

PetCube Marketing Plan

<https://petcube.com/>

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Table of Contents

Marketing Plan Introduction
Executive Summary, Mission Statement, Objective, Positioning Statement
Situation Analysis
Target Market, Unique Selling Position, Value to Customers
SWOT Analysis
The SWOT Matrix
Competitor Analysis
Marketing Strategies
Price, Promotion
Marketing Objectives
References

Marketing Plan Introduction

Executive Summary

Background/Introduction: Petcube was founded in 2012 to help customers stay connected with their pets through cameras. They branched off this concept in 2018 and launched the care platform. Although their consumers are a small group of people, Petcube is passionate about PetCare and is looking for a way to monitor their pet's behavior while providing an interactive method of doing so.

Mission Statement: Connect pets to the internet and give them a voice.

Objective: Provide pet owners with a method of remotely monitoring and engaging with their animals.

II. Situational Analysis

Target Market: Pet Owners from the ages of 20 - 45 who must leave their animals alone during the day due to work.

B. The Customer Environment

Who are the firm's current and potential customers?

Petcube has a variety of products that allows them to be priced reasonably for almost all incomes. The target market for Petcube however is the middle to upper class families that have money available to spend. A potential customer of Petcube might look like a young to middle-aged individual that works long hours. Jobs could include office worker, police officer, doctor, or many others, but require the individual to be away from the home and their pets for long periods of time.

Additionally, Petcube is a global product, but sales are targeted and discussed here in the US. Consumers are likely concerned with either the wellbeing of their animals and will likely have dogs or cats. Also, the customer will likely be concerned about their home and will use the product as a method of monitoring conditions in real time.

Purchasers, users, influencers, financial responsibility

Value to customers

Unique selling position

SWOT Analysis

III.SWOT Analysis

A. Strengths and Opportunities

Petcube Specialized product meant for pet care needs. Most competitors offer products that work as a “stand-in” while their product works to assist customers every step of the way. Such as a help forum on their website and interactive set up process. Additionally, the corporation offers vet and monitoring services for your pets through online bundles with the product, allowing consumers to monitor and check their pet's health virtually. All their cameras come with the basic features such as night vision and two-way speakers. A few of their products are integrated with Amazon Alexa such as the Bites 2 and the Bites 2 Lite. Additionally, because of their partnership, they have an opportunity to improve the camera quality from Furthermore, they can add more features, such as break-in and fire alerts, to their camera systems. A final note is that there is an interchangeable canister that works with small, medium and large treats. Other competitors require

B. Weaknesses and Threats

As mentioned previously, there are a couple of other competitors that offer similar dog treat dispensers in the same market. Unfortunately, Petcube falls short in the view of the camera; The max monitoring range is offered in 160 degrees while other competitors offer a full 360 degrees. Furthermore, there are no emergency alerts, in case there is an intruder or a fire. A final issue falls within the staff; the corporation mentions there are only one hundred people. In the past, there were technological issues that could cause the firm to become overwhelmed and unmanageable. In January 2022, Petcube updated its app which caused many software issues that hurt the company's reputation. This software refurbishment resulted in the camera and sound feature breaking.

<https://petcube.com/news/changes-to-the-petcube-app/>

- Furbo's pet products provide consumers with cheap and effective methods of monitoring their pets and home.
- Dogness also provides alternative products that fill consumer demands for similar pricing

E. The SWOT Matrix

<u>Strengths:</u> <ul style="list-style-type: none">• Specialized Product• Unique Services for Pet Health• Amazon Alexa• Buyer's guide.org: 1st place for best pet camera 2022	<u>Opportunities:</u> <ul style="list-style-type: none">• Improve camera from 160 deg. to 360 deg.• Incorporate feature that can detect irregular activity and notify owner• Improve device for additional purpose of home security• Cost reduction, expanding market
<u>Weakness:</u> <ul style="list-style-type: none">• Limited field of view, non-rotating 160 deg. camera• No detection of irregular activity or sound• High price with subscription plan• Petcube only has 44 employees, so they did not have the resources/knowledge to fix software updates while accommodating customers	<u>Threats:</u> <ul style="list-style-type: none">• Furbo/ Other competitors• New software update in Jan 2022 that caused sound systems and cameras to break, damaging reputation• Regulation concerning company access to video feeds in homes• Regulations to software and security requirements

Competitor Analysis

Dogness is a pet accessory company based in Located in Dongguan, China. They specialize in leashes, collars, harnesses, and smart pet technology. Although, more of their focus is on water dispensers and food dispensers rather than treats. As of January 2022, \$21.6 M in total funding has been

raised. Customers can find their products on pet e-retailers such as Chewy.com and QVC. Customers are unable to purchase from the company's website as they are redirected to an Amazon fulfillment link. The price of their product ranges from \$90.00 to \$150.00, however, the price of the treat dispenser is \$90.00. The treat capacity is 0.4 L and is compatible with Treats of 0.6 in diameter.

