



Dog Grooming On-The-Go

Doggy Styles Floyd County, Kentucky

Single parent and Floyd County native Johna Lawson had a vision of opening a mobile dog grooming facility that would be more convenient for clients. Lawson received her dog grooming certification from a nationally accredited post-secondary school.

A \$10,000 loan from MACED allowed Lawson to start her business, Doggy Styles, which serves Floyd, Johnson and Magoffin Counties. She was able to acquire tools and general grooming supplies for her customers with the loan. Rather than having a stationary storefront, Lawson travels to her clients' homes or to central locations in their communities to groom their dogs.

MACED also provided consultants to assist Johna with technical assistance for marketing and financial management.

Development Impact

Distressed county.

Minority/woman ownership supported.

Local ownership supported.

Low-income entrepreneur.

MACED works with people in eastern Kentucky and Central Appalachia to create economic opportunity, strengthen democracy and support the sustainable use of natural resources.



Contact us for information about our enterprise development or other programs.

433 Chestnut Street • Berea, KY 40403
859-986-2373 • www.maced.org • info@maced.org