



Small Business
Development Center
Saint Vincent College

Helping businesses
start, grow, and prosper.

Melissa Ackerman, DVM

Mountain View
Veterinary Care
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<https://mtnviewvetcare.com/>

<https://www.facebook.com/MountainViewVetCare/>



Westmoreland County

Industry:
Veterinary Services

Year Founded: Fall 2020

SBDC Assistance:
Business Plan Development
Industry Benchmarking
Market Research/Study
Location Assessment

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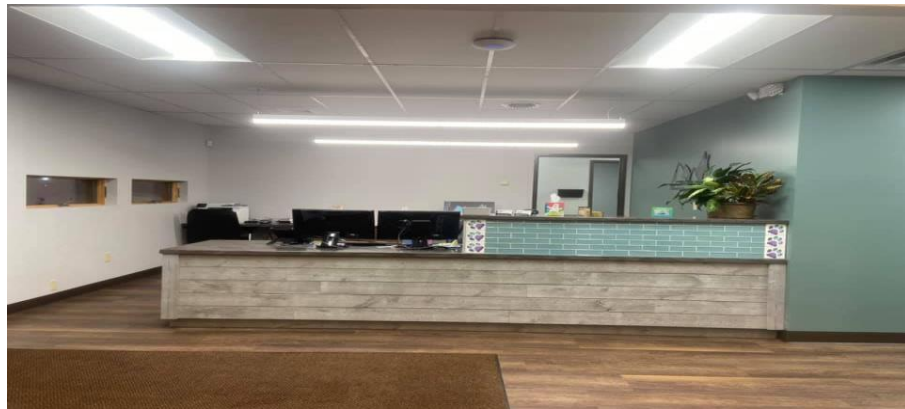
Mountain View Veterinary Care

Taking Care of Our Companions

Owner and Veterinarian Melissa Ackerman, DVM first approached the St. Vincent College Small Business Development Center during the Spring of 2019. Melissa, who spent 20 years as a practicing veterinarian, wanted to turn her passion for animals into a successful practice of her own. She wanted to stay within the Greensburg/Hempfield region of Westmoreland County and thus began her search for a location.

Dr. Ackerman recognized there are some limitations as to how easy it is for new clinics to gain customers. This is mainly due to many pet owners having the tendency to be extremely loyal towards a particular veterinarian. Luckily, Dr. Ackerman already has an established clientele of loyal customers. She will differentiate her practice with the established base of clients over the last 12 years practicing in the area of reproductive services with many local breeders.

The services to be offered will include Canine and Feline health services; Examinations, Diagnostics, Surgery; Pharmaceuticals associated with veterinary medicine; Services aimed to promote health and well-being for her veterinary patients. She will also specifically target dog breeders looking for quality Breeding Management; Ovulation Timing; Artificial Insemination; Caesarian Sections; Pediatric Medicine.



While the pandemic has placed a speed bump to the opening and operation of the practice, Dr. Ackerman has adapted with timing of appointments, social distancing protocols. In her initial year of operation Dr. Ackerman wants to establish the practice as a destination point for concerned pet owners as well as build a solid core customer base. Long-term plans would include the expansion of staff and services.

Assistance provided by the SBDC included detailed industry research from *First Research* and *VerticalIQ*. Consumer buying habits coupled with local household expenditures and demographics data were also incorporated into the formal business plan from sources such as *Alteryx*. Monthly and yearly financial projection estimates were prepared using these same resources. Total project costs for the new venture were funded by owner equity in addition to equity from family.

Success Story