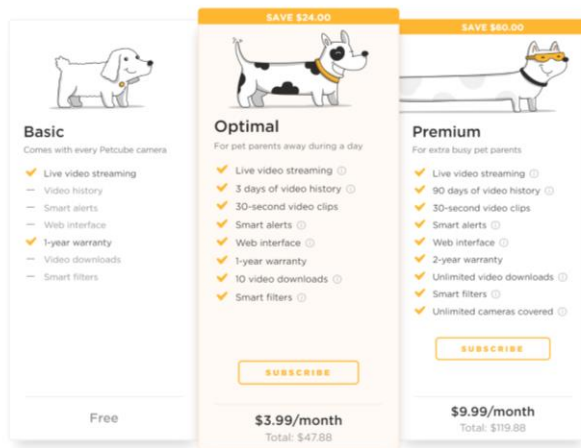
Furbo is a "a dog nanny Premium monitoring service", that sends alerted related to activities and. The newest product is a rotating treat dispenser, with night visions and two-way audio. They also offer a regular camera and a pet nanny service as well. The Pet nanny is an additional service users pay in order to receive real time alerts and highlights of their day. Their top product is the 360 degrees treat dispenser, which requires treats that are 0.4 inches, and they mention the product may not be optimal for larger dogs. Their headquarters are in Seattle Washington; however, they have also partnered with Amazon and other pet e-retailers as well. Every camera purchase helps a rescued dog through their Furbo for Good program. The corporation currently has 97 employees, and the latest deal amount was \$511K and is privately owned. This is one of the top competitors in the market.

Owlet home is a health technology company that offers monitoring products such as heart rate monitoring, oxygen tracking, and cameras. Owlet provides one home pet camera provides 1080p footage across 165-degree lens and provides a night vision mode. They specify the treat sizes must be around a centimeter to an inch, works best with standard size kibble. and container holds 0.4 liters of treats. The Owlet home dog treat dispenser is also compatible with Amazon Alexa hands free through their Pet U APP, features two-way audio and night vision for home surveillance. The current price of their products is around \$100.00. The company is publicly listed after combining with Hudson Executive Investment.

Marketing Strategies -(specify marketing goals)

Pricing

Petcube offers Three different types of treat monitoring systems in conjunction to their 24/7-hour veterinary clinic. Their clientele is specific to those who work long hours and cannot find immediate care for their pet from a relative or a neighbor. This could include office workers, teachers, medical workers. Petcube attempts to attract new customers to their PetCare plan by bundling the service and the camera in the package. In order to do this, the company must meet a sales volume to give away the cameras at a discounted rate.



	Cam	Bites 2 Lite	Bites 2
Treat dispenser	✗	✓	✓
Lens	110° wide-angle view	160° wide-angle view	160° wide-angle view
Material	Plastic	Plastic	Aluminium and Plastic
Connectivity	2.4 GHz Wi-Fi	2.4 GHz Wi-Fi	2.4 GHz and 5GHz WiFi
Amazon Alexa	Works with	Works with	Built-in
Microphone	1 microphone	1 microphone	4 microphone array
Price	\$39.99 \$49.99	\$124.99 \$149.99	\$249.00
	BUY Learn more >	BUY Learn more >	BUY

Donation

Petcube products are, “Proudly designed and engineered in Ukraine”, but they have several team members located around the globe. The company is estimated to only have 100 employees, but the company insist that the Ukrainian team is safe. They offer several ways for customers to donate to Ukrainian companies on their News page. These foundations are called The Come Back Alive Foundation, UNITED24, The Red Cross Ukraine Emergency Appeal, Save Life Foundation, The National and Bank of Ukraine. They also have a link for customers to view upcoming rallies. The main goals of these organizations are to collect charitable donations such as blood, money, and resources for protestors, ordinary people, and armed forces.

