

Sweet smell of success

Entrepreneur saw market for pet odour products while employed

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Holding down a job isn't so bad if it leads to your own small business. Many people get their business inspiration while working for someone else. "While working in the veterinary field for over 15 years, I paid attention to all of the complaints I heard about pet products that people didn't like and came up with a winner," entrepreneur Nancy Kelly says.

Five products

Kelly owns Enjay Enterprises Ltd. (www.enjayenterprises.com), a veterinary wholesale company that develops and sells a unique line of non-toxic and scent-free pet odour control products.

Completely biodegradable and pet-safe, Enjay's five different products include an odour and stain remover, an air mist, a spritzer and a deodorizing shampoo. One of her best-sellers is "Odour End," which encapsulates offensive pet smell molecules and eliminates them.

In less than a year, Kelly has made remarkable business progress. Enjay pet odour products are used by more than 30 veterinary hospitals and clinics across Ontario, and she's working on a national distribution deal.

Kelly says she loves being an entrepreneur and "waking up every morning actually excited about getting to work." She's got a lot of it to do, including working with distributors, manufacturers, customers and her team. During



Products from Nancy Kelly's Enjay Enterprises Ltd. help to eliminate pet odours.

the past two months alone she participated in two industry trade shows to help promote her business.

One of Kelly's success secrets is tending to little personal touches for her clients.

"We send out handwritten thank-you cards to new clients after they place their first order, and send out small gifts in appreciation of their business," she says. "We truly love our

clients and want them to know it."

Kelly attributes part of her success to her support network. "You've got to surround yourself with people who believe in you," she advises. "I'm lucky to have family, friends and business coaches who rally around me."

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