

# Major pet store expansion in Oakville

## Ren's Pets Depot opens new wing

By TRISH BURKHOLDER

Since opening their doors for the first time on February 1, 1975 in Oakville at Trafalgar and Burmanthorpe, Ren's Pets Depot has weathered many changes, expansions and disasters including a fire. Ren Job learned from his father how to run a feed store and in turn he used that knowledge to open his own farm supply business.

In the 70s and 80s the focus was on selling supplies and feed to the horse, hog and dairy farmers as well as tools, equipment and hardware. In March 1993, Ren had a Grand Re-Opening to celebrate the new store focus, to become Oakville's original big box pet store.

### "OAKVILLE'S ORIGINAL BIG BOX PET STORE"

The many expansions Ren's has undergone over the years have increased their retail and warehouse space to a total of 27,000 square feet. The latest warehouse expansion of 10,000 square feet in January 26, 2004 gave Ren's the space to be able to serve their Canada-wide customer base of both pet owners and commercial establishments.

In 1993 Colin Job, Ren's youngest son, took over managing the retail store allowing Ren to focus on the growing wholesale business. At first Colin handled responsibilities such as hiring the retail staff, ordering of the products and the day-to-day retail operations. In the last three years Colin has taken on many more responsibilities and between the two of them they oversee all the operations and make all the decisions. Now Ren can take the winters off and relax in sunny Florida knowing that the business is being well handled.

It is easy to see that both Colin and Ren value each other's opinions and abilities and are able to work well together as a result. This is one family that truly is a success story on every level.

The store atmosphere is positive and bright and has a knowledgeable staff, many of which are long-term employees. Customers enjoy browsing the wide selection of products for domestic animals including food, treats, litter, toys and accessories. The addition of more than 2000 new products proves that no one has more selection available than Ren's. On the side, Ren's also sells guinea pigs, gerbils, finches and budgies.

"Customer service is

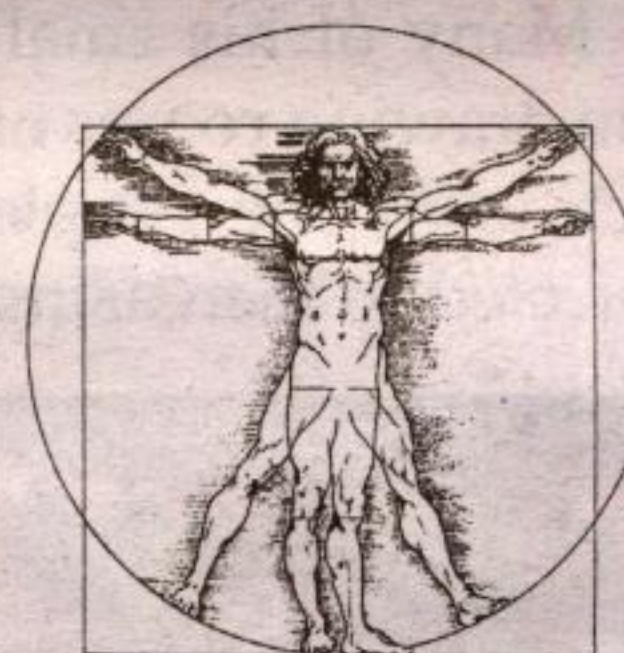
number one, without the customer we do not have a business," stressed Colin. "It is important to treat the customer well". This attitude is reflected from all the staff in the store as well, helping the customers to find what they require as well as providing education when needed. Don't worry about buying too much, Ren's will deliver right to your door.

"WITHOUT THE CUSTOMERS WE DO NOT HAVE A BUSINESS"

One month ago Ren's came out with a new 100-page full colour catalogue geared towards the professional groomers and kennels. Volume two is slated for distribution in February 2005.

In January 2005, Colin says that Ren's will be adding e-commerce to the list of services available to their customers.

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