

# The equine professional of tomorrow

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# Groups within the equine industry

## 1. Riders, drivers, horse owners, breeders

Includes passive horse interested people

## 2. Small and medium sized businesses

Livery yard, riding school, tack shop, farrier, ...

## 3. Large sized business/organisations (profit, non profit)

Sports federation, studbook, feed producer, tack producer, event organiser, pharmaceutical companies, magazines, ...



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# Equine professional of tomorrow

Mainly will be found in:

Group 2      Small and medium sized businesses

Group 3      Large sized business/organisations

Group 1      Consumers



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Group 1



Main drive behind developments  
services demanded are strongly related  
to level of prosperity and fulfil  
secondary life necessities.

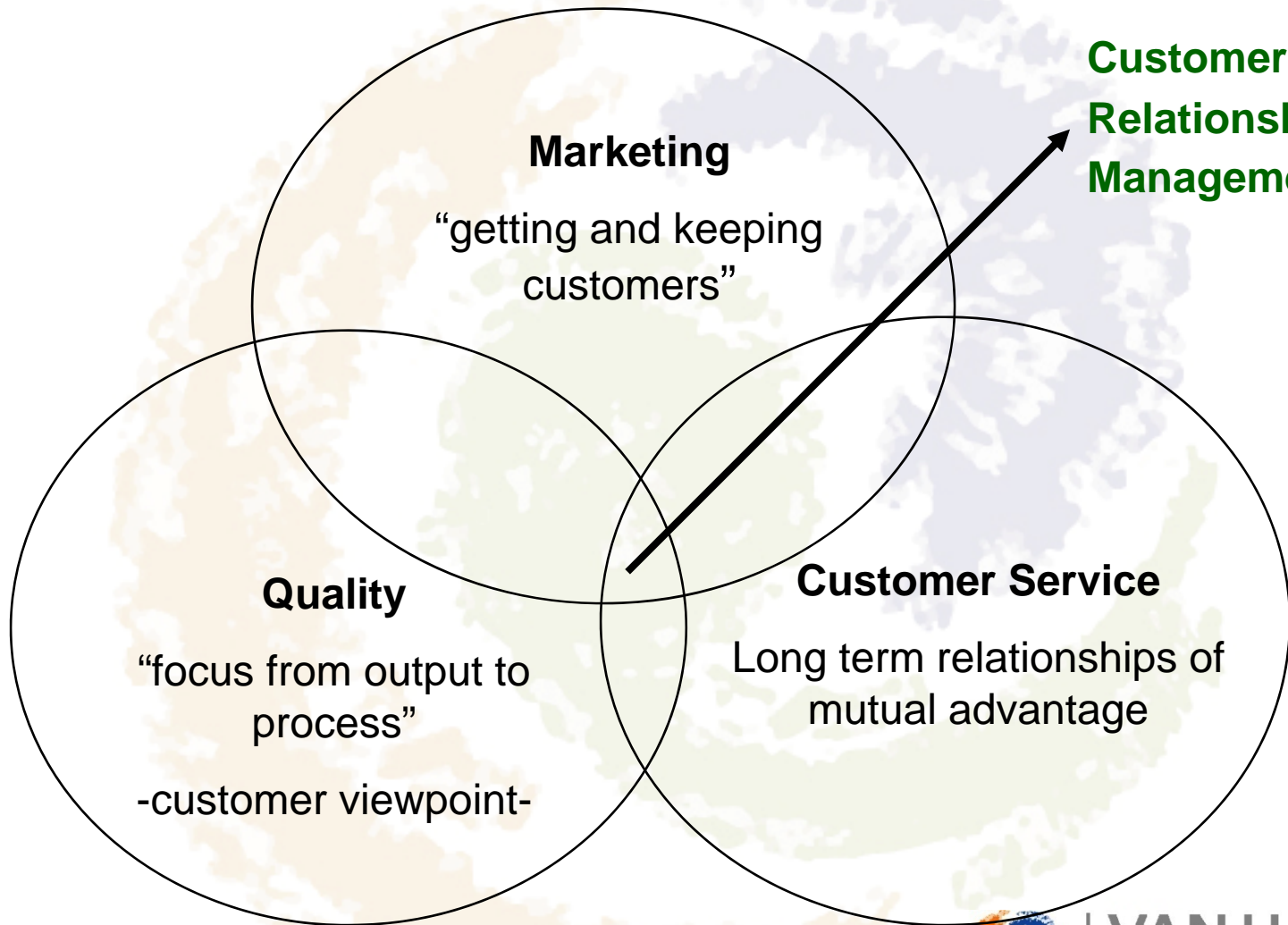
Development in 1: increasing demand for quality

- horses
- products
- services
- information
- welfare
- safety
- ...



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# Some key characteristics industry

1. Strong base in agriculture

little focus on market and customer

2. Strong traditions

people with horses

(new entrants)



horse people

(old boys network)

limited knowledge (e.g. riding/training horses)



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# Equine professional of tomorrow

## 1. Has objective science based knowledge

Horses	anatomy, physiology, senses, behaviour, welfare, health, nutrition, exercise physiology, training principles, ... breeding, sport, rider physiology, sport psychology, ... flooring, tack, training facilities, ...
Business	business management, organisation, cost accounting, business analysis, financing, ...
Markets	international equine industry, market analysis, marketing, trade, ...
Customers	Customer behaviour, communication, ...
His/herself	S/W points, group work, ...



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## 2. Skills: can connect knowledge to daily practice

analyse, advise, implement

better equine performance: nutrition, breeding, training, welfare, equipment, ...

better business performance: write business plans, do market research, write project proposals, ...

personal performance: communicate with all kinds of organisations, intermediate, self development



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### 3. Has the right attitude

- Can connect to the traditional horse world
- Can challenge traditional concepts (open minded, innovative)
- Is pro active (pioneer spirit, entrepreneur)
- Loves people (team player, customer oriented)
- Self assured, representative



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Solid horse knowledge  
is not enough



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