



LIL' PAWS

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EVERYTHING YOU NEED UNDER ONE WOOF.

PREPARED FOR

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1. EXECUTIVE SUMMARY

People are becoming cautious about where and how they spend their money because of the demanding economic climate. Our organisation will give customers the impression that not only is it safe for them to leave their pet in our care, but also they are making the right financial decisions Operationally by doing so. By providing their pets with high-quality and environmentally responsible products—including organic treats and foods devoid of wheat, corn, or other grain fillers.

It gives dog owners a location to put their animals while they are at work, away for the weekend, or on vacation. Along with washing, grooming, and low-level veterinary services, it also provides nourishment and exercise for animals. It will provide high end services for both dogs and customers which includes

- Day care
- Overnight Care
- Grooming
- 24 hrs service
- Washing your pet
- Daily report of each pet
- Animal behavior courses
- Dog Shuttle service

Mission

To provide exceptional animal care service in a pet-friendly setting and make all of our clients, pets, and owner get outstanding service in a fun, secure service. Owners will feel confident in our capacity to take good care of their pets as a result of our activities.

Vision

Our vision is to become the home away from home of any pet that comes to Lil' Paws. To be the organization that builds a caring and safe environment where the owners leave all their

anxieties of leaving their loving pets while they are unavailable. Our motto is to help the domesticated animals and nurture them in a healthy and friendly environment.

Objectives

Because of the tough economic time people are being careful on what and how to spend their money. Our company will make them feel like they are not only safe leaving their dog in our care, but that they are spending their money wisely by doing so. We will do this by offering quality and environmentally friendly resources to their dogs, we will offer things that our competitors are not currently offering such as organic treats and foods made with no wheat, corn, or other grain fillers. The little things we do like this will set us apart from the competitors and our friendly staff will also help gain customer loyalty.

Competitive Advantage

We aim to set up a one stop solution for the pets services instead of just an ordinary day-care system that already exists in the current markets. So all the necessary grooming, washing or veterinary services are taken care of when the pets are dropped off and the owners can be free from all the hassle while with their pet.

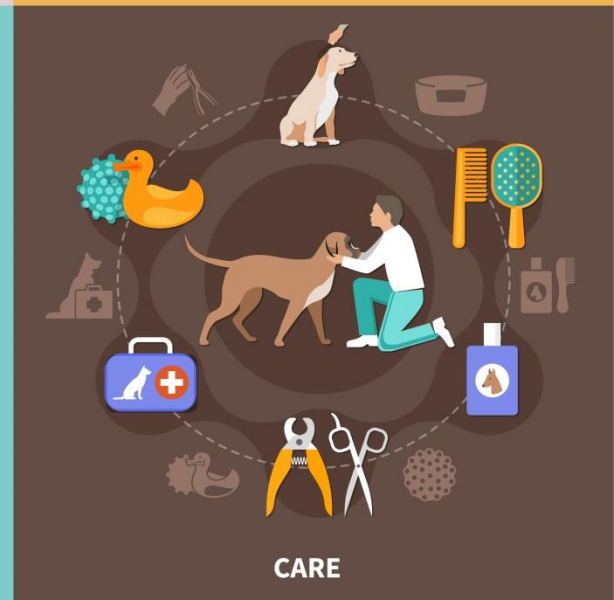
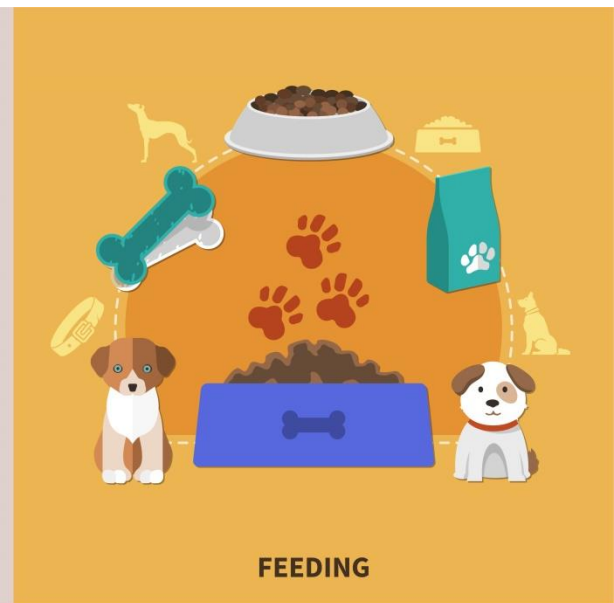
2. COMPANY OVERVIEW

At Lil' Paws, we strive to offer a service that enables owners to pay a charge and send off their dogs for a specified amount of time. The staff at our boarding facility takes good care of the pets by feeding, walking, and caring for them. The owners of pets who require care for their animals while they are at work or otherwise occupied can benefit from this pet daycare facility. We offer play area for dogs with toys, slides and a swimming pool. We'll give the dogs a bath and let them out on walks, among other services. We'll employ people with training and dog-care experience. Veterinarians, housekeepers, resource and finance management personnel will all be part of our workforce to provide the best day-care experience.

Here are the list of services we will provide:

Dog Daycare & Grooming: Our primary service will be providing a daycare facility for dogs. This service will last for 6 to 15 hours a day, according to the clients' requirements. In this, we'll be responsible for feeding, grooming, cleaning, and engaging your dog till the time you're busy with other tasks. This service will include

- **Dog Grooming**
- **Dog Walking Business**
- **Exercising**
- **Dog Cleaning/ Washing/ Bathing**
- **Dog Feeding**
- **Dog Training:** We'll also provide dog training services business. In this, we'll train your newly petted dogs to make them behave as you want.
- **Dog Boarding Service:** In this service, we'll provide dog daycare service on a long-term basis with night care and sleeping arrangements incorporated too. We will offer several packages for full-time dog care for multiple days to several weeks and months.
- **Dog Shuttle Service:** To facilitate our customers we will offer dog shuttle services. In this, we will provide pick and drop services to their dogs. So that they don't have to come to us to pick their pet animals.



SWOT ANALYSIS

Strengths

Independence - Consistency, self-assurance, and a lot of effort are necessary for running your own business. Since dog-grooming enterprises are typically small operations, we have a great deal of autonomy and freedom to set our own hours, establish our own rules, and target the clients we want to serve.

