

## **Company Overview of 99petshops.com.au**

### **What Does the Company Do?**

99petshops.com.au is an online retailer specializing in pet supplies within Australia. The platform offers a wide range of products including pet food, toys, accessories, and health care items catering to the needs of various types of pets such as dogs, cats, birds, and more.

### **Key Features:**

- **Wide Product Range:** The website features an extensive selection of pet supplies from leading brands, ensuring that pet owners can find almost everything they need in one place.
- **User-Friendly Interface:** The site is designed for ease of navigation, making it simple for users to search and find products.
- **Customer Service:** Dedicated support for customer inquiries and assistance, emphasizing a strong commitment to customer satisfaction.

### **Strengths and Weaknesses**

#### **Strengths:**

- **Comprehensive Product Offering:** Covers a broad spectrum of pet needs, which can attract a wide customer base.
- **Focus on User Experience:** The clean and straightforward website design enhances customer interaction and satisfaction.

#### **Weaknesses:**

- **Limited Brand Recognition:** As an emerging player in a competitive market, 99petshops.com.au may not have the brand recognition of larger, more established competitors.
- **Geographic Limitation:** Primarily serving the Australian market, which limits potential growth in international markets.

### **Data Collection from Users**

#### **What Data Does the Company Collect?**

- **Personal Data:** Typically includes names, email addresses, and shipping addresses of users to facilitate transactions.
- **Payment Information:** Credit card details or other payment method information for purchasing transactions.
- **Browsing and Interaction Data:** Tracks user interactions with the site, such as pages visited and products viewed, to enhance user experience and offer personalized recommendations.

### **Target Customers**

**Who Are the Target Customers?**

- Pet Owners: Primarily targeting individual pet owners looking for convenience and variety in pet supplies.
- Pet Enthusiasts: Those who are keen on maintaining the health and wellness of their pets with high-quality products.
- Value Seekers: Customers looking for competitive pricing and deals on pet products.