



DOGS LOVE YOU, AND WE LOVE DOGS





# Business Plan

1. **Paws.co** is a **boarding service** for domestic dogs and cats
2. Branches in four cities; **Delhi, Mumbai, Chennai** and **Bangalore**
3. **Safe** and **fun environment** for pets
4. We provide **shelter, food, cleaning** and **grooming**

## 3 year plan:

1. Expanding to more pets; **birds, hamsters, rabbits.**
2. Including **spa service** for pets (chargeable)
3. Arrange **transportation services** for pets between the four branches



# Pain Area

1. Pets are left alone at home with no one to take care of them
2. Vacation plans are cancelled because no one can care for the pet while owner is away
3. Owners are paranoid during the trip, worrying about pets
4. Safe, hassle-free and reasonable boarding options aren't readily available

# Cost Structure per annum

<b>Expenses(annual)</b>	<b>Dogs</b>	<b>Cats</b>
<b>Rent</b>	<b>6 L</b>	
<b>Food</b>	<b>Pedigree: 70 k</b>	<b>Pedigree: 20 k</b>
<b>Hygiene</b>	<b>15 k</b>	<b>15 k</b>
<b>Employees</b>	<b>15 L</b>	
<b>Cages</b>	<b>15 k</b>	<b>15 k</b>
<b>Marketing</b>	<b>20k</b>	
<b>Total</b>	<b>25 L (approx)</b>	

# Marketing

**Referral model marketing:** It is the method of promoting products or services to new customers through referrals. Customers can get upto 10% off on their next visit, by referring us.

Publicity at pet shops, vets, pet adoption centres etc.



# PRODUCT BENCHMARKING

FACILITIES	PET LODGE	THE RANGE	THE PENINSULA
FOOD	YES	NO	YES
MEDICATION	NO	YES	NO
BATH	YES	YES	YES
TRAINERS	NO	NO	NO
TOYS	YES	YES	YES
SPA	NO	NO	NO
LIVE FEED	NO	NO	NO
ONE TO ONE SESSION	YES	NO	NO
COST	3000/day	2700/day	3500/day

**The total expense for a year is estimated to be approx 25 LPA**

**Total predicted profit is approx 30 LPA.**

**Extra features like Spa treatment, Vaccination, Medical treatment, A/C Rooms, 24/7 Live feed will be charged extra.**



CATS DOGS

ANIMALS

MUMBAI  
KOLKATA  
CHENNAI  
DELHI

CITIES

**PET  
DAY CARE**

FOOD  
SHELTER  
BATH  
TRAINERS  
TOYS

BASIC  
FEATURES

A/C  
SPA  
VIDEOS  
DOCTORS  
LIVE FEED

EXTRA  
FEATURES

CAGES  
CAMERAS  
OPEN LAWNS

INFRASTRUCTURE





- There are 10 million plus pets, 6 lakh pets are adopted every year.
- There are 10 million cat owners in India this year.
- Dogs are pack animals, hence prefer company.
- It is a low investment business.



- People love their pets a lot and will want best possible care for them during the owners' trips.
- People having will surely spend any amount on the luxuries of their pets.
- Pets are usually very friendly, and hence, won't be a nuisance.
- Pets deserve proper treatment.
- Pets are low maintenance.



- Dogs needing extra care are more money.
- It will work because the investment is less and the profit earned is much more.
- People are known to treat pets as family.
- Advertising is easy through pets shops, and pet adoption centre.



- Adding a spa service for dogs.
- Providing live feed of dogs for extra.
- Giving away goodies at the end of stay would make the pets happy.
- Pet birthdays can be celebrated at the centre.
- Later, can expand to pet cafe.



- Number of competition.
- Pets might not get along.
- Pets might mate if they live together.
- Travelling with pets is difficult, and only 2 are allowed at a time on the flight.
- People might not trust us with their pet.



- Nowadays, people are more conscious and protective about their pets so they are willing to spend lots of money for the proper care of their pets.
- There is a demand of this service as people travel a lot, hence, the demand is good.
- Providing premium and homely carer to pets must be the primary concern of the company.



# Life

- ## 1) Responsibility
- Taking care of a pet helps in better decision making. Feeding and caring of these pets(dogs,cats etc) encourages responsibility.
- ## 2) Healthy living habits
- Properly caring for pets means feeding them an appropriate diet and engaging them in regular exercise.By engaging in all these activities, we can learn healthy living benefits...People who take care of pets - go outside more for walks,run and play and enjoy all the health benefits.They have less risk of developing common allergies and asthma. It can lower our blood pressure, improves the immunity and even decrease your risk of heart diseases.



3) **Teaches us to be Happy-** On studies, it was found that playing with pets reduces stress, anxiety and depression, ease loneliness and encourages exercise and improve overall health. Owning a pet improves a quality of life.

4) **Leadership skills-** When children learn to give basic commands to dog.. for example- rewards correct behaviour and refuse attention for incorrect responses, they are practicing leadership qualities. This helps them gain confidence in their abilities.

5) **Teaches how to cope with loss-** Generally the lifespan of pets (dog or cat) are considerably shorter than that of people). Commonly, a child's first experience with death of loved ones is the loss of a beloved pet. If managed in a respectful way that pays tribute to the pet, this experience can be invaluable to children as they prepare for life.



# Team

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**MAKE YOUR DOG A *LUCKY DOG***