

## CASE STUDY: THE PURRFECTION SMALL BUSINESS



Organisation: Purradise Boarding Cattery  
 Location: USA, California, El Granada  
 Cattery Type: Indoor  
 Cattery Function: Boarding  
 Number of Units: 6  
 Unit Size: 3' x 4' x 7'6"/920 x1220 x2290mm  
 Date Built: 2003

[www.purradisehotel.com](http://www.purradisehotel.com)

A BUSINESS OF JUST SIX UNITS PROVIDING A PERSONAL, CARING, SUCCESSFUL SERVICE WITH BRIGHT COLOURS AND FUN THEMES. THE HEARTWARMING AND HUMOUROUS GUEST PHOTO ALBUM IS A JOY, AND SPEAKS VOLUMES ABOUT THE CARE GIVEN!

## PURRADISE BOUTIQUE HOTEL

### HOW IT ALL STARTED

Cecily Hatchitt, founder of Purradise with the title of 'Chief Kitty Keeper', spent over 25 years in marketing project management and called it a day during the technology sector slump of 2002/3. An American by birth, Cecily has spent over 30 years living in Switzerland, France and the UK. Cecily's home overlooks the Pacific Ocean in a semi-rural location and she is fortunate to have a large area of unused space in the house, along with dedicated husband Neil, who could turn his hand to pretty much anything on a practical and business level! As a lifelong animal lover, the pieces fell in place and *Purradise, A Boutique Hotel for Cats* was born.

The findings of extensive research into cat boarding facilities within the surrounding counties revealed disturbing results. Generally, the cat boarding facilities fell into the category of mixed dog and cat boarding facilities in concrete, bare, echoing buildings, bark and howl deafening, reeking of disinfectant, and prison-like. In a notable instance, cats were being caged immediately opposite caged dogs who were barking, nervous and sometimes irascible! A worst-case example called for owners to take a number and stand in line at the check in with their cats. Staff would take the carriers and the cats would disappear into a 'no-go-for-clients-zone'. "Next in line" seemed to be the standard and only greeting!



Photographs courtesy of Cecily Hatchitt

### What are you most pleased with?

The trust and friendship I have developed with clients and guests alike. From very small beginnings, and with no background to speak of, I have established a solid business with an excellent reputation among veterinarians and other pet professionals. These relationships enrich not only my business, but my life.

### THERE HAS TO BE A BETTER WAY!

In discussions with local veterinarian and expert animal care specialists, it was determined (without much effort) that cats benefit from comfort, stress-free and loving environments, just like the rest of us do!

#### Purradise concept:

- Cats-only in private hygienic spaces
- Multi-level suites (no cages), background music
- Diversion (play, grooming, windows, open spaces)
- Comfort (plush, colourful themed furnishings)
- Love (oh so much given on a regular basis) as seen in the photos, cats don't relax like this without affection!
- Personal attention (imagine, on-site personnel!)

With six individually fun-themed suites which are 80ft<sup>3</sup>+ each (and the cats fully make use of this) with: multi-levels, windows, private hiding places, climbing places, walkways, verandahs, companionship, vigilance, safety, hygiene, love, love and more love. **With such a low guest capacity, Purradise is able to offer a one-on-one service to soothe guests and clients alike with personalised offerings including:**

- 'Limo' taxi service, relocation services, errands
- Grooming and veterinary appointments
- Email and voicemail updates
- By-appointment check-ins/outs and guest visiting hours



### What would you do differently?

As Purradise was built into an existing space in our home, we had to make do with facilities that were there. This meant heavy reliance upon weather conditions and the available space in our garage and yard for cleaning purposes. An ideal scenario would be to have a purpose-built area with full plumbing and drying facilities, with easy access.

## CLIENTS

Cecily says: my guests' parents see me one-to-one, the owner of Purradise, talk to me, share their purrsonal life, loves, grief and joys and also... give me their house keys and their babies to care for.

### Client example 1:

The victim of a broken relationship, Freckles came to stay while her owner relocated from California to Europe. She had already been through considerable emotional upheaval, having been suddenly made into an 'outdoor only' cat due to allergy problems with the new household.

Purradise was contacted at 11:30pm at night and rallied to the 'emergency'. We provided a limo, clerical and personal care to facilitate a smooth and happy result for both client and guest. We made certain that Freckles was emotionally and physically fit to endure a twelve hour international flight.

### Example 2:

Hannah & Scully, frequent boarders, stay at Purradise while their avid swimmer-athlete parents train and compete in Hawaii. Hannah & Scully enjoy the serenity and security of Purradise as well as the 'limo' transportation home to greet their parents!

### Example 3:

Miss Aimée, Itty Bitty Kitty & Patience – three outstanding guests who each have individual needs. Itty Bitty Kitty in particular has a medical condition and Purradise provides her with medication administration. Additionally, Miss Aimée and Patience are occasional boarders.



