



TV's Janine Perrett spends her days interviewing the top dogs of business, but her thoughts are never far from her cocker spaniel, Rex

DOG'S LIFE!

Working on a small business program, says Janine, has helped her recognise how many business opportunities there are for dog lovers.

"For example, there's a successful business called Don't Fret Pet — which provides a dog nanny service, which I sometimes use."

Another business is an advisory service for people who need help deciding which breed of dog best suits their lifestyle.

"People, especially women, have just found these real niche markets, like mobile grooming and mobile dog washing services.

"It's a real growth industry. Australia has one of the highest number of dogs per capita. One in every two-and-a-half to three people has a dog."