

A close-up, high-contrast photograph of a calico cat's face. The cat has distinct black and orange patches on its light-colored fur. Its dark, expressive eyes are looking directly at the viewer. The lighting is dramatic, emphasizing the texture of the fur and the intensity of the gaze.

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

Estimated Income

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