Passion - Our enthusiasm for your work and our love of dogs will enhance customer satisfaction and boost favourable feedback, which is a powerful kind of publicity.

Demand - Many busy people own dogs and don't feel that they have the time to groom them properly. People who value their time and money equally are willing to pay others to groom their dogs. If we are trustworthy and our firm has a good reputation, a lot of people within a short distance are probably willing to pay us to make their pets look their best. This is especially true if you reside in a region with a high population density. In addition to the current demand, we may find new customers through marketing and attract customers who may not have previously thought about getting their dog groomed by a professional.

Extensive variety of services - In addition to basic grooming, we intend to offer a number of services that are particular to our company. We wish to assure our clients that we will care for their dog in a variety of ways. These will include washing, grooming, clipping, massaging, walking, sitting, manicure/pedicure, flea rinse, aroma care, and general health (fleas, teeth cleaning, skin conditions, and ear checking). The varied sales model can meet the potential needs of the customers, increasing its market share. The diversified business model is more conducive to the rational and efficient use of the existing resources of the pet retail stores, which helps to reduce costs.

Weakness

Starting Capital - Starting a business is challenging since we need cash for things like supplies, transportation, rent, storage, and employees. Without all of these elements, we cannot serve clients. As we may not be able to afford to pay them a decent rate in the early months, we

might need to start off with just one branch, restrict the number of jobs we accomplish in a day, and hire fewer people. Due to the fierce rivalry we will face, we will need to work extra hard on our marketing in order to stand out and convince customers to utilise our service rather than that of our rivals.

Safety - Even though the majority of the dogs brought to us will be well-behaved and obedient, dogs are unpredictable animals, therefore there is always a chance that you could get bitten or attacked while working with them. People who aren't at ease around dogs shouldn't work with dogs because they can sense your fear and are more likely to act aggressively if you're nervous. As a solution, we can ask to meet with potential clients and their dog before accepting the grooming request so we can get to know the dog's personality.

Liability - When you take another person's dog for grooming, you are responsible for the health and welfare of the animal. While the risk is small that something will happen to the dog while it is in your care, the risk is always there and should be acknowledged. Any dog-grooming business should have adequate liability insurance to protect against the danger of clients taking legal action if their dog is injured or dies while in your care. Even without legal difficulties, the experience will be troubling for both you and the dog owner.

Qualifications and Training - Our dog groomers will be required to have some training in dog grooming so our service is of professional quality. There is an online course that anyone is eligible to complete to have a qualification in pet grooming. This course requires approximately 150 hours of online study and any individual can start this course when they like. This does, however, mean that we will have to wait a short while for our groomers to get this qualification. They will learn dog grooming techniques; learn about different breeds and personalities, health issues and how to handle specific behaviour.

Opportunities

Word of Mouth Advertising - One of the most effective forms of advertising today is word-of-mouth marketing. To ensure that our consumers recommend us to their friends, it is critical that we give them the best service possible. We could provide our customers with business cards and fliers that they may distribute to their friends, as well as incentives such as "tell 2 friends and we'll give you a discounted/free wash or throw in a free doggie bag of treats" to

encourage them to recommend us to their friends. This would open up opportunities for more clients while still maintaining client satisfaction.

Expansion - We might even open several branches if the company seems to be doing well. We could also introduce grooming of other pets as well as dogs. Having a permanent storefront makes it visible to everyone and may attract many more customers. We may also grow our company by offering additional services like dog breeding, which would make us stand out from other companies. If we can earn credentials, we might also develop into a training programme.

Profit - Our love for dogs will always come first, but the possibility of earning money in the future is a fantastic motivator. There are numerous other chances that arise as our business starts to turn a profit.

Threats

Regulations and Qualifications - Our company might have to go by a few rules in order to run and be successful. First, we would need to confirm that our goods are secure and devoid of any possibly harmful compounds for dogs. By choosing products that are of a professional grade and that have been proven to be reliable and secure, we can ensure that this is the case. We would also need to confirm that the health and safety requirements for our pet groomers are met. The hydro-bath and grooming equipment would need to be maintained and cleaned regularly, and it would also be necessary to guarantee that the groomers washed their hands, etc., both before and after each dog they groomed.

Issues with Economy - Just like any other business, our dog grooming company can be affected by downturns in the economy. If local customers experience household budget cuts we may see a reduction in demand.

Competition - One of the biggest dangers to every new company venture is competition. If the local dog grooming market is already quite crowded, we might initially have trouble building our brand.

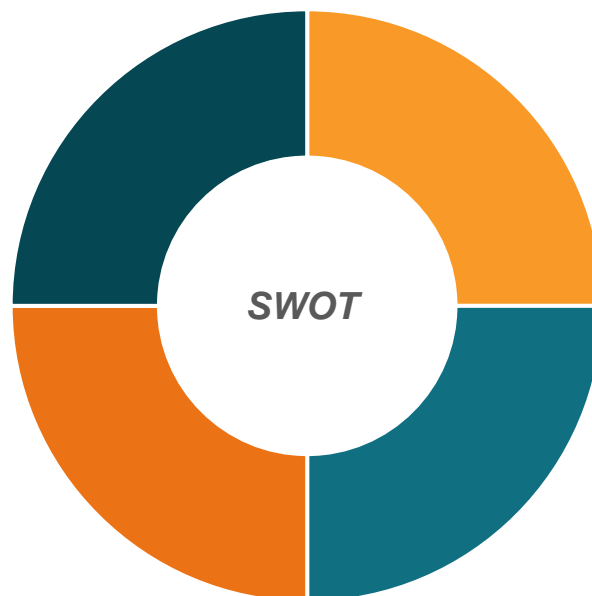
Increased Costs - There is always a chance that business and material costs will increase. Utility prices could increase over time and if we lease our building then the rent price may be liable to change.

