

Kennel Business: Turning Passion for Dogs into Profitable Enterprise

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OPEN ACCESS

Keywords

Kennel Business, Dog Breeding, Pet Entrepreneurship, Animal Welfare

How to cite this article:

Rajput, A., Ingole, S. P., Chaurasia, D. and Deshmukh, S. K. 2025. Kennel Business: Turning Passion for Dogs into Profitable Enterprise. *Vigyan Varta* 6(8): 63-67.

ABSTRACT

The kennel business is emerging as a lucrative and welfare-oriented enterprise globally, including in India, due to changing lifestyles, urban nuclear families, and increased pet ownership. This article explores the concept and structure of kennel businesses, which encompass breeding, boarding, training, and integrated services. Several key factors are driving the popularity of kennel businesses, including urbanization, the demand for pure breeds, the need for trained dogs, and the increasing emotional bond people have with their pets. Successful planning for a kennel business requires thorough market research, adherence to licensing regulations, appropriate location selection, and well-designed infrastructure that ensures hygiene, good ventilation, exercise areas, and isolation wards for sick animals. Financial considerations include ongoing costs such as staff salaries, food, vaccinations, as well as potential revenue streams like puppy sales, boarding fees, training packages, and grooming services. The article emphasizes the importance of ethical practices for sustainability, such as responsible breeding, maintaining health records, and humane retirement of breeding dogs. It also covers marketing strategies, both online and offline, and the importance of branding to reach a wider audience. Challenges such as disease outbreaks, seasonal fluctuations in demand, regulatory compliance, and emotional challenges are

discussed. Future prospects for the kennel business indicate immense growth potential in areas like luxury pet hotels, canine therapy training, security dog training, and dog sports coaching. Overall, when executed with compassion and transparency, the kennel business not only offers substantial financial returns but also promotes animal welfare and provides personal fulfillment for entrepreneurs.

INTRODUCTION

Dogs have been loyal companions to humans for thousands of years. They serve various roles, including guarding homes, herding livestock, assisting individuals with disabilities, detecting diseases, and providing unmatched emotional support. With changing lifestyles, rising disposable incomes, and the prevalence of urban nuclear families, the pet dog industry is experiencing significant growth worldwide, including in India (Luescher, 2006). This trend has led to the emergence of professional kennel businesses. Kennels today are evolving from simple backyard setups into scientific, hygienic, and welfare-focused enterprises that not only generate substantial income but also prioritize the well-being of the animals. This article explores what the kennel business entails, including planning considerations, financial aspects, challenges, success stories, and ethical practices, to guide aspiring entrepreneurs and dog lovers.

What is a Kennel Business?

A "kennel" typically refers to a facility where dogs are housed. Kennel businesses can be categorized into several types:

1. **Breeding Kennels:** These focus on the selective breeding of specific dog breeds to produce puppies that conform to breed standards. The puppies may be sold as pets, show dogs, working dogs, or therapy animals.
2. **Boarding Kennels:** These provide temporary housing, feeding, and care for

dogs when their owners are away for work, travel, or medical reasons.

3. **Training Kennels:** These offer obedience training, behavior correction, agility training, guard dog training, or service dog training for individuals with special needs.
4. **Combined Kennels:** These integrate breeding, boarding, grooming, and training services under one brand to cater to the diverse needs of pet owners.

Why is the Kennel Business Becoming Popular?

1. **Urbanization and Nuclear Families:** Busy work schedules, frequent travel, and small apartments make it challenging for many pet owners to care for their dogs around the clock. Boarding kennels provide safe and comfortable temporary homes for dogs during these times.
2. **Rising Awareness about Pure Breeds:** Many people are increasingly opting for registered breeders over unregulated backyard sellers to ensure the health, temperament, and authenticity of breeds. This trend has contributed to the growth of ethical breeding kennels.
3. **Demand for Trained Dogs:** There is a significant demand for professionally trained dogs, whether for security agencies needing guard dogs or individuals seeking therapy dogs. Training kennels fill this gap effectively.

4. Pets are increasingly seen as family members rather than just guards. This shift has led owners to spend more on quality care, grooming, and training.

5. **Potential for Good Returns:** With proper planning, kennel businesses can be quite profitable, especially when they combine multiple services and maintain high standards.

Planning a Kennel Business (Source: <https://www.thekennelclub.org.uk>)

1. Market Survey and Licensing:

- Conduct a local market survey to assess the demand for breeding, boarding, or training services.
- Check zoning regulations for operating a kennel in your area.

Obtain necessary licenses, such as:

Breeder License from the State Animal Welfare Board.