Partnerships

Petcube currently has four partnerships. There are various categories the company chooses to partner with, but they are all for the benefit of other parts of animal life. Whistle is a pet tracking company that produces GPS tracking for animals. Another is DogVacay: Pet-sitting service that allows pet owners to find someone who can watch their animals for them. A final company partnership is Luuup – Petcare

company that creates waste management for cats. Petcube has also partnered with Cesar Millan in order to foster happier, healthier pets through technology. Millan is known for his dog training and dog owner advice through several television shows, "Cesar 911", and "The Dog Whisperer".

Distribution

While the war in the Ukraine did cause supply chain issues to larger necessities, such as oil and gas, Petcube reported no issues. All the manufacturing process takes place in China while much of the distribution is through major retailers such as Petco, Walmart, Macys and BestBuy. [15]

Promotion

Marketing Objectives

F. Matching, Converting, Minimizing, and Avoiding Strategies

- Petcube could align its strengths and opportunities to present a strong, competitive product to the market. If petcube can align its strengths of having Amazon Alexa and its current number one position on Buyers Guide, with an improved camera, notifications, and possible price reductions, they could send to market a pet camera that outperforms and has greater value than their competitors.
- Petcube's faces a major liability, the weakness and threat of having a lacking support team in times of need is a critical issue for the business. This issue could be resolved through the acquisition of more employees that have been trained in customer service and tech support for our products. Additionally, current employees should receive additional training, as many customers were displeased about the quality of service in recent endeavors. Thus, making it apparent that customers can notice issues within the company.
- Petcube's other weaknesses such as the lack of a 360-degree camera and no notifications for irregular activity detected by the unit must be corrected through more drastic measures. The product will need to be reworked to correct the issues with the camera, and a team of software engineers would need to develop a program to detect irregular activity and notify users.
- Petcube must act and try to get ahead of the issues and fallbacks that have been presented. Addressing the issue of customer support surrounding the update should be the firm's priority as continued failure to aid customers could lead to serious harm to the brand. Additionally, the weaknesses of the features addressed are not critical to change. However, without addressing them, competitors offer products that could appeal more to consumers.

A. The External Environment

Economic Growth and Stability

Initially, Petcube received a grant in October 2014 for \$20K Investments from several planetary health and operating. Petcube received some early seed money from early-stage technology ventures from 2015 to 2016. In 2017 for \$10 M and twice in 2018 the company completed a series A transaction. which essentially demonstrates the potential to grow and generate a profit. Petcube created a convertible note in November of 2019 because they did suffer some losses due to the software updates. However, they did have another series A transaction in 2020.

The company has a support page for each product, and common questions consumers may have. It is filled with set up guides, popular articles and how-to videos. There are also popular questions about getting started and payment and shipping. In general, all these builds trust with the consumer because they are making the buying experiences easy as possible. petcube also is trying to anticipate the buyer's needs which builds a loyal customer base. (Crunch base)

Political, Legal, and Regulatory (Government – local, national, international)

Changes in Technology

Each Petcube does not use a battery, rather they are powered via a cord connected to the wall much like a standard electronic. The higher end models have a laser game so pets can be entertained while the owner is not around. The game can be on auto play, so the user does not have to control the device. The petcube iOS/Android application allows for an enjoyable interaction process for those who love to share photos or videos of pets.

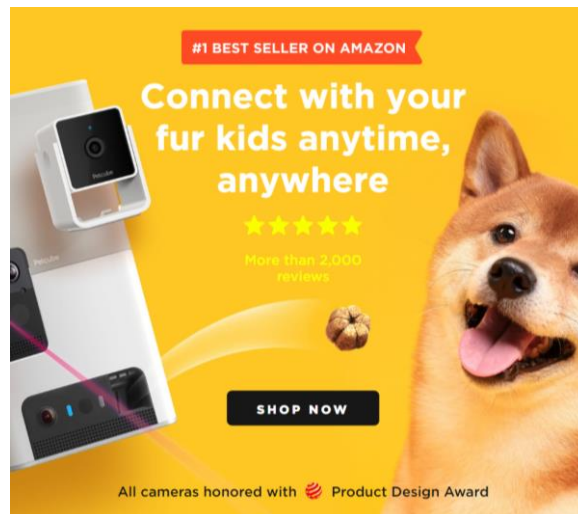
Socio-cultural Trends (Including pressures from social issue advocacy groups, etc.)

