

# Sasha's Pet Resort Launches E-commerce Initiative to Market Latest Facility Infrastructure Components to Doggie Daycares

*This e-commerce initiative offers cutting-edge technology, from wall systems to air purification solutions—products handpicked based on real-world experience .*

REDMOND, WA, UNITED STATES, July 25, 2025 /EINPresswire.com/ -- Sasha's Pet Resort ([store.sashaspr.com](https://store.sashaspr.com)) opened in November 2019 in downtown Redmond, Washington,

home of Microsoft. Initially a profitable venture, it all changed once Covid-19 struck. Bill Gates told employees to begin working from home! And their school-age children and dogs followed suit. Well, the dog census has since slowly reversed, trending upward. But none-the-less, Sasha's founder and owner, Dan McFadden, felt that to scale his business to create sustainable profits, that a business pivot was in order.

“

I am a constant cheerleader of television's Shark Tank. Watching folks on the show get funded for hundreds of thousand dollars while I realized that I had nothing to sell but my failures!”

*Dan McFadden*

“I assumed our business would remain brisk as it was on day one, but the pandemic hemmed us in. We grew slowly, uncomfortably so. I needed an approach that would leverage Sasha's Pet Resort brand while still growing our doggie daycare and boarding business. I believe we found it!” [Store.sashaspr.com](https://store.sashaspr.com)

McFadden continued, “I am a constant cheerleader of television's Shark Tank. And I lamented watching folks on

the show get funded for hundreds of thousand dollars by the sharks to sell their latest inventions and product innovations while I realized that I had nothing to sell in an e-commerce setting. Until the light bulb went off. My failures!”



Sasha and Her Friends Have Recommendations for You!

“But then I came to the realization,” McFadden added. “That my failures could be valuable lessons to others who are starting up a doggy daycare and boarding business. If I can prevent them from replicating my mistakes while selling them the most appropriate technologies to enhance their dog care facilities, we will be successful. Sasha’s Pet Resort’s pivot is not just about selling products; it’s about sharing knowledge hard-earned through trial and error. With its blend of authentic entrepreneurial spirit, community support, and a commitment to pet wellness, Sasha’s is poised to become a go-to resource for pet care businesses looking to innovate and avoid the pitfalls of early missteps.

This e-commerce initiative aims to offer cutting-edge technology, from advanced wall systems to integrated air purification solutions—products handpicked based on real-world experience rather than theoretical advantage. McFadden is confident that the curated selection available at [store.sashaspr.com](https://store.sashaspr.com) will serve as both a toolkit for industry newcomers and a resource for seasoned professionals seeking to refresh their spaces with proven, practical enhancements.

For more information visit [store.sashaspr.com](https://store.sashaspr.com) or email [danm@sashaspr.com](mailto:danm@sashaspr.com)  
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Media:

High-resolution photos including the doggy mural in release and/or interview with Dan McFadden available. Phone (425) 753-2105 or email [Danm@sashaspr.com](mailto:Danm@sashaspr.com)

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