STRENGTHS

- Passion
- Demand
- Extensive variety of services

OPPORTUNITIES

- Word of mouth Advertising
- Expansion
- Profit



WEAKNESSES

- Starting capital
- Safety
- Liability
- Qualification and Training

THREATS

- Regulation and Qualification
- Issues with economy
- Competition
- Increased Costs

3. INDUSTRY ANALYSIS

POLITICAL ANALYSIS

Political factors' are the first component of the PESTEL framework that exert a strong impact on the business, and play an important role in determining the business' long-term sustainability. Some examples of political factors are taxation policies and trade regulations that governments can levy around the year and it may influence the overall business environment. To ensure long-term survival, Dog Boarding Hostel should consider the following political factors to enhance the readiness to changing political environment dynamics:

Stability

Political stability is essential for business organizations as it influences customer and investor confidence and has a vast economic impact. High political instability severely affects businesses' consumption, investment, and economic growth. Nowadays, every area is experiencing political instability due to internal and external conflicts. The inability to understand and handle the prevailing political chaos can inhibit the company from achieving its growth objectives, and management will be reluctant to invest in new capital.

Uncertainty

Uncertainty in the political environment refers to the frequency of changes in government policies and regulations. Due to prevailing uncertainty, frequent policy changes affect business performance and make decision-making more challenging. Dog Boarding Hostel should actively scan the political environment to ensure quick adaptation to changing policies and reset the strategic priorities accordingly.

Governance system

The current governance system is based on democracy, which makes the business environment friendly for Dog Boarding Hostels. Dog Boarding Hostel can benefit from the economic

freedom offered by the democratic governance system, which promotes entrepreneurship and free trade.

Pressure groups in the government

Pressure groups can affect the business environment by finding solid allies in the media. These groups pressure the organizations by arranging protests and running marketing campaigns. Dog Boarding Hostel needs to keep an eye on the activities of these pressure groups as they can influence the government's policies, which may ultimately affect the overall business environment. Dog Boarding Hostel should collaborate closely with these groups to win their trust and invest in ethical and social activities to develop closer ties with society.

Transparency

A transparent governance structure is crucial for promoting a friendly business environment. Dog Boarding Hostels is facing several issues due to corruption and lack of transparency. This lack of transparency is mainly linked to prevailing political uncertainty and instability. Due to corruption, fraudulent activities are on the rise, business activities like licensing and contracting have become more challenging, and law enforcement has weakened, hampering the stakeholders' trust in the business entities and government institutions. Rising bureaucratic corruption halts economic growth, reducing growth opportunities for business organisations like Dog Boarding Hostels.

Fiscal policy (taxation)

While making expansion decisions, Dog Boarding Hostels should carefully review the industry-specific taxation policies. The taxation policies will be more favourable for industries on top government priorities. Currently, governments in many developing countries are interested in reducing corporate taxes to attract foreign direct investment. Dog Boarding Hostels should consider these countries, as it will be easier to make profits and invest in innovation, new products, research, and development activities due to low tax rates.

ECONOMIC FACTORS

The second component of the PESTEL framework comprises multifaceted variables that directly affect the business's ability to achieve its financial objectives. Dog Boarding Hostels must gain an in-depth understanding of these factors to anticipate the chosen sector's short-term and long-term business growth. Some of the key economic factors are explained below:

The efficiency of financial markets

High financial market efficiency shares a robust positive relationship with overall economic growth, making capital accumulation and goods/service production easier. Therefore, Dog Boarding Hostels must choose countries with highly efficient financial markets to accumulate financial and human capital quickly. Dog Boarding Hostels can successfully stay ahead of the competition by keeping an eye on the financial market efficiency.

Economic growth rate

Dog Boarding Hostels should review the economic growth rate of the countries while making international expansion decisions. Countries with high economic growth rates provide more opportunities to pursue long-term growth objectives. A slow economic growth rate leads towards more cautious spending by consumers, which can directly affect Dog Boarding Hostel's revenue growth.

Inflation

The rising inflation rate can negatively impact the revenue growth of Dog Boarding Hostels as it decreases the purchasing power of money and discourages consumer spending on goods and services.

Exchange and interest rate

Fluctuations in the exchange rate can affect business profitability. Dog Boarding Hostels should study the exchange rate fluctuations to make accurate anticipations so that the undesired trade and business performance consequences have to be avoided. High-interest rate means Dog Boarding Hostels will make high-interest payments, and taking loans will cost more in the long run.

Demand and supply of labour

Dog Boarding Hostel's performance heavily depends on its workforce's skills and competencies. The timely availability of skilled workers is crucial for Dog Boarding Hostel to stay ahead of the competition. Dog Boarding Hostel should analyze the labour demand and supply trends to understand how workers with the required skill set could be successfully recruited. A rigid labour market with powerful worker unions can cause various problems for Dog Boarding Hostels. It may pressure Dog Boarding Hostels to give an unfair wage raise or halt the production process by providing a strike call. Hence, it is crucial to analyze the labour market dynamics, anticipate the key trends and adapt the talent management strategies accordingly.

SOCIAL FACTORS

In the PESTEL framework, social factors represent the key demographic characteristics, social values, norms, and customs of the society in which the business organisation functions. Dog Boarding Hostels must carefully handle social factors, as failure to adapt according to the socio-cultural environment has driven many highly successful business organisations towards failure. Below are some key social factors for Dog Boarding Hostels.

Consumption behaviour

Consumption behaviour shares a strong link with economic factors. When consumers have more disposable income and are willing to spend more on goods and services to improve their lifestyle, it provides exciting growth opportunities for Dog Boarding Hostels, as introducing new products and services to these customers is more accessible, and revenue growth chances also remain higher. However, as modern consumers are becoming more demanding, Dog Boarding Hostels need to carefully analyse their consumption/spending patterns preferences so we can adapt the marketing mix strategies accordingly. It is also necessary for Dog Boarding Hostels to understand whether utilitarian or hedonic motivations drive consumption.

Demographics

It is also vital for Dog Boarding Hostels to study the host country's attitude towards migration, as a positive attitude in terms of welcoming immigrants from different cultural backgrounds

indicates the importance of adopting effective diversity management practices. Dog Boarding Hostels should adapt its marketing strategies to ensure diversity and inclusion. A positive attitude towards migration also shows that Dog Boarding Hostels can quickly recruit staff from diverse cultural backgrounds. High workplace diversity is often linked to higher productivity, better innovation, and improved firm performance.

