

# BUSINESS SPOTLIGHT

## 4 Your Pets

Pam Williams owns a pet store called “4 Your Pets” and, while she doesn’t sell any animals, she sells everything you need to keep your pet happy and healthy.

Located at 214 Scott Street in Fort Frances, the downtown business has been going strong now for four years.

“Everybody says they are happy I’m here,” Williams expressed, noting she still continues to see new customers stopping in. She said some people come in looking for certain product brands that only she carries. In fact, she brings in certain brands especially for particular customers. “They can’t get it unless they drive to Thunder Bay or Winnipeg, so why drive four hours if I can bring it in here?” she reasoned.

Williams indicated she offers that customized service because it’s the reason she started the business in the first place. Her dog is allergic to wheat and she couldn’t find any dog food in town that he could eat without it bothering him. So when she got laid-off, her goal was to open a pet store.

“Because if I can’t find the food I want, then there has to be others in town with the same problem,” she thought at the time. She got started on the business plans and getting all the finances in order.

Williams got in contact with Rainy River Future Development Corporation who provided her with a start-up loan to help her get the business venture off the ground. “They were really easy to deal with, really helpful,” Williams enthused. “Angela gave me a lot of pointers.”

She said anytime anyone talks about starting up a business, she tells them to go talk to RRFDC. She added not only did RRFDC help in getting “4 Your Pets” started, but they continue to offer assistance.

“They are always there if you have questions,” she voiced. “Or if you need something later on, they are willing to help you again.”

Williams business has grown over the past four years, carrying a larger variety of products now than when she first opened.

Dogs are her main focus, but she also carries items for cats, rabbits, hamsters, gerbils, guinea pigs, ferrets, and chinchillas. She also has a small selection for birds and fish, as well as for reptiles. And while pet food is the biggest seller, Williams also stocks toys, accessories, treats, leashes, collars, and pharmacy products.

“I carry a lot of holistic remedies, supplements, and cleaning supplies,” she noted, citing she brings in high quality products that you can’t get anywhere else in town. Even the pet food and treats she carries are of a high quality, with no soy, no corn, no wheat, no by-products.

Williams is thrilled with how the business is going, and she even has plans to expand at some point in the future. She dreams of owning her own larger location. She also would like to include grooming, training, and a self-wash area.

“I just want to provided everything I can for pets to be happy and healthy,” she stressed.



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**Pam Williams  
4 Your Pets**

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