Our Mission

Pet Care Inc. offers superior on-site [pet sitting](https://www.thebalancesmb.com/pet-business-ideas-2947940) and exercising services for dogs and cats, providing the personal loving pet care that the owners themselves would provide if they were home. Our team will ensure that pet owners can take [business trips](https://www.thebalancesmb.com/how-to-have-a-worry-free-vacation-2948302) or vacations knowing that their pets are in good hands.

The Company and Management

Pet Care Inc. is headquartered in HCM of. The company is owned by Swketchy Lam and Nessa Liam. Swketchy has extensive experience in animal care while Nessa has worked in [sales and marketing](https://www.thebalancesmb.com/creating-a-sales-and-marketing-strategy-2947172) for 15 years.

The management of Pet Care Inc. consists of co-owners by Swketchy Lam and Nessa Liam. Swketchy. Both partners will be taking hands-on management roles in the company. In addition, we have assembled a [board of advisors](https://www.thebalancesmb.com/how-to-get-people-to-serve-on-business-advisory-board-2948285) to provide management expertise. The advisors are:

 1. Alice Holan, partner at Safaris Ltd

 2. Coolman Dicken, veterinarian and partner at Autume Leaf Animal Care Clinic

 3. Josh Peerman, president of Josh Communications Ltd.

Our Services

Our clients are dog and cat owners who choose to leave their pets at home when they travel or who want their pets to have company when their owners are at work. Pet Care Inc. offers a variety of pet care services, all in the pet’s home environment, including:

* Dog walking
* Administration of medications by qualified staff
* Emergency treatment in case of illness (arranged through veterinarians)
* Daily visits
* 24-hour care for days or weeks
* Plant watering
* Garbage/recycling
* Mail collection

[The Market](https://www.thebalancesmb.com/how-to-write-a-business-plan-section-3-2947029)

Across VN the pet care business has seen an explosion of growth over the last three years. HCM is an affluent area with a high pet density. Our [market research](https://www.thebalancesmb.com/do-it-yourself-market-research-2947171) has shown that nine out of 10 pet owners polled in HCM would prefer to have their pets cared for in their own homes when they travel rather than be kenneled and six out of 10 would consider having a pet sitter provide company for their dog when they were at work.

[Our Competitive Advantages](https://www.thebalancesmb.com/how-to-write-the-competitive-analysis-section-of-the-business-plan-2947025)

While there are currently eight businesses offering pet sitting in HCM, only three of these offer on-site pet care and none offers “pet visit” services for working pet owners.

[Pet Care](https://www.thebalancesmb.com/business-plan-example-of-the-industry-overview-2948009)’s [marketing strategy](https://www.thebalancesmb.com/business-marketing-strategies-2948337) is to emphasize the quality of pet care we provide (“a best care for your pet!”) and the availability of our services. Dog owners who work, for instance, will come home to find happy, friendly companions who have already been exercised and walked rather than demanding whiny animals.

All pet services will be provided by animal care certified staff.

All employees are [insured and bonded](https://www.thebalancesmb.com/why-and-how-to-get-bonded-in-canada-2948240).

[Financial Projections](https://www.thebalancesmb.com/writing-the-business-plan-section-8-2947026)

Based on the size of our market and our defined market area, our [sales projections](https://www.thebalancesmb.com/sales-forecasting-methods-2948036) for the first year are $250,000. We project a growth rate of 8% per year for the first three years.

The [salary](https://www.thebalancesmb.com/salary-or-dividends-how-do-i-pay-myself-2948231) for each of the co-owners will be $50,000. On start up we will have six trained staff to provide pet services and expect to [hire](https://www.thebalancesmb.com/the-hiring-process-hiring-employees-in-canada-2948196) four more this year once [financing](https://www.thebalancesmb.com/how-do-i-find-small-business-start-up-money-2948600) is secured. To begin with, co-owner Swketchy Lam will be scheduling appointments and coordinating services, but we plan to hire a full-time receptionist this year as well.

Already we have service commitments from over 50 clients and plan to aggressively [build our client base](https://www.thebalancesmb.com/the-7-best-places-to-find-clients-2948330) through newspaper, [website](https://www.thebalancesmb.com/how-to-create-a-small-business-website-that-works-2947218), [social media](https://www.thebalancesmb.com/how-to-create-a-social-media-plan-2948529), and direct mail [advertising](https://www.thebalancesmb.com/small-business-advertising-ideas-2947892). The loving on-site professional care that Pet Care Inc. will provide is sure to appeal to cat and dog owners throughout the HCM area.

[Start-up Financing Requirements](https://www.thebalancesmb.com/starting-a-business-finding-small-business-financing-2948106)

We are seeking an operating line of $170,000 to finance our first-year growth. Together, the co-owners have invested $59,000 to meet working capital requirements.