Cultural and societal norms

Each country has unique cultural norms, values, and traditions that reflect consumer behaviour. The inability to adapt the product/service offerings according to local cultural traditions can cause serious harm to the business. Dog Boarding Hostels must conduct extensive research to gain local consumer knowledge. It could be difficult for DOg Boarding Hostels management to understand the delicate cultural nuances. For this purpose, Dog Boarding Hostels can develop a business partnership with local market players that could offer in-depth information about cultural norms and values that influence consumers' perceptions and attitudes towards the brand.

Gender

Another essential factor to be considered when developing business strategies is the gender role in that particular society. A highly patriarchal culture's marketing and advertising strategies would be adapted according to prevailing patriarchal norms. Otherwise, Dog Boarding Hostels can receive backlash from consumers and general society. The gender roles in that particular society could also affect the human resource management strategies of Dog Boarding Hostels, as the company will find it challenging to ensure gender diversity across all management levels in countries where women are considered primarily responsible for managing domestic responsibilities.

TECHNOLOGICAL FACTORS

In today's business world, when the technological development pace is accelerating, and business organisations are extensively investing in emerging technologies to stay ahead of the competition, Dog Boarding Hostels must study and anticipate the existing and future

technological trends to ensure long-term business survival. Below are some technical factors that have important implications for Dog Boarding Hostels.

Technological infrastructure

Dog Boarding Hostels should prefer countries with well-developed technological infrastructure, as supportive technical infrastructure makes it easier for a firm to achieve its cost reduction, innovation, and value creation objectives. Well-developed technological infrastructure also reflects that it will be harder for Dog Boarding Hostels to derive a sustainable competitive advantage from technology, which competitors could easily imitate.

Technological innovations

Technological innovation rate and development can affect the overall market and industry. By studying the emerging technological innovation trends, Dog Boarding Hostels can understand the new product development rate, product life cycle length, and innovative features mainly being liked by consumers. Research into consumers' attitudes towards emerging innovative digital technologies can help Dog Boarding Hostels understand whether shifting to e-commerce will benefit more than opening a physical outlet. Competitors' investment in automation technologies to reduce costs can compel Dog Boarding Hostels to change from manual to automated procedures, mainly when people in that particular society are tech-savvy. By investing in the right technological innovations, Dog Boarding Hostels can optimise the user experience, achieve operational efficiencies, and position itself as an innovative organization.

Research and development

The research and development trend in chosen industry/region reflects the pro-activeness of firms towards introducing innovative solutions for consumers' needs. However, Dog Boarding Hostels must refine its understanding of how emerging technological innovations can benefit the firm besides creating value for customers. Extensive investment in research and development activities would be required in markets characterised by disruptive technologies. However, Dog Boarding Hostels need to adopt a long-term horizon and do not expect a short-term return from their research and development efforts.

ENVIRONMENTAL FACTORS

Environmental analysis has gained significant importance in the contemporary business environment due to the increased vigilance of stakeholders towards sustainability and environmental protection. Dog Boarding Hostels should gain an in-depth understanding of environmental regulations to avoid lawsuits and reputational harm in the market. Implications of some important environmental factors are discussed below.

Environmental regulations

Many countries' stringent environmental regulations are pressuring business organisations to reduce environmental harm. In response, Dog Boarding Hostels should adopt responsible production practices, Encourage responsible consumption among its targeted consumers, improve its brand image on sustainability grounds and ensure compliance with international and local environmental regulations. The inability to do so can draw severe, reputation-damaging criticism from relevant stakeholders.

The growing use of renewable energy

The emergence of renewable technologies to reduce dependence on natural resources has emerged as a strong trend in various sectors. Dog Boarding Hostels should evaluate the extent to which a country's technological infrastructure supports renewable technologies to capture this environmental trend. In some world regions, governments offer attractive subsidies for renewable energy sources. Dog Boarding Hostels can invest in renewable energy sources to achieve sustainable business development objectives by taking advantage.

Industry norms of recycling, waste management, and optimum resource utilisation

In some countries, adopting the closed-loop, circular economy principle is becoming an everyday norm in some industries/regions. Enterprises with supportive institutional mechanisms can make material recycling and reusing easier. Similarly, in some countries, customers actively participate in the recycling process. Dog Boarding Hostels can benefit from these sustainability trends and use them to reduce environmental costs and achieve economic objectives in the form of reduced production costs.

LEGAL FACTORS

Unlike political factors that offer a broader view, legal aspects provide more detailed and specific information related to different laws and regulations, mainly including- employment laws, health and safety laws, intellectual property laws, and consumer protection laws. Dog Boarding Hostels can face expensive lawsuits if it fails to comply with the host countries' legislation.

Employment laws

Employment law is an umbrella term that covers various laws protecting employees' rights, such as fair wages, equality, equity, inclusion, fairness, health, and safety. In some countries, there is no effective enforcement of employment laws, but some countries impose strict penalties upon violating any of the employees' stated rights. While entering/operating in those countries, Dog Boarding Hostels should ensure work environment safety. Proper mechanisms must be placed to discourage direct and indirect discrimination. Effective compliance with the employment laws can help Dog Boarding Hostels strengthen its employer brand image, which is essential for attracting and retaining top talent from the market amid the ongoing war for talent.

Consumer protection laws

In many countries, various federal and state-level laws are in place to protect consumers from potential exploitation by businesses. The rules have become stricter in the information technology age to ensure consumers' privacy. In the case of online transactions, Dog Boarding Hostels must strictly comply with data protection regulations to avoid lawsuits. While entering different countries, Dog Boarding Hostels management needs to study the laws related to refunds, discounts, credit terms, quality, misleading advertisement, and maximum pricing (particularly in the case of basic essential goods).

4. MARKET ANALYSIS

There are 19.5 million pet dogs in India as per a report tabulated in 2018. The pet dog population is expected to rise to 31 million by end of the year 2023. Pet ownership traits have increased tremendously even in these times of pandemic. The pet boarding and grooming industry is also all set to take a major chunk out of the pet market as more people who own dogs look for facilities that can care for their beloved pet while they are away. In India, the number of dog kennel businesses keeps increasing by the day as more people seek comfort and companionship of pets, especially dogs.

