

## The Princecroft Willis Award for Best New Business

# Celtic Equine Vets

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Celtic Equine Vets are a completely mobile, solely equine veterinary practice with one primary vet which challenges the old model of needing a multi vet clinic that requires clients to transport their horses for involved treatment.



The practice has purchased the most modern and completely mobile diagnostic imaging modalities such as x-ray and ultrasound. They have also invested in a specialised vehicle containing a laptop and chip and pin machine. This benefits the client as they can provide a full service from diagnosis, treatment and payment in their own stable or even a field as the equipment is battery powered. This system reduces overhead costs and the savings are passed directly on to the client. The time the client also saves by not having to transport their horse is a further saving.



The business has grown rapidly through targeted marketing to ensure maximum awareness by horse owners of the practice. Incentive discounts are offered to equine group members such as pony and riding clubs.

The number of clients have grown to over 600 with over 1400 total equine patients, greatly exceeding expectations. Two office administrators now being employed to deal with the growing workload.

The business will soon be moving in to a larger purpose built office and have recently invested in a specialised vehicle which they had not planned on purchasing for another year.