Consumers and individuals are being encouraged and motivated to pay more attention and take better care of their animals. Through animal rights and support groups growing in popularity and support around the world, people are feeling more inclined to ensure the wellbeing of their animals throughout the day. Such changes in consumer mentality can contribute to the drive for such products in the market.

What do customers do with the firm's products?

When a customer purchases a device from PetCube people will usually get one camera to watch the most important room. Some complimentary products that are likely to be purchased with the Petcube include treats designed to be shot from the camera. In addition to treats, other various items could be ordered such as dog toys and ordering food.

Where do customers purchase the firm's products?



Consumers can purchase PetCube products through Amazon's choice and small business tag in amazon product page. Customers can also purchase treat dispensers on "pet-play", e-retailers such as Chewy.com, Rover, and HealthyPets.com. It is also offered television shopping network such as QVC.

When do customers purchase the firm's products?

Petcube products are purchased on Chewy.com, QVC, Amazon.com and from their store front. Running a google search of Petcube, the first link to pop up is their store and then Amazon links. Customers purchase products from the firm when they need a way to monitor their pet an home.

C. Internal (Organizational) Environment

Review of current marketing performance

As of the moment, Petcube is currently the number one selling pet surveillance/treat system on Amazon's marketplace. In addition to their current mass popularity, they are partnered with Amazon, and listed as "Amazon's Choice" for a pet surveillance product, pushing the dominance of their advertising to be much greater than their competitors.

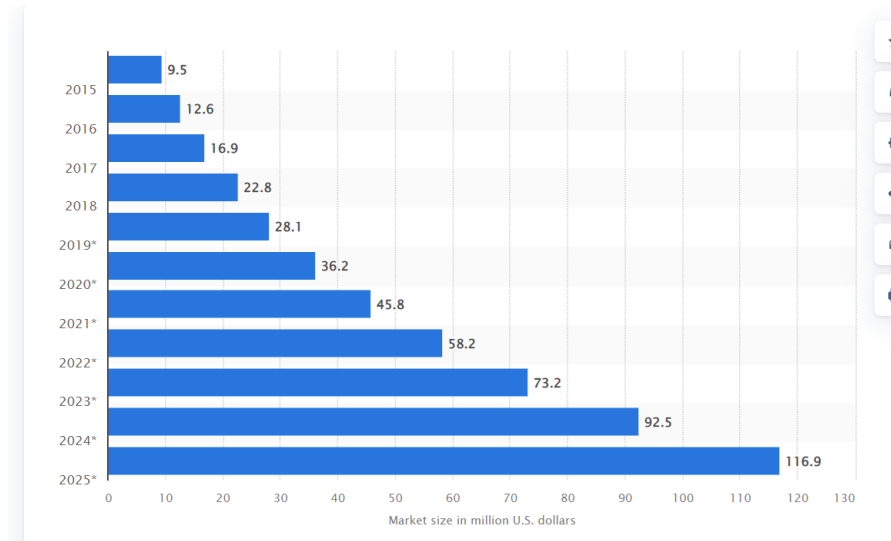
Review of current and anticipated organizational resources

Current and anticipated organizational resources primarily include human resources and financial resources. As the company must deal with customer assistance and support, while supplying product production and development, its resources are focused on those areas.

