

# **More for your paws – mobile pet grooming and animal care**

## **Draft Business plan - Sample Answers**

**Date:** 31/05/2022

# The business

## Plan summary

### What our business does

The products or services we sell.

Our business is a mobile pet grooming service. We travel to households and provide pet grooming in the animal's own home, offer dog walking services, and pet care at home for animals recovering and we sell pet grooming brushes.

### Our target market

- Single people with no kids that have limited time due to their work responsibilities
- Young families with children that have limited due to their work and family responsibilities
- Retirees that are unable to groom or walk their pets
- People living in apartments with limited space
- People with pets that recover from surgery

### Our unique selling point

- Offering post-operative care and administration of medication to animals.
- Dog walking services

### Our business goals

- Long-term client contracts
- Expand operations
- Sustain brand presence

## Operations

### Products and services

Product/service	Description
Pet Grooming	Pet washing and grooming, including bathing, brushing, nail clipping, flea and tick rinse, dog hairstyling, and ear treatments
Massage	Massage for elderly dogs to ease arthritis
Dog walking	Walking the dog or dogs.
Wound and post-operative care	Care of wounds and advice for pets recovering after surgery
Administration of pet medication	Administering pet medication by a qualified veterinarian assistant
Small grooming brushes	Brushes designed specifically for smaller dogs
Medium and large grooming brushes	Brushes designed specifically for medium and large dogs

### Production

#### Product supplier: "Pooch Products"

- Cost of brushes for small dogs \$7
- Cost of brushes for medium and large dogs \$13

## Sales and distribution channels

Channel	Used for
Website	<ul style="list-style-type: none"><li>▪ To promote their business</li><li>▪ To book the appointments</li><li>▪ To sell the dog grooming brushes</li></ul>
Other	<ul style="list-style-type: none"><li>▪ They will offer their services by visiting the pet owner's home</li></ul>

## Digital technology

- Business's website to:
  - a. Book appointments online
  - b. Sell the dog grooming brushes
- Accounting system
- Inventory management system

*Social Media Platforms for promotion purposes*

## Information management

Client information will be stored automatically in our database from the website. For appointments booked over the phone, Melissa will have to enter the booking on our website. Financial transaction information will be managed and stored through our accounting system.

## Assets

### Premises

Any required operations will run out of Melissa's owned property such as administrative duties as well as storage and delivery of supplies, equipment and inventory.

### Stock and inventory

- Shampoos
- Conditioners
- Clippers
- Flea and tick sprays
- Blow dryer
- Ear treatment oil
- Small and medium/ large brushes

They store stock on Melissa's property.

### Equipment

Equipment	Cost (\$)
Two [2] Laptops	\$4,000
Van	\$32,000

## Key people

### Our staff

Role	Name If role is filled.	Skills and experience
<ul style="list-style-type: none"> <li>• Pet groomer and animal care consultant</li> <li>• Resourcing and procurement</li> <li>• Administration</li> <li>• Business development and sales</li> </ul>	Melissa Mitchell	<ul style="list-style-type: none"> <li>• Qualification as a veterinarian assistant</li> <li>• Three years as a pet shop assistant</li> <li>• Four years as a veterinarian assistant</li> <li>• Certificate in Business Administration</li> <li>• Fluent in 2 languages outside English</li> <li>• Sales training experience</li> </ul>
<ul style="list-style-type: none"> <li>• Pet groomer and dog walker</li> <li>• Project Manager</li> <li>• Business development and sales</li> <li>• Accounting and Finance</li> </ul>	Liam Simpson	<ul style="list-style-type: none"> <li>• Five years working in a pet shop</li> <li>• Also specialises in animal behaviour</li> <li>• Qualified carpenter</li> <li>• Certified Project Manager – Prince2 training</li> <li>• Sales skills</li> </ul>
<ul style="list-style-type: none"> <li>• Treating therapist</li> <li>• Branding and innovation</li> <li>• Marketing and execution</li> <li>• Relationship management</li> <li>• Training staff and maintaining staff skills</li> </ul>	Yoseph Barak	<ul style="list-style-type: none"> <li>• Trainer/assessor</li> <li>• Five years working in a shelter for abandoned animals</li> <li>• Certificate in Training and Education</li> <li>• Trainer/Facilitator</li> <li>• Instructional designer</li> <li>• Branding and design experience</li> </ul>

### Skill and staff retention strategies

Yoseph Barak, one of the owners is a qualified trainer and assessor. He will:

- regularly check in with the staff to ensure their needs are being met
- offer courses to maintain staff skills

# The market

## The problem

There are other pet groomers that cover the area but none of the competitors offers:

- pet care at home for animals recovering from veterinarian surgery, offering post-operative care and administration of medication to animals
- dog walking services

## Our solution

Melissa, one of the business owners has the experience and a qualification as a veterinarian assistant and can offer post-operative care and also administer medication to animals.

Liam will take care of dog walking services.

## Our target market

Our services are targeting:

- Single people with no kids that have limited time due to their work responsibilities
- Young families with children that have limited due to their work and family responsibilities
- Retirees that are unable to groom or walk their pets
- People living in apartments with limited space

People with pets that recover from surgery



## Advertising and promotion

Channel	Used for	Budget
Mail	To advertise their business locally	Flyer creation: Free with online tools Flyer distribution: Free
Social media [unpaid]	To reach out to the target market organically	Free
Paid advertising	Facebook and Instagram: To reach out to the target market specifically	\$3,000
Email	To send offers and discounts to the client database monthly	Free

## Pricing strategy

The owners decided they chose the premium pricing strategy for their unique services and the competitive pricing strategy for the services that their competitors offer as well.

For the grooming brushes, they chose the cost-based pricing strategy where they added a mark-up on the cost of the brushes.

## Insurance

Insurance type	Details
Public liability insurance	<p>Public liability insurance is useful for any business that interacts face-to-face with customers.</p> <p>It covers your potential liabilities to members of the public for personal injury or property damage if you or your business is found to be negligent.</p> <p>You should consider getting public liability insurance if your organisation requires that:</p> <ul style="list-style-type: none"><li>• your customers or the general public visit your home or business, or</li><li>• you visit customers' premises</li></ul> <p>Owners and operators of organisations have a responsibility to those visiting or engaging in activities on their premises. This is called a 'duty of care'.</p>
Workers compensation	<p>Workers' compensation is a form of insurance payment to employees if they are injured at work or become sick due to their work.</p>
Professional indemnity	<p>Professional indemnity insurance protects professionals in many industries against negligence claims made by a client. It covers the costs and expenses of defending a legal claim and any damages payable.</p>
Product liability	<p>Product liability insurance covers you against claims for injury or damage as a result the failure of any of your products.</p> <p>This type of insurance might be required if your business sells, supplies or delivers goods, even if you're just repairing or servicing those products.</p>
Other	<p>Vehicle insurance for businesses</p> <p>If your business uses motor vehicles, it is compulsory to insure the vehicles for third-party injury liability. Your cover must also be for commercial or business use.</p>

## Laws we'll need to comply with

Animal Welfare Act 1992 Australian Capital Territory

Occupational Health and Safety Act 2004 (Vic)

Australian Privacy Principles/Privacy Act 1988

Competition and Consumer Act 2010

Australian Consumer Law and Fair Trading Act 2012

Fair Work Act 2009