

Dog saddle

CEO

SALESPERSON

TREASURER

Presentation :

DIAPO 1 -

Good morning everybody, we are here for you, parents or future parents, to present you a project. I am the CEO of the FDS and I'm here with my Vice-CEO, and my Treasurer,

Histoire :

DIAPO 2 -

In the streets, we can see lots of children who are crying, because they don't want to walk. Indeed, they are fed up with it, since for them, walking is boring. Furthermore, parents can't stand pushing baby carriage. So, to solve this problem, we have decided to create the best invention for lazy people. This is the future saddle, she will change your parent life.

We are so proud to present you our

DIAPO 3 -

.... DOG SADDLE !!

That's why our company is entitled FDS for Funny Dog-Saddle. The purpose to this object is to propose to children to go for a walk on dog back. This also allows parents not to push the baby carriage.

Advantages :

DIAPO 4 -

- To ride the dog, he has to be train to listen to the child. So, this invention bring creation of jobs to train dogs.
- While they are riding, dogs will be attentive to the circulation.
- Furthermore, a horse is to big for children, they can't ride them, that's why, dogs are better.
- We can ride dogs everywhere, they are smaller than horses.
- Contrary to the baby carriage, parents doesn't push the dog, he walks alone and so baby can get some fresh air with them.
- Thanks to this saddle, you won't hear your children crying, because they will be distracted with the dog.

The product :

DIAPO 5 -

This leather object is saddle-shaped. The size depends on dogs which wear it. The matter object is resistant. In case of rain, you can put your umbrella behind your kid on the saddle, because it gives a place for this. And yes, we thought of everything !!

DIAPO 6 -

Our product exists in 2 colors : pink for girls and blue for boys, it's more attractive for children.

Strategie to sell :

DIAPO 7 -

In order to be known, we will propose several meetings in different cities and countries in holiday center for schoolchildren. Some dogs and saddle will be on your disposal to try this dog-saddle. It will be obviously free and your children can try and have fun during their ride.

To finance all this meetings, we need 50 000€ of funds request.

Sales target :

DIAPO 8 -

This year, the objective is to sell 1 000 saddle, and each saddle costs 400 €.

Contrary to the horse-saddle, they are cheaper, because they are smaller and need less material, it's why they cost just 400€.

Maybe, it's an important investment for you, but we insure you a good quality in long time.

To sell 1000 saddle, we would like to export our product in different countries.

According to a survey, America and Europe are the best market to sell this saddle, contrary to Asia, particularly China who eat their dogs. So, they can't use this dog-saddle.

So to put ourselves on the international market, we need an investment of 100 000 € to produce the first saddles.

Like we said before, we would want to sell 1000 saddle at 400€ to reach our aim of 400 000€

If we meet the target, we will try to sell 2 000 saddles in the next year.

Opportunity :

DIAPO 9 -

If you have twins, you have to buy two dogs and two saddles, but you may not have enough money to buy both.

So, why not create a two-seat saddle-dog.