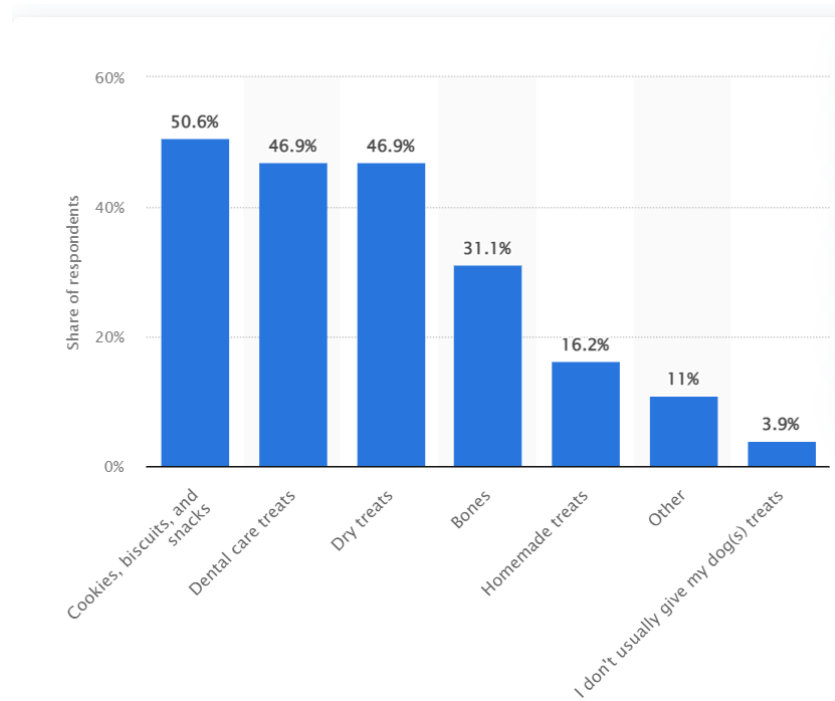
Review of current and anticipated cultural and structural issues

Current and anticipated cultural and structural issues within Petcube relate mainly to its structure. Currently, Petcube does not have the employee resources to deal with large-scale issues such as the software crisis the company recently faced. Unless Petcube can either enlarge the support team to better handle wide scale issues, or increase training and improve employee performance, Petcube will not be able to support their growing customer base.

Size of Pet monitor Camera Market in United States from 2015-2025 [9]



Currently, the market for pet cameras is at 58.2 million US dollars and in three years it is projected to be at 116.9 million US dollars. The market in general is expected to create profits in the coming years, and it will be easy for petcube to stay relevant with in the field and make a profit. The following graph represents What Type of Treat do you Feed your Dog. [8] For example, the Bite 2 Lite comes with three different inserts for treat sizes small, medium, or large. Therefore, it could fit into the larger category of cookies, biscuits and snacks.



<https://petcube.com/care/>

<https://petcube.com/docs/privacy-policy/>

- Sharing information with Facebook and Instagram: possibility of hacking or information leak
- car number, expiry date, name and CVV
- Shipping billing and IP address

Promotion:

General IMC strategy:

IMC objectives and budget:

Elements of the advertising/publicity strategy:

Why (and how) do customers select the firm's products?

Reading through reviews, customers are interested in the product because of the ease of setting up the product. They are also interested in real time notifications when away traveling. The Petcube Bite 2 lite, the company's highest product, is less expensive than their competitors.

Why do potential customers not purchase the firm's products?

Potential customers that don't purchase a Petcube product likely chose not to due to the product missing features that clients desire/need. Additionally, the Petcube may not satisfy customer needs as well as a competitor product due to a few shortcomings in the design.

Elements of the personal selling strategy:

Elements of trade sales promotion (push) strategy:

Elements of consumer sales promotion (pull) strategy:

Elements of the sponsorship strategy:

Sources:

[1] <https://pitchbook.com/profiles/company/90839-08#overview>

- sent out requests for information.

[2] <https://www.zippia.com/pet-sitter-jobs/salary/>

[2.1] <https://www.zippia.com/pet-sitter-jobs/demographics/>

- Pet sitter renter information

[3] <https://www.trustpilot.com/review/petcube.com?stars=1>

- Petcube user feedback and reviews

[4] <https://techcrunch.com/2019/01/07/petcubes-pet-cameras-now-work-with-alexa/#:~:text=Through%20Alexa%2C%20Petcube%20camera%20owners,check%20the%20weather%2C%20and%20more.>

- Through Alexa, Petcube camera owners will be able to play music (hence the need for better sound), control other smart home devices, set alarms, listen to the news, check the weather, and more.

- [5] <https://buyersguide.org/pet-camera/t/best?m=e&d=c&c=602147184636&p=&oid=kwd-451823467166&lp=9028772&li=&nw=g&nts=1&gclid=EAlaIQobChMluNuB2Nar-gIV4iCtBh1ZTAMZEAAyAAEgLFY D BwE&tdid=9868774&gclid=EAlaIQobChMluNuB2Nar-gIV4iCtBh1ZTAMZEAAyAAEgLFY D BwE>
- [6] <https://petcube.com/bites-2/>
- [7] https://www.crunchbase.com/organization/petcube/company_financials
- [8] <https://www.statista.com/statistics/1270831/popular-types-of-dog-treats-us/>
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