

## TOP PRODUCTS

### SHANNON BARNARD *K9 BYTES*

#### *How are you and your company capitalizing on the growth of the pet industry?*

K9 Bytes offers handcrafted products made in the USA. I think this is becoming more important to pet parents. They want to feed their pets quality treats, show off their personalities through their pets and include their pets in their holiday celebrations.

#### *What forces do you believe "shape" the Pet industry landscape in your niche?*

People appreciate Made in the USA products. Being able to develop a relationship with customers and give a personal experience gives smaller companies like K9 Bytes an opportunity to earn loyalty from our customers.

#### *What's your view on the future of the Pet industry?*

The pet industry is going to continue to grow. Pets are an integral part of our families. Pet parents are willing to spend money to spoil and pamper their pets.

#### *Who is Shannon Barnard?*

I believe the love that I feel for pets shows in the products that I make. I enjoy creating the collars, treats and toys and a part of that passion comes through in the products and packaging.

#### *What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?*

Find a good mentor or coach to guide you through your business and provide objective feedback. Learn to delegate.

#### *Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?*

I have always enjoyed using my creative outlet to make fun, functional products. I started my web business offering fabric notecards and a variety of other handmade gifts. I came across a pattern for fabric dog and cat collars and thought they would be fun to make. I added them to my line of products and they took off. I realized I had found my niche and re-gearred my whole site and business to be pet oriented. It was the perfect match for my creativity and love of pets.



#### *What motivates you in your business life? Is it different than your personal life?*

Bringing joy into the life of pets and pet parents motivates me. It brings me joy to know that they appreciate the love that goes into my products.

#### *What qualities about your pet are qualities you possess?*

I'd like to think that my dog, Rogue and I both possess loyalty, compassion, a sense of playfulness and forgiveness. He's also a little quirky, so I could throw that in too.



#### **Connect with Shannon:**

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