



CREEDON'S

— ENTERPRISES —

EMPOWERING PEOPLE. ENRICHING PETS. BUILDING BETTER FUTURES.

2026

www.creedonsdogcare.ie



About Creedons Enterprises

Creedons Enterprises is a behaviour-led, premium dog care franchise group, founded by Nanci Creedon, one of Ireland's most recognised experts in canine behaviour, training, and dog care business development.

With over 20 years of hands-on experience working with dogs, Nanci holds a primary degree in Zoology and a Master's degree in Animal Behaviour, positioning her at the forefront of both practical and scientific understanding of dogs.

Her work extends far beyond day-to-day dog care. Nanci has:

- Starred in multiple primetime dog behaviour TV shows, such as The Dog Academy on Channel 4, and Cats and Dogs at War on Channel 5.
- Acted as an expert witness in canine-related cases
- Had her research on dog bites published in the Irish Veterinary Journal
- Served as an advisor to the Irish government on dog behaviour and public safety
- Built and scaled multiple successful dog care and education businesses across Ireland and the UK

Through Creedons Dog Care and Creedons College of Canine Studies, she has developed a system that blends elite-level dog care standards with high-performing, scalable business models.

Now, for the first time, that system is being made available through Creedons Enterprises – a complete “business in a box” franchise opportunity.



Nanci Creedon

Founder - Creedons Enterprises

Welcome **Message**

I didn't build Creedons Enterprises to create just another dog business model. I built it because I saw first-hand how many passionate dog professionals were struggling – not because they lacked skill, but because they were expected to be everything at once.

Over the past 20 years, I've worked across behaviour, education, and business development within the canine industry. I've built and scaled multiple successful companies, contributed to national conversations around dog behaviour and safety, and trained hundreds of professionals entering the industry.

What became clear to me was this:

The industry doesn't lack talent – it lacks structure.

Creedons Enterprises exists to change that.

This franchise is designed to give the right people the systems, support, and standards needed to build something exceptional – without having to figure everything out alone.

If you're someone who genuinely wants to build a premium business working with dogs, and you're willing to commit to doing it properly, then this could be the right fit for you.

— Nanci Creedon



Why This Opportunity Exists

Most people who love dogs start a business for the right reasons – passion, purpose, and the desire to work closely with animals.

But very quickly, they realise that running a successful dog business requires far more than just working with dogs.

You are expected to be an expert in:

- Marketing
- Social media
- Branding
- Customer service
- Sales
- Systems and operations
- Staff management
- Compliance and health & safety

For many, this becomes overwhelming – and it's the reason why so many dog businesses struggle to scale or reach their full potential.

Creedons Enterprises removes that burden.

We allow you to focus on what you do best – working with dogs – while we provide the structure, systems, and support needed to build a high-performing, profitable business around you.





What Makes **Creedons Enterprises Different?**

At Creedons Enterprises, we don't believe in simply "looking after dogs.", we believe in delivering a structured, behaviour-led, professional service that improves the lives of both dogs and their owners.

This is what sets us apart – and why our model works.

Behaviour First

Everything we do is grounded in behavioural science.

We don't run chaotic daycare environments or unstructured services.

We create calm, controlled, and safe environments where dogs can thrive.

Premium by Design

This is not a volume-based, low-cost model.

We focus on:

- High standards
- Strong client relationships
- Repeat business
- Long-term reputation

This allows franchisees to build profitable, sustainable businesses – not burnout-driven ones.



Systems That Actually Work

You are not starting from scratch.

Every part of the business has been developed, tested, and refined:

- Operations
- Client management
- Service delivery
- Staff structure

You step into a model that already works.

Built Around You

Most dog professionals don't want to spend their time on admin, marketing, and systems.

We remove that burden.

You focus on the dogs – we support the business behind it.

Growth Without Chaos

Whether you stay small or scale into a full dog care centre, the model is designed to grow with you.

Structured. Controlled. Profitable.



The Franchise Models Available



Creedons Doggie Daycare

A scalable facility-based model offering structured daycare services with a strong focus on behaviour, safety, and enrichment.



Creedons Dog Trainers

Deliver professional, structured training services under a recognised and trusted brand. Ideal for those passionate about behaviour and education.



Creedons Dog Groomers

A premium grooming service built on high standards, customer care, and repeat business. Suitable for both new and experienced groomers.



Creedons Dog Walkers & Pet Sitters

A mobile, low-overhead business ideal for individuals looking to enter the industry or expand existing services. Focused on structured, behaviour-led group walks, and in-dog's home pet sitting.



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Training & Development

We do not believe in shortcuts — only in standards.

All franchisees are expected to operate at a high level, and we provide two tier pathways to ensure this:

Step 1 - Gain Professional Qualifications (Bypass if Recognised Qualifications Already Held)

Through Creedons College of Canine Studies, franchisees can obtain:

- QQI Level 6 Minor Award in Dog Grooming
- QQI Level 6 Minor Award in Dog Training
- QQI Level 6 Minor Award in Dog Management (Daycare & Walking)

Step 2. Franchise Operations Training

,Creedons Enterprises we provide structured training in:

- Running and scaling a Creedons Enterprise franchise
- Daily operations and service delivery
- Customer experience and retention
- Systems, processes, and efficiency

We also encourage ongoing professional development, ensuring all franchisees continue to grow, improve, and maintain high standards.

What You Receive **As A Franchisee**

Creedons Doggie Daycare

This is not just a brand – it is a complete operational system.

Included Support

- Full branding and identity under the Creedons name
- Website setup and ongoing digital presence
- Social media and marketing support
- Proven business systems and workflows
- Booking and client management software
- Detailed operations manuals
- Initial onboarding and ongoing training
- Ongoing business support and guidance

Optional Add-On Support

Franchisees can also access additional services to further streamline their business:

- HR Support
- Contracts, staff management, disputes, and compliance
- Accounting Support
- Access to a centralised accounting system or partnered accountant
- Health & Safety Systems
- Fire safety, manual handling, and workplace compliance
- Site Selection Guidance
- Support in sourcing and setting up a suitable premises
- Launch Support
- Structured opening strategy to generate immediate traction
- Bulk Purchasing Benefits
- Access to shared supplier networks and cost efficiencies

Investment Structure

We have structured the franchise to be accessible, scalable, and fair — while rewarding those who come on board in the early stages of growth.

Franchise Fees (Standard Rates)

- Dog Walkers: €10,000
- Dog Groomers: €10,000
- Dog Trainers: €10,000
- Doggie Daycare: €30,000

Founding Franchisee Incentive (2026 Only)

To recognise early adopters and support initial rollout, *all franchisees who join in 2026 will receive:*

▶ 50% off the franchise fee

- Dog Walkers: €5,000
- Dog Groomers: €5,000
- Dog Trainers: €5,000
- Doggie Daycare: €15,000

This incentive is strictly limited to founding franchise partners joining in 2026 and will not be repeated in future phases



***What Are You
Waiting For?***

***Take the first step
towards building
your own
premium dog care
business.***

Our **Contact**



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