

## CASE STUDY: The Business Factory

### Colin Henderson/ Marie Reilly – The Mutz Hut

#### BACKGROUND

Marie and Colin have over 40 years combined experience in working with and caring for dogs. Colin has 20 year's experience with the Ministry of Defence Police & Guarding Agency, running his own dog section in an extremely disciplined environment. He is a fully qualified protection dog handler and kennel manager, also qualified in practical training, emergency dog first aid and NEBOSH standard health, safety, risk assessing and fire management. Marie has over 20 year's experience working with various dog rescue charities, fostering rescued dogs and home assessing, she also runs her own beauty therapist business.



*“After almost eight months of hard work, frustration, disappointment, council red tape, planning permission, landlords, leases, business plans and loads of sleepless nights, we finally opened the doors of The Mutz Hut on Mon 7th January 2013.” – Colin Henderson*

#### A DAY IN THE LIFE OF...

Although our plans and preparation for what we were doing were advanced prior to our involvement with The Business Factory, our meetings proved to be a massive help to us, particularly the planning application for change of use process and getting our business plan right. Ross, our adviser has been out to visit us since we opened and gave us great marketing advice and ideas on how to promote our business, his enthusiasm for what we are doing is infectious and encouraging.

#### WHAT THE FUTURE HOLDS

Our plans are to incorporate a grooming parlour and retail space into our existing facility, along with our day care, collection/drop off service, our wide range of training classes and our weekend playgroups, both our existing and potential customers will have all their dogs needs catered for under one roof.

**The Mutz Hut**  
Dog Day Care

**Website:**  
[www.themutzhut.co.uk](http://www.themutzhut.co.uk)  
**Telephone: 0191 266 9786**