Lil' Paws will have a robust set of marketing and sales strategies that are mentioned in this report and boarding business plan. We will focus on dual-income, travelling professional families with hectic schedules. Those trying to strike a balance between the demands of their careers, personal lives and their pets. Our most important group of customers are those who do not have as much time as they desire to invest in their pets and are willing to seek additional help regardless of costs.

Target Market Segment Strategy

We will not be successful waiting for the customer to come to us. Instead, we must focus on the specific market segments whose needs match our offerings. Focusing on targeted segments is the key to our future.

Therefore, our focus and marketing message will be the services offered. We will develop our message, communicate it, and fulfill our commitment to excellence. Also, we will look out for people who truly look out for their dog's best interests and can afford a pet foster family. Dog kennels are sufficient in terms of the care of a dog while someone is on vacation, however, the canines are never truly happy. This is quite understandable, you would not like to be locked up in a sterile cage setting around lots of other dogs who are upset and vocal about it. Dogs from kennels typically come back dirty, with a strained voice, and quite unhappy. Most people write off the experience as an unavoidable cost of owning a dog and traveling.

The Creature Nannie is targeting the market of people that believe there should be another alternative for the care of their dog. The other component of the target market is the

customers must have enough money to cover the difference in cost, up to 80% more a day than a kennel. Not everyone can afford this price variance. The typical customer will have a household income above 10 lakh

Market Needs

Our target customers are pet owners, not restricted to only one pet per household. They are working professionals that need reliable, trusting and convenient pet care available to them to keep up with the demands of their hectic schedules. There is a need for one-stop convenience.

Market Trends

Today's trend consists of professionals having their families later in life or deciding not to have children at all. Pet owners are increasingly treating their pets as they would their children. Pets aren't just part of the family anymore. In some cases they are the family. They are willing to invest money to have them cared for in an environment that would mirror their home surroundings.

Another important workplace trend is working longer hours and more days. There is also the traveling professional. Professionals are looking for help to care for their pets in a loving playful daycare. There is a need to have pets cared for over long periods of time while their owners are away on business trips. Downtown and condominium living has also become very popular for professionals. This creates the need to provide a daily exercise and a playful environment for their pets.

Market Growth

The benefits of sharing our lives with our pets offers owners affection, companionship and security. For busy families, professionals and single pet owners, Lil' Paws offers a peace of mind alternative to leaving their pets home alone.

On the basis of service the exercise segment is expected to grow to a CAGR of 6.6% during the forecast period. Exercising keeps the dogs healthy, while reducing behavioural problems such as excessive licking, barking, chewing, digging and other anxiety related behaviours. It also helps build trust and confidence among pets for their owners and environment. Hence, pet

owners ask for exercise activity sessions at boarding facilities, which are expected to fuel growth of the exercise segment in the global pet boarding market.

Pet owners can be confident that their pets are in the best of hands at Lil' Paws. Pets can socialize with buddies, revel in attention from expert care givers, and enjoy play activities.

Service Business Positioning

The animal care service industry consists of many small individual facilities. Lil' Paws direction is to establish itself as a full-service, 24-hour facility, creating customer convenience.

Business Participants

The animal care industry is made up of many small participants that are function-specific. These businesses offer one or two services. There are no businesses that offer full care, including day care, overnight care and in-home care for 24 hours a day. Current facilities have limited hours, causing a great inconvenience for the customer. Lil' Paws will change these trends and offer "one stop convenience" for all their pet needs.

Competitive Analysis

- The services at Lil' Paws would be supervised by professional vets who have insights worth 7+ years of experience
- Sustainable practices such as using local produce for dog and cat food will be employed at Lil' Paws
- All the pets that are boarded would get individual attention and care
- The introductory prices offered by Lil' Paws would be lower than the market rates without compromising on the quality of services

Some of its competitors are Wag'n Tails, Heads up for tails, Pawparazzi, Wag-A-Bond, The Pet Set

Challenges

There may be many pet related services coming up, but scaling up business can be a tough task. Pet nutrition and health are relatively new concepts. Without proper awareness, it is difficult to sell high-quality pet food. Then there are mindsets to deal with. As humanisation increases, people tend to treat their pets as 'humans' and feed them whatever they are eating, which might be harmful. Also, with vegetarianism common in India, many people want vegetarian food for their pets too, a demand that companies are trying to cater to. Providing vegetarian diet to dogs is a big challenge as it is difficult to get all the proteins required in the right mix.

5. MARKET PLAN

Considering how many people own pets today, dog boarding may be a successful small company in many places. However, without a solid marketing strategy to spread the word, no company can exist.

Promotion Strategy:

Lil' Paws will use various methods to promote and market itself to customers and the community. We will begin with marketing through newspapers and magazines, such as the India Today, Business Today, Business World. These are widely distributed media and will allow a wide number of people to be exposed to our quality service. We will work with local business firms, veterinary clinics, pet supply stores, and animal parks to allow us to market in and around their properties. We will offer coupons around the time of opening to allow the community to try our services and benefit from them at a lower than usual price, giving us a larger customer base to start and allow word of mouth to start throughout the community. We will carry out advertising like Youtube and television advertising. We plan to employ the following long-term strategies to market our business.

- **Build Website** - We intend to create a website that will serve as both a hub for information about the company and a repository for data about dog care in general. All of our contact details, frequently asked questions, prices, services we offer, and more will be included. On our website, you may find images of our boarding facilities, details about our services, costs, and policies, as well as a simple online appointment booking system. To help potential customers develop faith in us, we also strive to showcase customer testimonials on our website. We intend to show dog owners through photos and films the fun their pets and staff have while staying at our boarding facility. Additionally, we'll let our clients know about the newest promotions offered by our company. We will register our website with Google My Business to ensure that our company will appear in online searches.
- **Instagram Advertising** - We intend to create an Instagram profile where we will post daily pictures of pets along with thoughtful captions. These entries will feature videos,

photos, and Instagram stories that are amusing, informative, and promotional. People will be far more likely to become our customers as they get to know us and this strategy will also help us in branding. Although pets may not have internet access, their owners do!

- **Blogging** - Once our website is up and running, we start blogging! Writing blog content is a great way to become an expert in the market. Website content is our ultimate hook that will keep our consumers to our website until we convince them of trying out our best dog care services. Our blogs will offer a full menu of information about dogs, i.e., how to take care of them, how to care for specific breeds, where to shop for dog stuff, what's the best dog food currently, the list can go on. The most important thing about blogs is that we should be an authority about dogs. Blogs should create the impression that our website is an expert when it comes to dogs. As profits increase, we plan to invite a vet to write a regular monthly column for our website. On our website, visitors can write an email to him for some questions.

