

## Doggie Lovin from the Oven

In July I started a company called Doggie Lovin from the Oven with my friend. I did it for my graduation project and my The Future is Mine project. In making this business I learned a lot of skills that I will use in the world.

At Doggie Lovin we make and sell homemade dog treats and cat treats. We came up with 8 different flavors that are veterinarian approved. We have Chow Chow cheddar, Vegeterrier, Bulldog BBQ, Mini Apple Muffins, Diet “Gingerbread” cookies, Halo bagels and mini halo bagels, Peanut Butter Bones, and Poodle Strudel all for dogs. We only have two cat treats so far which are fish sticks (main ingredient salmon) and tuna tarts. We have made an estimated \$1000 since July with this business. It is much more successful then my business partner thought it would be. I always knew this was our niche. When we first started we only started at the small farmers market in Pleasant hills. We made \$200 that day because a woman from a store called Natural Foods ordered all the treats we had left at the end of the day and she started to sell them in her store in Ohio. The next few months we sold them at the farmer’s market but we weren’t doing very well. We had great packaging, a unique logo, catchy name, and we had even started our own website [www.doggielovinfromtheoven.com](http://www.doggielovinfromtheoven.com) , but we weren’t getting much business so I decided we should try selling them at craft shows. Which ended up being a great idea. When people go to craft shows they want to come home with something and our something was the cheapest thing offered at most craft shows. The first craft show we went to was just a small pancake breakfast but we ended up making a lot more then we usually made. We went to another craft show recently and a few people at sendoutcards came up to us and told us this was a really great idea and we should talk

to corporate to have us supply them with dog treats to send out with cards. It seemed that our hard work had really paid off. We are now negotiating with sendoutcards about a business deal to hopefully supply them with dog treats. We frequently get orders from people on the internet for treats. A woman in Ohio sells our dog treats in her pet hospital. Who knew that two teenagers could go this far?