



# PET N' PLAY

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# **Mission Statement**

**“We strive to provide quality care for pets while catering to the specific needs of pet owners.”**



# Rational

- Young professionals, families, people with emergencies need: Safe place to leave pets based on specific schedules
- Daily, weekly, monthly and specialized stay with add ons
- Services we provide: Pet sitting, grooming, emergency care, socializing and [video chatting](#)

# Rational (cont.)

- Related Services - Petco - offers grooming and pet sitting
- Pet hotels - offer similar services but do not offer communication via internet and emergency pet care
- Offer individualized packages based on specific needs and communication via internet - provides security

# Service Solution

Market Trend:

72%

Of US  
consumers  
say they  
consider their  
pets part of  
the family

52%

Of US  
consumers  
say they allow  
their pets to  
sleep on the  
bed with them

50%

Say that  
they like to  
spoil their  
pets



# Marketing Positioning Statement

- current market trend → increasing demand
- target customers:
  - 40% traveling professionals
  - 40% families
  - 20% other travellers and people with emergencies
- process-oriented layout
- value: wide range of services



# Revenue Impact: Project Cost

	YEAR 1	YEAR 2	YEAR 3
<b>Operations</b>	\$48,000	\$52,800	\$58,080
<b>Utilities</b>	\$14,400	\$15,000	\$15,500
<b>Basic Equipment</b>	\$5,500	\$6,500	\$7,500
<b>Insurance(s)</b>	\$15,000	\$15,000	\$15,000
<b>Rent</b> <i>(monthly \$4,000)</i>	\$48,000	\$48,000	\$48,000
<b>Advertising</b>	\$1,200	\$800	\$950
<b>Wages</b>	\$285,000*	\$330,700†	\$380,428‡
<b>Total:</b>	\$417,100	\$468,800	\$525,458



# Estimated Income

	<b>YEAR 1</b>	<b>YEAR 2</b> <i>(15% increase)</i>	<b>YEAR 3</b> <i>(15% increase)</i>
<b>Day Care</b>	\$100,000	\$115,000	\$132,250
<b>Grooming</b>	\$40,000	\$46,000	\$52,900
<b>Emergency Pet Care</b>	\$400,000	\$460,000	\$529,000
<b>Boarding</b>	\$200,000	\$230,000	\$264,500
<b>Special Requests/Miscellaneous</b>	\$1,500	\$1,800	\$2,160
<b>Total:</b>	\$741,500	\$852,800	\$980,810



# Implementation Logistics

- Activities and Time Duration

Time Duration for Important Activities (Total: 247 days)

Activity	Description	Immediate Predecessors	Time (days)
A	Rent building space	--	20
B	Obtain insurance(s)	--	14
C	Set up facilities	A, B	42
D	Order all equipment and materials	C	50
E	Begin marketing	A	65
F	Finalize and test operations and services	D	56



# Implementation Logistics

- Milestones

- Business plan completion
- Set up the facilities
- Strategic development completion
- Full capacity reached



# Implementation Logistics

- Quality Control
  - Disease prevention
  - Healthy environment
  - Continuous improvement
  - Training for employees

# Implementation Logistics (cont.)

- **Inventory management**

Quantity discount method

Continuous review system

- **Operation efficiency**

Creating transparency in the business process

Creating a secure and reliable network infrastructure



# Communication

- **Communication with internal project team**

On-site meeting, video conferences, e-mail, phone calls, Google Docs.

- **Communication with stakeholders**

E-mail, phone, face-to-face meeting.

- **Communication with major target customers**

Customer feedbacks: surveys.

# THANK YOU!