Sales Tactics:

Lil' Paws services will implement promotional offers for customers to ensure exceptional service in the following way(s). First time customers will receive 20% off coupons for their next dog care, along with a promotional 10% discount offer when customers purchase a package amount of days (24 hours or day care) at one time. Staff members will put up flyers in local pet shops, groomers, and pet supply stores to reach a broader market. An ad campaign will be established where we will put a coupon with an advertisement for Lil' Paw's grand opening in the local newspaper and when brought in they will receive 15% off on dog boarding. Good for first time customers, after the promotional purchase, day care goes back to regular price. Monthly specials will be available; will change depending on what owners decide for that month. We will offer day care packages to be bought online from our web site as well as in the day care center. All sales will be handled inside the day care at the check in counter where all floor employees will be trained in selling packages vs. day by day prices. By doing this we will increase the number of guaranteed days a customer will utilize our service and increase our revenues by a percentage higher than the discount associated with each package.

Regular Market Evaluation:

We will have comment cards by the check out area so customers can write down any thoughts, experiences or ideas they have about the day care. This is an important way to find out how we can better serve our customers and be better able to provide for their wants and needs. If we have not had a client bring their pet in for over a month we will send them an email or regular mail with promotional coupons and offers to give them incentive to use our services again. When a first time client signs up with us, we ask for their email. We will send online surveys out to all clients' e-mails in our data base as a way to see how we can improve our business. This will also keep us up to date on how many clients we have and the demographic of who our clientele are. We will do continuing research on new pet based businesses within a 5 mile radius to see and compare ourselves to our competitors. We will evaluate their services, prices, promotions and see how we can continually improve our own.

On the first Monday of every month there will be a staff meeting. Bi-weekly at the managerial staff meeting, the managers will go over accounts, finances, scheduling and all upper management issues that need to be addresses. These meetings will also go over any promotional specials that will be happening that month and to keep staff up to date on any new information we need them to know. All information from surveys, comment cards, and market research will be discussed and evaluated at these meetings to determine any new directions that may need to be taken in strategy or tactics of the business.

Dog Events:

Lil' Paws aims to participate in adoption activities held by different animal shelters. Not only will this increase our reach to new clients, but our participation will also bring an image of goodwill to our business. We can also participate in dog shows where we can offer some free services on the spot and share flyers and other materials to market our business quickly. We can plan a dog show and invite veterinarians to give advice on how pet owners might properly care for their animals. We can also contact celebrities who are renowned for their affinity for animals. There are also many dog performers whose owners like inviting people to see them perform.

Rewarding Existing and Loyal Customers:

After all, compared to the expense of attempting to attract new consumers, our revenue from regular and loyal customers will account for around 80% of the total. We will exclusively reward them with packages, loyalty points, and presents. We can express our gratitude for our regular customers in this method in addition to the others.



Campaign
Management



TV
Advertisements



Social Media
Management



Content
Creation



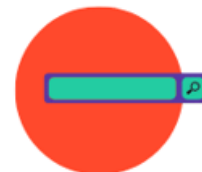
Radio
Commercials



Print
Advertising



Strategic
Planning



Search Engine
Optimization

6. MANAGEMENT TEAM & COMPANY STRUCTURE



Navya Mounika - **Chief Executive Officer (CEO)**

The CEO of Choice Dog Boarding Hostel will make sure this business is being operated properly and legally. The CEO will need to host routine checkups on all employees within the company to not only offer them guidance if needed but to ensure they are doing their jobs correctly. Maintaining legally and ethically sound operations will also fall under the scope of responsibility of the CEO, setting standards and precedence for all other employees. The CEO

will report to the board of directors at any time necessary. Choice Dog Boarding Hostel CEO's compensation will begin at an annual Salary of Rs 6,00,000 and will increase based on quarterly profits.

Sakshi Jain - **Chief Marketing Officer (CMO)**

The CMO will inform customers of the company. Responsibilities will include creating a high level of prestige in all marketing aspects of the corporation. The main priority of the CMO is to get customers and maintain a majority market share in high-quality dog care and boarding services. The CMO will also be in charge of creating all marketing materials and media, including but not limited to paper, print, video, and radio advertisements. It includes promotional ideas and service packages, as well as maintaining a continuing market research program to stay ahead of competitors and address any needs from customers. The CMO will report to the CEO for all significant decisions and consult with the CFO on budgeting and cost-based requirements for programs and marketing campaigns. Choice Dog Care's CMO's compensation will begin at an annual Salary of Rs 6,00,000 and increase based on quarterly profits.

Kalpita Goyal - **Chief Financial Officer (CFO)**

The CFO will oversee payroll and bookkeeping. Because this position is not constantly needed, the responsibilities of the CFO will also be to continue looking for new locations and work to acquire any necessary funding for expansion, promotion, and capital. For this position, the qualifications are as follows; four plus years of college or work experience in finance and accounting. The CFO will have an organized system in which all funds coming in and out of the company will be accounted for in case of an audit. The CEO and CMO will also rely on The CFO as a consultant in any significant decisions made and their capital needs. The CFO will also maintain a bi-weekly report of profits and cash flows to be presented to the CEO and CMO for strategic and tactical-based decision-making. Choice Dog Care CFO's compensation will begin at an annual Salary of Rs 6,00,000 and increase based on quarterly profits.

Sreyes Srinivasan - **Chief Resource Manager**

Resource managers are usually required in fast-growing companies or mid-sized and large organizations with distributed teams and an increasing number of tasks to perform. A resource manager helps the daycare managers with planning and allocating resources for appropriate work; determines an organization's demand for resources and ensures its capacity to meet staffing needs of the organization; assigns employees to a company's tasks; and participates in the hiring process.

Nishi Kapupara - **Daycare Manager**

The daycare manager will oversee the other employees and scheduling. We will supply them with six weeks of the dog training course they must attend. They must be friendly and good with both people and dogs. The manager will hold the key to the daycare, order supplies when they are low, help with the customer's dogs' needs, and oversee all other employees. Choice Dog Care's Daycare Manager's Compensation will begin at an annual Salary of Rs 12,00,000 and will increase based on quarterly profits.

