

Cannyco's Collar On Success

theCannyCompany
— TRAINING SOLUTIONS —

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The Canny Company

Home of the Canny Collar, the best collar to stop dogs pulling on the lead

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How do I stop my dog pulling? The 3 simple steps to enjoy walking your dog
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CannyCompany

CannyCompany (cannyco.com) is a niche online store that sells dog training products to a global customer base. The company was founded back in 2003 when Sean McElherron realized there were no efficient dog collars in the market, except for the Canny collar invented by Brian Smith. With Brian's idea and help Sean introduced Canny Collars to a global market. Since then the product has become an instant success in the pet industry. CannyCo is doing thriving business. It now has a presence in 7 + countries.

Challenges

The initial setup of the website is one of the most challenging aspects most startups face. When you're targeting a global market you need an ecommerce platform that can cater to different languages, international payment, and so much more. And you'll need all of to fit comfortably into your budget.

Goals

CannyCo wanted to set up an efficient online store at an affordable cost.

- ◆ The team wanted to focus on customer acquisition and business growth.
- ◆ They needed to establish an ecommerce solution for their business to deal with technical aspects easily.



Here's how CannyCo rose to the challenge and achieved their goals

Challenges of going online to sell

“We sell pet products online, specifically dog training products. We needed a simple solution that enabled us to sell in different languages and to use different payment gateways. I wanted something simple to use and the article based approach of J2Store was perfect for us”

Using Joomla articles to create a product catalog is J2Store's unique feature. It makes the store light-weight and native to Joomla platform. It has a huge array of international payment gateways integrated so an online business can target a global audience. And these features had come in handy for CannyCo's business success.

Problems

“We had a shop previous to J2Store but it didn't have the functionality we needed. I felt we were losing sales opportunities”

How J2Store Solved?

“Firstly, the simplicity of basing the shop item around Joomla articles simple to grasp and easy to use. Secondly, the one year support offer for \$99. The level of help and support we have received has been second to none, far better than previous ecommerce solutions we have used. Ramesh and his team have infinite patience which is a real help to me

because whilst I have some Joomla experience, I certainly have needed the help with more complex issues”

At J2Store customer satisfaction is sacred. We deliver what we promise. We love to help our customers nurture their business. Our in-house support team is extremely capable of handling any complex issue you might face with regard to your ecommerce.

Results

500% Sales Up

“We continue to work with J2Store to keep improving our results. We have gone from having 2-3 sales per day to around 12-15 now. Our aim is to get a consistent 20 sales a day (we have a niche product so this is a good level) and then push on from there”

This is exactly what J2Store does for you. Our team takes care of the technical nitty-gritties of your store so you can sit back and enjoy the profit.

Cannyco has seen tremendous growth in business. They are present in 7+ different countries, and they have an extremely efficient online store in place. Cannyco's success story is proof that you can leverage the best of what J2Store has to offer to make your ecommerce an astounding success.

