



Curriculum

Units	Lectures	Content
1. Introduction	Introduction to Business Skills for Dog Groomers	<i>Overall course introduction</i>
2. Why Dog Grooming?	Do I want to be a Dog Groomer	<i>Identifying the why</i>
	Employment and Wages	<i>What groomers get paid</i>
3. Starting My Own Business	Personal Attributes	<i>What key strengths do you need to run a small business?</i>
	How to get Started	<i>Where to begin</i>
	Who are your Clients?	<i>Identifying your clientele</i>
	Business Structure	<i>A look at different business structures. Sole Trader, Company etc</i>
	Business Operations	<i>How to systemise and organise your business</i>
4. What Taxes will I have to Pay?	Goods and Services Tax	<i>Understanding GST</i>

	Pay as You Go Withholding Tax	<i>PAYG tax information</i>
5. Starting or Buying a Business Franchise	Establishing a Business from Scratch	<i>Pros and cons</i>
	Buying an Existing Business	<i>Pros and cons</i>
	Joining a Franchise Group	<i>Pros and cons</i>
	Business or Company Name	<i>How to register</i>
6. The Client	Who is the Client	<i>Identifying who the client is</i>
	Client Expectation	<i>Managing expectations is key</i>
	Client Relationships	<i>The importance of good communication</i>
7. How do Grooming Businesses make Money?	Revenue	<i>Where your money comes from. Grooming and extra services</i>
	Pricing	<i>How to price your worth</i>
8. Maintaining Business Records	Financial Records	<i>Government requirements</i>
	Staff Records	<i>Government requirements</i>
9. Financial Planning	Outlay	<i>What will it cost you to set up?</i>
	Expense	<i>What will it cost you to run your business?</i>
10. Legal Requirements and Conduct	Dog Grooming Legal Requirements	<i>Where to get advice</i>
	Dog Grooming Code of Ethics	<i>Some examples</i>
11. Writing a Business Plan	SWOT	<i>Strengths, Weaknesses, Opportunities and Threats</i>
	Vision	<i>Creating a strong vision for your business</i>
	Mind Mapping	<i>How to stage each level of business</i>
	Business Plan	<i>The importance of having a plan</i>
12. Business Insurance	Why have it?	<i>Why groomers need insurance</i>
	Professional Indemnity Insurance	<i>Explained</i>

	Public Liability Insurance	<i>Explained</i>
	Business Insurance	<i>Explained</i>
	Personal Accident Insurance	<i>Explained</i>
	Work Cover Insurance	<i>Explained</i>
13. Assess your Skills	Personal Skills	
	Business Planning Management	
14. Self-Guided Assessment	Self-Assessment	<i>A detailed business plan</i>