Aramya Maheshwari - **Assistant Daycare Manager**

This position will consist of taking on managers' responsibilities on managers' days off. The assistant manager will also hold a key and must work open to close shifts on managers' days out. The assistant manager must also help supervise and educate employees about dogs. Qualifications for this position are as follows; no college education is required, but you must have graduated high school, have at least two years of managerial experience and attend six weeks of dog training courses. Must be friendly and outgoing and be in a primary management position spending time with other employees and all pets in daycare each worked day. Choice Dog Care's Assistant Manager's compensation will begin at an annual Salary of Rs 12,00,000 and increase based **on quarterly profits**.

Daycare Floor Employees

Floor employees will be in charge of ensuring every customer's dog is happy. They must play with the dogs, feed them, and ensure they are really getting their money's worth. They will also be in charge of cleaning up after the dogs and maintaining the quality environment and

atmosphere of Choice Dog Care. The compensation will begin at an annual Salary of Rs 2,40,000 and will increase based on quarterly profits. Once the number of dogs exceeds 60 per day, an additional floor employee will be hired for every 20 other dogs attending daycare.

Veterinary Assistant

Veterinarians are trained to understand animal health – they can give you advice on your pet's nutrition, exercise needs, and other needs. Frequent veterinary visits can help prevent health issues in your pet through routine vaccinations and flea, tick, and parasite prevention. Our veterinary assistant team is a happy, friendly group responsible for our patient care. Your role will include taking patient histories from the client, collecting faecal, urine and blood samples, educating clients about well care- vaccinations, parasitic preventatives, nutrition- care of our hospitalised patients, and general housekeeping duties. compensation will begin at an annual Salary of Rs 3,60,000 and increase based on quarterly profits.

Dog Daycare Counselor

The dog Daycare Counselor is a happy, dog-loving person responsible for our excellent, playful daycare environment.

Duties include cleaning dog kennels, caring for the animals, bathing, feeding, medicating, boarding dogs to play yards, and supervising dog daycare play groups. The compensation will begin at an annual Salary of ₹1,80,000 and will increase based on quarterly profits. Once the number of dogs exceeds 60 per day, an additional floor employee will be hired for every 20 other dogs attending daycare. These employees will be compensated at Rs 750.00 an hour for their services with no benefits.

Selection and Training

Managing the dog boarding hostel at the highest level is about much more than managing a business. It is about relationships, working within a community, making connections with other companies, the local government and customers, developing employees, and maintaining your facility for the present and future.

Each of these support pieces for business takes work and involves time. The company's reputation is multifaceted. The public will judge the company on the manner of doing business, interacting with community members and supporting their wants and needs. The business will be judged by how the employees act and care for animals, how the facility operates and is kept up, the involvement of the owner in the schools related to dogs, with other pet care professionals, and the care the company shows to their pets.

The company's location, options for improvements or expansion, facility use, and provisions to make life better for dog owners and other pet people all offer the community ways to assess the company's worth.

The value you bring as a person, a community member, a business, and an ally are equally crucial to the future of the company's success. The owners must remind themselves daily that financial success rests upon relational success. We should look beyond the facility's four walls if the company wants to increase its financial worth. Higher levels of success can and have been done with less monetary funds and more time spent. If it decides to expand, open a second facility or develop a new venture, the investment in the community's people might make or break that idea.

Our facility location should be well thought out, with possibilities for some expansion - just in case. Our community would support various services, including an in-house vet or vet assistant and a grooming station that could be self-service. We provide our facility as the home away from home for both the dog and their owners. We want them to stop to pick up items to buy, borrow, or say hello. Keep the facility clean with little dog odour or a heavy scent trying to cover it up. Continuous cleaning must be at the top of the employees' list of jobs each day. Offer our facility for use as often as we can. The more time the community spends coming into our daycare, the more connected they feel with us and our business. That is an excellent thing. We Train our employees well and communicate clearly in writing, through training and orally. We Don't think that it is enough to proceed with the work once an employee is trained. We have to update their training to evaluate if they are continuing with our requirements and to remind them about the importance of consistency of employee behaviours within the facility. Employees are human, and they begin to let go of essential details after a while. Success is all about the details. We will take care of all these minute issues which help the growth of the business.

We Make a way to offer increases in wages and bonuses to keep our employees working hard and keep them from leaving for better pay or hours, and we will stay involved with them on a daily basis. They need to know we care about them; we are around to see everyone is meeting expectations and that one person is not being taken advantage of handling all the burden. Employees rarely complain; they will just quit one day, and we might have no clue if we are not involved. No matter whether the employees can run the place, the owner will be around them to ensure good work. We Demonstrate respect for them, be aware of their work, and pay them what they are worth. We tell them how they will increase their take-home money, resulting in adequately oriented work.

7. OPERATING PLAN

To start, we'll need a 3,000–3,500 square foot plot of land for the boarding because dogs require space to go about in. In terms of location, we choose to put the boarding close to neighbourhoods with the most pet-owning homes.

Leasing land with even a small office building already on it would be preferable because building everything from scratch would be extremely expensive. The next stage is to set up and furnish the boarding once the place has been decided upon. We'll need to build at least 9-10 doggie rooms or iron cages and outfit them with beds, food bowls, fans, and perhaps even air conditioning or coolers.

It is crucial that we put up a play area for dogs with toys, slides, and possibly a swimming pool after the rooms. We choose to partner with a dog grooming franchise or engage some people who specialise in dog grooming because we intend to offer grooming services as well. Getting a franchise of a well-known brand can facilitate our easy customer acquisition.

The following milestones will be completed by Lil' Paws in the next 4 months:

- Rent, lease or purchase a location that is convenient to the public with high visibility. Make it a clean, respectable and inviting place and you will be rewarded with clients who feel comfortable coming in.
- Acquire a business license and protect us financially with adequate insurance. If owners leave their pets with us to be groomed, we are responsible for the animals' well-being while they are in our care.
- Promoting our business with creative advertising and marketing. Offer discounts to repeat customers. Take part in trade shows, county fairs and local pet events. Put up business cards and posters on bulletin boards in the town. Maintain an ongoing, weekly display ad in the local newspaper.
- Increase our professional profile by joining an organization such as the The Professional Pet Groomer's Association, India. Because there are no licensing requirements to become a dog groomer, membership in an organization such as this helps to show potential clients that we are not amateur.
- Hire people to work for us when our business grows large enough to warrant it. Eventually, we could consider expanding your business and opening multiple locations.

