

**Dogs Business Profile
Guidelines and Questionnaire**

# Guidelines for Completing the Business Profile Questionnaire

Thank you for participating in our business profile feature! Your insights and experiences will undoubtedly inspire and inform other dog businesses, entrepreneurs and pet enthusiasts. To ensure consistency and quality across all profiles, please adhere to the following guidelines while completing the questionnaire:

This form can be completed and submitted online. (You must be logged in to complete the profile questionnaire).

* You can **register** here <https://thedogsbusiness.pro/submitter-registration/>
* You can **log on** here <https://thedogsbusiness.pro/wp/wp-login.php>
* You can view the **submission guidelines** here <https://thedogsbusiness.pro/guidelines-for-completing-the-business-profile-questionnaire/>
* You **complete the questionnaire form** here <https://thedogsbusiness.pro/dog-business-profile-submission/>

Or you can save and return the form by email to: editor@thedogsbusiness.pro

### 1. Length of Responses

Short Answers: For straightforward questions (e.g., business name, location), a concise response is sufficient.

Detailed Answers: For questions regarding experiences, advice, and business operations, aim for a minimum of 150 words to provide valuable depth and context.

### 2. Tone of Writing

Professional yet Relatable: While maintaining professionalism, we encourage a conversational tone that resonates with our diverse readership.

Passion and Authenticity: Let your genuine love for what you do shine through your words. Authentic stories and experiences are always well-received.

### 3. Specificity is Key

Detailed Examples: Whenever possible, provide specific examples to illustrate your points.

Highlight Unique Aspects: Clearly articulate what sets your business apart, providing tangible instances when possible.

### 4. Customer and Pet Focus

Customer Stories: Share anecdotes that highlight customer interactions and feedback.

Pet-Centric: Ensure that the well-being and joy of pets are evident in your responses.

### 5. Clarity and Coherence

Clear Communication: Ensure your answers are clear, coherent, and directly address the question.

Logical Flow: Ensure that your responses have a logical flow of ideas and are easy to follow.

### 6. Use of Visuals

High-Quality Images: Ensure that images are clear, well-lit, and high-resolution.

Relevance: Choose images that are directly relevant to the corresponding question or your overall business.

Permissions: Ensure you have the right to share and publish the images.

### 7. Accuracy and Honesty

Factual Information: Ensure all provided information (e.g., establishment year, certifications) is accurate.

Honesty: Be truthful in sharing your challenges, successes, and business practices.

### 8. Respect and Positivity

Respectful Language: Ensure your language is respectful towards all individuals, businesses, and the industry.

Positive Engagement: While sharing challenges is vital, try to maintain an overall positive and constructive tone.

### 9. Confidentiality and Privacy

Privacy Respect: Avoid sharing overly personal information about customers or staff without consent.

Confidentiality: Do not disclose sensitive business information that you are not comfortable sharing publicly.

### 10. Final Review

Proofreading: Ensure your responses are free from grammatical and spelling errors.

Consistency Check: Ensure that your answers are consistent and align with your business’s values and practices.

### 11. Submission

Timeliness: Ensure that you submit your responses by the provided deadline (if any).

Format: Ensure all files (text, images, etc.) are submitted as jpg, png format. Please ensure that all images are at least 900 pixels wide.

### 12. Editing and Changes

We reserve the right to omit, edit and change the copy provided. We may do this for reasons of length, to focus on particular aspects of your story or to amend punctuation and spelling. We will endeavor not to change the meaning or intent.

Thank you for taking the time to share your story with us! We look forward to showcasing your business and contributing to the vibrant tapestry of the pet industry community. If you have any questions or require assistance, please do not hesitate to contact us.

# 2. Questionnaire

The questionnaire will cover a range of topic areas and to help you we have broken this into some standard questions.  **You do not need to answer every question!**  If you feel that they do not apply or you have nothing interesting to say, please skip to the next topic!

## Basic Information

Business Name:

Founder/Owner Name(s):

Location:

Year Established:

Website/Social Media Links:

## Business Origin and Inspiration

* What inspired you to start your business in the pet industry?
* How did you come up with the name of your business?
* What were the biggest challenges you faced when starting your business, and how did you overcome them?

Insert Your Answers Here:

## Products/Services

* What products/services do you offer?
* What makes your products/services unique or special in the pet industry?
* How do you ensure the quality and safety of your products/services for pets and their owners?

Insert Your Answers Here:

## Target Audience and Customer Experience

* Who is your target audience and how do your products/services cater to their needs?
* Can you share a memorable story or experience about a customer and their pet interacting with your business?
* How do you handle customer feedback and/or complaints?

Insert Your Answers Here:

## Operations and Team

* How big is your team and what roles do they play in your business?
* What is the process behind creating and delivering your product/service?
* How do you ensure the well-being and development of your team members?

Insert Your Answers Here:

## Sustainability and Social Responsibility

* How does your business address sustainability and environmental concerns?
* Are there any social causes or organizations that your business supports?
* How do you ensure ethical practices in your operations, especially concerning animal welfare?

Insert Your Answers Here:

## Marketing and Growth

* How do you market your business and which channels have been most effective?
* Can you share a successful marketing campaign or collaboration that brought notable results?
* What are your future plans for the business? Any upcoming products, services, or expansions on the horizon?

Insert Your Answers Here:

## Advice and Insights

* What advice would you give to someone looking to start a business in the pet industry?
* What is something you know now that you wish you knew when you started?
* How do you stay updated with industry trends and continue to innovate in your business?

Insert Your Answers Here:

## Closing

* Is there anything else you’d like to share with our readers about your business or the pet industry?
* How can customers connect with you or visit your business?

Insert Your Answers Here:

## Visuals

Please share 3-5 high-quality images related to your business (products, services, team, etc.) that we can use in the article. You MUST own the copyright or provide images that you know to be licenced for reproduction. By submitting images you confirm you accept any liabilities for copyright infringement if you do not have the legal rights to grant us permission to reproduce.

Attach these when returning this form.

Include any image descriptions or captions here (list the file name and then your caption):

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Please reads the terms and conditions below and return a signed copy with the questionnaire.

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