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Dave Williams, Owner, Mini Pet Mart



Mini Pet Mart, a family-owned retailer since 1978, has earned its reputation as Oregon’s go-to destination for pet supplies and personalized service. With shelves stocked for everything from cats to reptiles, Mini Pet Mart is the kind of place where “selection” isn’t just a buzzword, it’s a business model.

But as the company expanded, its operational infrastructure was stuck in the analog age. “We were managing inventory for fifteen stores with a single computer at headquarters,” recalls Dave Williams, owner of Mini Pet Mart. “Every store kept records in binders and shipped them to HQ. It was slow, error-prone, and honestly, it held us back from making timely decisions.” If efficiency were a race, Mini Pet Mart was running in dress shoes.

Enter Kelley Create. Our first order of business: retire the binder relay and install a digital foundation at HQ. Custom inventory software replaced the paper chase, letting stores submit orders electronically and giving leadership a real-time view of operations. Suddenly, accuracy and speed weren’t just goals, they were daily realities.

Growth didn’t slow down, and neither did the technology. As Mini Pet Mart scaled to 28 stores, Kelley Create rolled out POS systems across all locations and migrated operations to the cloud with Microsoft 365 and Azure Virtual Desktop. Centralized management and remote collaboration became the new normal, and cybersecurity and PCI compliance protocols ensured that Mini Pet Mart’s data was as secure as its reputation.

Backup internet connectivity via Verizon LTE/5G meant that even when the unexpected happened, business didn’t miss a beat. And with ongoing IT support and strategic advising, Mini Pet Mart had a partner who was always thinking two steps ahead. “Whenever we hit a roadblock, Kelley Create was there,” Dave notes. “Their support team is responsive and proactive. They don’t just fix problems; they help us plan for the future.”

The results speak for themselves. Mini Pet Mart now operates with real-time inventory tracking, secure communications, and resilient infrastructure. The transformation from paper-based to fully digital wasn’t just a tech upgrade, it was a strategic leap. “We were operating a multi-store business with a system that couldn’t scale. Kelley Create understood our challenges and delivered solutions that fit our business. Today, we have the visibility, security, and confidence to keep growing,” says Dave Williams.

With Kelley Create as a long-term partner, Mini Pet Mart continues to deliver exceptional service and products to pet owners, backed by a technology foundation built for agility and expansion. Because in retail, standing still isn’t an option. And neither is settling for anything less than smart.

Have a challenge for your organization we can help tackle? We’d love to set up a consultation to see how we can help find a solution that helps grow your business.



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