## WHAT IS UNIQUE ABOUT US

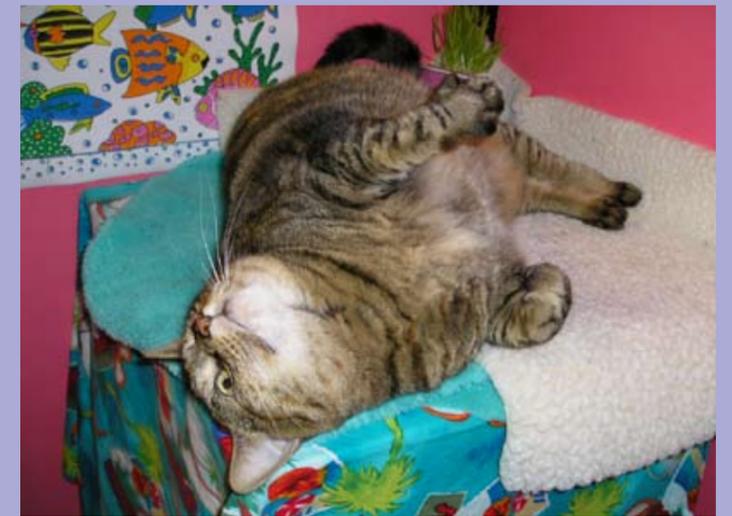
- Cats only
- A private home, not an 'industrial' building
- Individually built and designed suites
- Limited capacity – 6 suites only, not dozens
- Use of colour to portray a 'non-clinical' environment
- One-on-one relationships
- Purradise guests know my voice, smell, touch and spirit. I believe we communicate with love

## MY REWARD

The most emotionally satisfying moment for me is the beautiful transition from a frightened, disoriented "I'm-at-the-vet!/my parents have abandoned me!" cat, to calm guest, as they suddenly nuzzle, blink and head-butt into my open palm, tuck into their food and snuggle down purring into their bed in full recognition of Purradise being a loving, safe and comfortable place.

...and of course, there is immense satisfaction in getting to know so many wonderful cats!





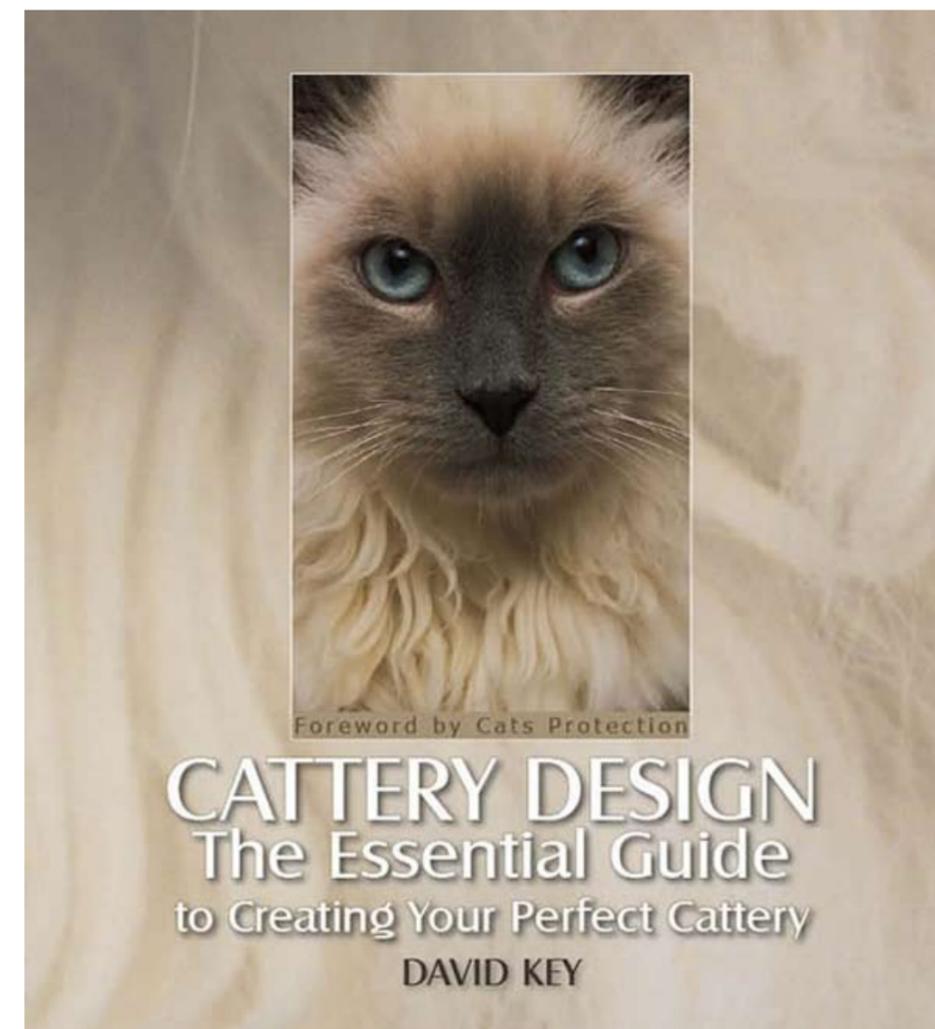
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