted to hire or buy our van, but this has not happened. Now we are publicising the service is ceasing, perhaps that will change and customers can still get a mobile service.

Any appointments you have between today's date and Christmas will be honoured (weather permitting! - remember last December), and if you wish any you have already booked for 2012 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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