



## **AUSSIE POOCH MOBILE OWNER WINS FCA'S 2005 FRANCHISE WOMAN OF THE YEAR**

Chris Taylor, managing director and founder of Aussie Pooch Mobile has taken out the coveted 2005 Franchise Woman of the Year award, announced last week at Parliament House, Canberra. Pipping Boost Juice's Janine Allis and Karen Matthews from beauty salon chain Ella Bache, the award is the pinnacle of a 20-year success story that began when Chris was only 16.

In 1985 Chris started an innovative dog clipping and grooming service that operated from her parent's back yard.

*"I was fortunate to grow up in a self-employed family who shared my love of animals, especially dogs," says Chris. "With their support and guidance and a whole lot of determination, it was an obvious decision to go into business by myself. I was lucky to be doing something I loved – making a difference to the lives of dogs and their owners – and earning money from it."*

Her business grew rapidly and there was demand from further afield, so when Chris was 21 she expanded her service to include mobile hydrobathing, travelling to customers' homes to wash, care for and pamper the family dog.

This business was launched as a single mobile hydrobath in 1991 operated by Chris, and once people saw the benefits to their dogs success was instant. So after some experimentation, a huge amount of courage, a feasibility study, and the full support of her husband, in true entrepreneurial spirit, Chris created and launched the Aussie Pooch Mobile Pty Ltd in 1992.

The Aussie Pooch Mobile was the first franchise system of its kind, and is still the largest franchised dog wash and care company in the world.

After taking Australia by storm, Chris realised a global need for her business so after more research, launched as 'The Pooch Mobile' overseas. There are currently Pooch Mobile franchises in the United Kingdom, Malaysia, New Zealand, New Caledonia and the USA, with a total of 155 operators worldwide.

At least 60 per cent of Aussie Pooch Mobile and The Pooch Mobile franchisees are female which Chris encourages because, as a mother of two, she understands the needs of today's woman in the work place. Men are also taking to the pooch business in a big way and many franchises are a family affair.

*"Becoming a franchisee means you are going into your own business which allows you the flexibility to be with your children and also the opportunity to see them working with you"* explains Chris. *"Of course, there are special benefits for the family dog. Our dog AJ is the most pampered pooch of all and he loves every minute of it."*

Chris hopes that this award enables her to reach out and inspire others to succeed in their chosen field.

And for dog lovers, franchising with Aussie Pooch Mobile has a twofold benefit. You will be able to build a successful business while doing something you are passionate about, and that is what it's all about says Chris. *"To be successful first you have to fall in love with what you do."*

With a slew of other awards behind her including Queensland Young Achiever of the Year Award for Career Achievement and Queensland's Telstra Business Woman of the Year in the Business Owner Category, Chris is certainly living by her motto. She has grown from a young girl with dream to a dynamic international business woman with a thriving business that's going from strength to strength.

To arrange a suitable date/time to interview Chris, or for any further information or images please contact:

Jane Keighley  
Director  
JaKe Public Relations  
Phone: 07 5554 6034  
Mobile: 0403 504 624  
Email: [jane@gc.quik.com.au](mailto:jane@gc.quik.com.au)  
Web: [www.jakepublicrelations.com.au](http://www.jakepublicrelations.com.au)

Or

Chris Taylor  
Managing Director  
Aussie Pooch Mobile  
Mobile: 0411 878 762  
Email: [chris@aussiepm.com.au](mailto:chris@aussiepm.com.au)  
Web: [www.aussiepm.com.au](http://www.aussiepm.com.au)