



Milwaukee's Lifestyle Magazines

NORTSHORE ■ CITY ■ WEST

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• Barking up some sales

Kim Malkasian of Brookfield has always had an entrepreneurial spirit. It drove her from her original path as a medical assistant to a fine arts degree and then on to owning her own businesses. “After I graduated from UWM, I awoke to the fact that my passion lay in entrepreneurship,” she says.

Right now, Malkasian is operating two of her own ventures; one is a promotional marketing business. The other, Doggone Glamorous (www.doggoneglamorous.com) combines her lifelong love of dogs and her innate business acumen. Doggone Glamorous is an on-line retail outlet of just about any doggie-related item you can imagine. It’s less than one year old and doing well. “I’ve been told that it can take a year for an Internet business to get going, but I know that I’m on the right track.”

One of Malkasian’s top sellers is her own invention, an all natural pet shampoo without chemicals called Green Paws. “It’s a three-in-one performance shampoo that cleans, conditions and deodorizes in one step. It’s bottled and labeled



Kim Malkasian works on her Web site with her pooch, Haley.

right here in Brookfield,” she says. Currently in development is an all natural flea and tick shampoo, which she soon will offer for sale.

It’s a labor of love when Malkasian selects the stock for her shop. She looks for the most unusual items she can find. On the Doggone Glamorous site, you’ll find a bronze door knocker that looks like your Westie, or a set of ceramic tiles emblazoned with the likeness of a black Lab, or perhaps a snow globe containing a tiny collie.

Dog owners can search through an array of products for their canine best friends. “My market is not the local pet store shopper. My customers tend to want things that are unique and artsy,” Malkasian says. What products are hot? “Customers want any product that looks like their own dog.”

Malkasian is looking forward to a successful year. “Staying on top of a very competitive market is a challenge,” she says. “Having a variety of unique, quality dog gifts and providing responsive customer service is my goal.”