Facility	Minimum Requirement
Kennel Size	10x10 ft per dog
Fencing	6 ft high secure fencing
Flooring	Anti-slip tiles or concrete with slope for drainage
Drainage	Proper drainage channels to avoid water stagnation
Temperature	Fans, coolers, or heaters as per climate
Lighting	Natural daylight with backup lighting
Cleaning	Easy-to-clean surfaces and separate cleaning area

- Registration under the Prevention of Cruelty to Animals (Dog Breeding and Marketing) Rules.
- Local municipal clearance for boarding kennels.

2. Choosing the Right Location:

- Prefer semi-urban or outskirts locations with ample space and lower noise pollution.
- Ensure good road connectivity for easy access for clients.
- An adequate supply of water and electricity is essential.

3. Infrastructure Planning:

- Kennel Units: Design spacious, well-ventilated, and hygienic cages or rooms with bedding ideally 10x10 feet units with attached runs (AVMA, 2012).
- Exercise Yards: Provide open, fenced play areas for exercise and socialization.
- Isolation Wards: Set up areas for sick or new dogs to prevent infections (AVMA, 2012).
- Training Area: If training services are offered, a space with basic agility equipment is necessary (AVMA, 2012).
- Office and Reception: Include a space for record-keeping, client meetings, and administration (AVMA, 2012).
- Storage: Allocate space for feed, cleaning supplies, and medicines.

Example of a Kennel Design (AVMA, 2012)



2. Recurring Expenses

- Salaries for staff
- Dog food and supplements
- Vaccinations, deworming, and medical emergencies
- Utility bills and maintenance
- Marketing and promotions

3. Income Streams

- Breeding: Sale of puppies can fetch between ₹10,000 to ₹1,00,000 per puppy, depending on the breed.
- Boarding: ₹500 - ₹1,500 per day per dog.
- Training: ₹10,000 - ₹30,000 per dog for complete training packages.
- Grooming and accessories sales.

4. Profitability

With efficient management, kennels can often recover their initial investments within 1 to 2 years and generate steady profits, especially if demand is high and services are diversified.

Ethics in the Kennel Business

Compassion and responsibility should be the backbone of a kennel business. Unethical practices can damage your reputation and may lead to legal penalties.

Key ethical guidelines include (<https://moef.gov.in>)

- Never overbreed bitches; allow sufficient recovery time between litters.
- Maintain proper records of lineage, vaccinations, and health.
- Sell puppies only after weaning (minimum 45-60 days).

- Screen buyers to ensure they can care for the dog.
- Provide post-sale support for training and health queries (<http://awbi.in>).
- Do not abandon aging breeding dogs; retire them humanely or keep them as pets.

Marketing Your Kennel

1. Online Presence

- Develop a professional website showcasing your facilities, dog profiles, certifications, and testimonials.
- Maintain active social media pages (Facebook, Instagram, YouTube) featuring videos of training sessions, boarding facilities, or puppies.

2. Offline Promotion

- Distribute pamphlets at veterinary clinics and pet stores.
- Collaborate with pet supply shops for referrals.
- Organize free vaccination or pet grooming camps to connect with local pet owners.

3. Branding

- Create a unique kennel name and logo.
- Offer branded leashes, collars, or food bowls as giveaways.
- Establish client loyalty programs for repeat boarding or training services.

Challenges in the Kennel Business

- Disease Management: Outbreaks of parvovirus, distemper, or kennel cough can be devastating without strict hygiene and vaccination protocols (Kustritz, 2007).
- Seasonal Demand: Boarding peaks during vacation periods; breeding demand varies with breed popularity.

- Regulatory Compliance: Adhering to animal welfare rules, local zoning laws, and tax regulations.
- Public Perception: A negative perception due to unethical breeders can affect genuine kennels, making transparency vital.
- Emotional Challenges: Dealing with sick, aggressive, or aging animals requires mental strength (NAPHIA, 2020).

Future Prospects in the Kennel Business

(Source: <https://www.petcare.org.uk>)

With the pet industry projected to grow by double digits annually, kennel businesses have immense future potential. Areas with high growth include:

- Pet hotels with luxury boarding suites
- Canine therapy training for autism, depression, and PTSD
- Security and sniffer dog training for agencies
- Dog sports coaching (agility and obedience trials)

CONCLUSION

The kennel business is more than just a commercial enterprise; it combines compassion, animal welfare, and entrepreneurship. While the initial effort, investment, and responsibility are significant, the rewards are equally fulfilling both financially and emotionally. If you are a dog lover aspiring to make a career around your passion, planning scientifically, adhering to

welfare standards, and maintaining transparency will pave the way for a successful and respected kennel business.

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