8. SERVICE DEVELOPMENT PLAN

CEO Navya Mounika has successfully started bootstrapping all of Lil' Paws' activities since the planning has been developed. Our current goal is to get the business 50% of the way to a market-ready version in the next four months, despite the fact that we still have a lot of work to do. Our current priority is having our dog boarding facility ready in accordance with our plan. All of the utilities and equipment must also be purchased.

Our initial efforts will be concentrated on geographical areas where we presently have some traction in order to thoroughly penetrate a chosen number of markets and show the viability of our concept. By starting social media marketing initiatives, dog campaigns, partnering with veterinarians and dog communities, and engaging with a variety of other dog-based organisations, we have begun to gather leads. We will start with full-fledged promotion once our setup is finished, including YouTube commercials, posters, brochures, and more.

Once the facilities are ready, the emphasis will shift to attracting certain customers. With the addition of a few essential personnel, which we will start hiring when the majority of the work is finished, we can achieve these goals more quickly.

9. FINANCIAL PROJECTION

The long-term financial plan of Lil' Paws will follow a relatively straightforward pattern of building a facility to its maximum customer capacity, borrowing the assumed appropriate amount from a public bank, and then building another facility to its maximum capacity and repeating. As more and more markets are accessed, this pattern will lead to higher and higher profits. Investors will continue to receive returns based on quarterly profits, and if profits reach the level required to cover the full cost of developing a new location, we will stop using public bank loans entirely and finance any future development ourselves. We can maintain the maximum potential investor returns to our business owners by funding in this way.



Your Home-Based Agency – One time Investment

COST ITEMS	ONE-TIME COST	TOTAL COST
Business Licenses	₹75,000	₹75,000
Purchases/Materials	₹6,03,136	₹6,03,136
Utilities	₹1,00,000	₹1,00,000
Advertising and Promotion	₹1,00,000	₹1,00,000
Deposits	₹5,00,000	₹5,00,000
Interior Modification	₹8,00,000	₹8,00,000
ESTIMATED START-UP BUDGET		₹17,28,136

Your Home-Based Agency – Operational Cost

COST ITEMS	MONTHS	COST/ MONTH	TOTAL COST
Dog Material	12	₹5,833	₹70,000
Employee Salaries*	12	₹4,90,000	₹58,80,000
Rent	12	₹1,00,000	₹12,00,000
Insurance	12	₹3,200	₹38,400
Electricity		₹12,500	₹1,50,000
ESTIMATED START-UP BUDGET			₹73,38,400

*Based on part-time employees. This may change once you hit your growth benchmark.

START UP COSTS – MATERIALS REQUIRED

EQUIPMENT	SUBPARTS	QUANTITY	AMOUNT	TOTAL AMOUNT
KENNEL FACILITIES	Dog Kennels	10	₹4,600	₹46,000
	Dog Bedding	10	₹400	₹4,000
GROOMING	Deep Washing Tub	4	₹10,000	₹40,000
	Towel	20	₹190	₹3,800
	Soap/Shampoo/Brushes	100	₹500	₹50,000
	Grooming Tub	2	₹40,000	₹80,000
BASIC FACILITIES	Fridge	2	₹30,000	₹60,000
	Desk	4	₹5,000	₹20,000
	Chairs	5	₹3,000	₹15,000
	Telephone/Lights	4	₹4,000	₹16,000
HYGENE FACILITIES	Door Mats/Cutters	11	₹200	₹2,200
	Kennel Disinfectant/Cleaner	10	₹150	₹1,500
	Air Conditioning and Air Purification System	5	₹40,000	₹2,00,000
	Mops, Buckets	4	₹534	₹2,136
FOOD FACILITIES	Bowls/Cups/Spoons	50	₹90	₹4,500
	Food/Treats	100	₹200	₹20,000
	Gloves	200	₹28	₹5,600
INTEREST EXPENSE	Collars	50	₹100	₹5,000
	Bells/Whistles	15	₹10	₹150
	Clothing	100	₹300	₹30,000
	Leashes	50	₹145	₹7,250
	Dog Toys	10	₹200	₹2,000
MEDICAL FACILITIES	-	-	₹50,000	₹50,000
STATIONARY ITEMS	-	4	₹2,000	₹8,000
NET INCOME				₹6,73,136

Cost for various Activities

COST ITEMS	SMALL BREEDS	LARGE BREEDS	ABOUT THE PACKAGE
Day Care	₹250/h	₹300/h	Indoor Play Time + Exercise+ Outdoor Play Time + Training + 1 meal
Night Care	₹200/h	₹250/h	Indoor Play Time + Exercise+ Outdoor Play Time + Training + 2 meal
Grooming	₹700	₹1250	Haircut + spa
Dog Shuttle Service			
Less than 40KM	₹750/trip	₹1000/trip	
More than 40KM	₹20/KM	₹30/KM	
Exercising	₹400	₹600	Walking
Dog Cleaning/Washing	₹2,000	₹3,000	
Training			
Basic	₹6,000/month	₹9,000/month	
Advance	₹15,000/month	₹25,000/month	
ESTIMATED START-UP BUDGET			

Employee's Salary

POSITION	MEMBERS	SALARY/MONTH	TOTAL
Chief Executive Officer*	1	₹50,000	₹50,000
Chief Marketing Officer*	1	₹50,000	₹50,000
Chief Financial Officer*	1	₹50,000	₹50,000
Chief Resource Manager*	1	₹50,000	₹50,000
Daycare Manager*	1	₹50,000	₹50,000
Assistant Daycare Manager*	1	₹50,000	₹50,000
Floor Employees	5	₹20,000	₹1,00,000
Vetnary Assistant	2	₹30,000	₹60,000
Dog Daycare Councilor	2	₹15,000	₹30,000
ESTIMATED START-UP BUDGET			₹4,90,000