# Pet Retreat: A One-Stop Pet Care Solution

**Report**

## Executive Summary

Pet Retreat is an integrated pet care service provider aimed at addressing the fragmented nature of pet care services in India. Our facility offers a one-stop solution for pet owners, eliminating the need to engage multiple service providers for different aspects of pet care. With a robust market opportunity, a strong competitive edge, and an experienced founding team, Pet Retreat is positioned to revolutionize the pet care industry in India.

## Co-Founders & Leadership

* Manas Kulkarni (CEO) - Strategic Vision (Equity: 25%)
* Atharva Joshi (CFO) - Financial Management (Equity: 25%)
* Atharva Maslekar (CIO) - Innovative Mindset (Equity: 25%)
* Atharva Suryawanshi (COO) - Resolute Decisiveness (Equity: 25%)

## Problem Statement

* Pet owners face difficulty in accessing quality services under one roof.
* Lack of integrated pet care facilities increases inconvenience and costs.
* High demand for accessible and reliable pet services in urban areas.

## Our Solution

Pet Retreat provides a comprehensive suite of pet care services inside a single physical facility, under one roof, including:

* 24/7 Veterinary Care - Emergency and routine health check-ups.
* Grooming & Hygiene Services - Specialized grooming services.
* Boarding & Daycare - Safe, hygienic, and engaging environment (with Live Monitoring)
* Pet Taxi - Reliable pet transportation services.
* App-Based Booking & Live Monitoring - Tech-driven convenience.
* Pet Training & Retail Store - Behavioral training and pet essentials.

## Market Opportunity

* Indian Pet Care Market Size: $3.5 Billion
* Growth Rate: 19% CAGR
* Target Customers: Urban pet owners seeking premium services.
* Rising pet adoption rates driving demand for holistic pet care solutions.

## Competitive Landscape

Key Differentiators:

* All-in-One Convenience - Eliminates the need for multiple service providers.
* 24/7 Veterinary Services - Unparalleled accessibility.
* Technology-Enabled Tracking - Real-time monitoring for enhanced trust.  
    
  Existing Competitors:
* **Standalone Clinics**: Offer vet care but do not provide grooming or boarding services.
* **Pet Hostels**: Provide only boarding services and lack medical support.
* **Aggregators (e.g., FurCrew)**: List pet services but have drawbacks such as no pet taxi and a poor user experience.

## Vision & Expansion Plan

* Short-Term Goals (0-1 year): Establish pilot operations in Pune with core service offerings.
* Mid-Term Goals (1-3 years): Expansion to Tier-1 cities, adding new revenue streams.
* Long-Term Goals (3+ years): Become India's leading integrated pet care provider, scaling nationwide.

## Financial Projections & Business Model

**Short-Term (0-1 year)**

Revenue Streams:

* Veterinary Services: ₹3-4L per month.
* Boarding & Daycare: ₹2-3L per month.
* Grooming & Hygiene: ₹1.5-2L per month.
* Retail Store Sales: ₹1-2L per month.
* Pet Taxi Services: ₹0.5-1L per month.

Expenses:

* Capital Expenditure (CAPEX): ₹25-30 Lakh.
* Operational Expenditure (OPEX): ₹4-6 Lakh/month.
* Projected Net Loss: ₹10-20 Lakh in the initial phase.

**Mid Term (1-3 years)**

Revenue Projections:

* Veterinary Services: ₹5-7L per month.
* Boarding & Daycare: ₹4-5L per month.
* Grooming & Hygiene: ₹2-3L per month.
* Retail Store Sales: ₹10-15L per month.
* Pet Taxi & Online Services: ₹5-10L per month.

Expenses:

* ₹28-30 Lakh/year.

**Projected Net Profit:**

* ₹5-7 Lakh/year.

**Long-Term (3+ years)**

**Revenue Projections:**

* **Veterinary Services:** ₹8-10L per month.
* **Boarding & Daycare:** ₹6-8L per month.
* **Grooming & Hygiene:** ₹3-4L per month.
* **Retail Store Sales:** ₹20-25L per month.
* **Pet Taxi & Online Services:** ₹10-15L per month.
* **Expenses:**
* ₹35-40 Lakh/year.
* **Projected Net Profit:**
* ₹25-30 Lakh/year.

## Investment & Funding Requirements

Investment Ask: Seeking ₹10-15 Lakh (Pre-Seed Round)

Allocation of Funds:

* Facility Setup & Equipment – 19.81%
* Salaries & Operations – 8.49%
* Marketing & Branding – 5.66%
* Pet Taxi & Tech Development – 2.83%
* Rent – 37.73%

Funding Plan & Growth Strategy:

* Target Milestones: 3,000+ customers, ₹75 Lakh+ revenue.
* Runway: 12-18 months before break-even.

## Exit Strategies & ROI Expectation

Comparable Exits:

* Heads Up For Tails – Raised ₹200 Cr+.
* Supertails & Just Dogs – Achieved rapid franchise growth.

Exit Options:

* Strategic Buyout.
* Franchise Expansion Model.
* Private Equity/VC Exit.
* IPO Potential.

Expected ROI:

* Investors can anticipate a 15-20x return on investment within 5-7 years.

## Conclusion

Pet Retreat is a scalable, high-potential business addressing a growing market demand. By combining technology with high-quality pet care services, we are positioned to become India’s premier pet care brand. With the right investment, Pet Retreat will disrupt the industry and provide unparalleled convenience to pet owners nationwide.