**Abstract**

Pet Store Industry is a unique and innovative form of retailing. New products, new formats and new technologies have always been elements any progressive retailer has had to embrace and successfully integrate into its core strategies. Growing urbanization, and increase in disposable incomes have contributed significantly to the increase in number of households owning pets. Market size, activity and dominance of product markets, such as, dog food, and cat food tend to vary across regional markets. The study revealed that pet store owners’ are highly motivated to start the pet business by self interest and self motivation. They have to give importance for money back guarantee for the products and service availed in their pet store. Majority of the pet retailer created awareness through word of mouth to their pet store. The owners’ have the problem of short span of life for the products in their pet store and diseased caused to them by the pets