

The Dog Spot Daycare
SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none">1. Low-Complexity business model2. Consistent customer interaction3. Flexibility	<ol style="list-style-type: none">1. Lack of prior experience2. No brand recognition3. Dependence on the owner
Opportunities	Threats
<ol style="list-style-type: none">1. Growing rate of dog ownership2. Low barriers to entry3. Positive consumer confidence	<ol style="list-style-type: none">1. Strong competitor brands2. Low barriers to entry3. Competitors offer complementary services

Strengths

Low-complexity business model: The low-complexity business model stems from only offering two services; daytime care, and overnight boarding. Due to this model, a small number of staff members are required for day-to-day operations. Additionally, employees with specialized skills are not required, and extensive skills training for employees will not be necessary.

Consistent customer interactions: Consistent customer interactions will be provided to customers due to the small number of staff members. Frequent customers will interact with only a handful of different employees which will create a strong sense of familiarity.

Flexibility: Due to the small size of the business, making changes within the business or changing the direction of the business will be less costly. The business will be better able to pivot and meet any changing needs of the market.

Weaknesses

Lack of prior experience: The owner of the business will have no prior experience operating a dog daycare. This may lead to missteps in the inception and day-to-day operation of the business.

No brand recognition: The business will be a brand-new entrant to the market. This could reduce revenues until the business has established recognition and trust in the market. Additionally, establishing brand recognition may require additional funds to be spent on marketing.

Dependence on the owner: The business will be largely dependent on the owner for marketing, accounting, and human resource activities. These activities may not be completed if the owner is unavailable for any reason.

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Opportunities

The growing rate of pet ownership: The growing rate of pet ownership increases the size of the potential market.

Low barriers to entry: A permit for operating a dog kennel in San Antonio, Texas cost only \$150 providing. This provides minimal upstart cost towards permitting and licensing. There are currently no other local or federal permitting or licensing requirements.

Positive consumer confidence: The US consumer confidence index is currently 108.3 which shows an optimistic outlook among consumers. This indicates that US consumers, in general, are less likely to be worried about saving, and are more willing to spend money. This means that dog owners may be more willing to pay for dog daycare services.

Threats

Strong competitor brands: Three well-known dog daycare brands currently operate 8 locations throughout the target market

Low barriers to entry: The low barrier to entry allows for new competitors to easily move into the market and potentially gain market share.

Competitors with complementary services: Competitors in the target market sometimes offer services such as grooming or training while caring for animals. The convenience of receiving these complementary services in one location may detract from the business.