Pet Town doubled monthly net profit after dropping grooming

For about a year, Pet Town earned roughly US$5,000 a month after expenses. Sales were coming in, but putting more money into the business sometimes left the owner with less profit. The consultation began with a question: which services earned enough to justify the resources they used?

The decision behind the result



Grooming brought in little for the time it took. After the owner stopped it and redirected resources, monthly net profit reached US$10,000.

Business Lab and the owner reviewed revenue, costs, staffing and investment by service. Bathing pets, trimming nails and other grooming work tied up staff time while bringing in little revenue. Pet sales turned over quickly. The owner confirmed that the rest of the business could operate without grooming, stopped offering it and moved staff time and investment to the remaining activities.

Monthly net profit before and after

Before the change	About US$5,000 per month for roughly a year, according to Business Lab.
Within one month	US$10,000 in monthly net profit. The owner reported the result, then Business Lab checked the business accounts.
Several months later	Still around US$10,000 per month, according to the owner during a follow-up conversation.

How to read the change

The reported gain was about US$5,000 in monthly net profit, or approximately 100%. For an owner facing a similar plateau, compare what each service brings in with its direct costs and the staff time it takes.

Source: Business Lab's account of the consultation, its review of the first month's accounts and the owner's later follow-up. The figures have not been independently audited. Online case study