

Site Objectives

KAWAKO SHIBA INU

(pronounced: cow-a-co she-ba e-new)

Brand Identity

Kawako Shiba Inu is a local breeder of purebred AKC authenticated shiba inu dogs. Products include puppies, training packages, starter-kits, dog maintenance products and a full line of shiba inu accessories for owners. Kawako Shiba Inu products can be find online or on site.

Every kid dreams to have a puppy to grow up with. With the cute foxy look that shiba inu has, more and more people are seeking this special breed. However, unlike common pet animals, Shiba inu has a very stubborn special personality that requires lots of training and caring which makes this breed not a pet for every family. Therefore, Kawako Shiba Inu aims to find the right home for those puppies, and guides the new owners of this amazing breed.

This company not only serves people who wants to have a new family member in the house, it also provides proper education to the public in order to make sure more people will get to know this special breed, and make correct decisions before buying. Different from other breeders, Kawako Shiba inu will do screening and interviewing before any transaction, and provide excellent customers services including, puppy warranty, hotline service for any product-related questions. This company aims to create a caring responsible figure to the public and value customers.

If Kawako Shiba Inu was a person, he would be a middle aged man who loves dogs more than himself, and enjoys every piece what life has offered. He would be very caring and loving, loving to talk to people.

Business Goals

Kawako Shiba Inu main goal has always been our goal to present dogs, dog breeders and dog ownership to the public in a positive light by being responsible pet owners. As dog breeders we strive to create a beautiful dog with a sound mind & healthy body that takes to training well and is a nice calm house dog and family companion. It is our belief that as breeders it is our responsibility to preserve the Shiba as the ancient Japanese treasure it is. We would never consider changing the Shiba to make it more marketable, less spirited or more docile as that is not their right. There are some who want to Americanize the Shiba and make it "easier" for the pet owner. The Shiba is not the breed for everyone and that is the way it should stay.

The Shiba requires a master it can count on to be fair, firm and consistent so mutual respect can develop naturally. The Shiba has life lessons to teach his master too. So it is wise to listen to him.

As the Shiba is getting more popular it is getting more difficult for people to find a good puppies. Also, as puppy buyers are becoming more educated about exactly what a good puppy is and the tragedy of puppy mills and backyard breeders more and more buyers are seeking out responsible breeders. This is great and exactly what we breeders have always wanted but it doesn't change the fact that Shibas have very small litters. 1 to 3 pups is normal. So buyers who want a good puppy may have to be patient. That means finding a breeder you like, putting a deposit down for a future litter and waiting, sometimes up to a year or more. At Kawako we ONLY sell puppies to people who are committed to wanting a Kawako Shiba and NOT just any Shiba puppy. Our puppies are sold by reservation, usually before they are born and there are only a few reservations available per year. We like to get to know people well and will need convincing of a suitable home before we will accept a deposit and commit to placing a puppy with anyone.

Success Metrics

The key metrics of success will be the amount of the sales through the Kawako Shiba Inu website. Other successful metrics will cover the number of subscriptions on the site, the number of Kawako Shiba inc puppies, news or training tips shared on social media and positive customer reviews.