

Business Core Document: Mission, Values, and Target Market

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1 Introduction

This document outlines the core aspects of KKstudio, including its mission, values, and a detailed analysis of the target market. It serves as a foundation for strategic decision-making and aligning our efforts with long-term goals.

2 Mission Statement

Help Pomeranian owners do the best for their dogs, through anxiety treatments, and breed-specific care and education.

3 Vision Statement

The go-to resource for small dog owners by combining specialized care with educational initiatives that empower them to nurture happy, healthy pets.

4 Core Value

The guiding principles that drive our operations are:

- **Holistic Care** Prioritizing emotional, physical well-being of small dogs through personalized and thoughtful services.

5 Target Market Analysis

5.0.1 Demographics

- **Age:** Predominantly young professionals (25–40) and retirees (55+).
- **Gender:** Likely balanced, with many women and couples leading ownership.
- **Income:** Middle to high-income levels; Singaporeans are known to invest significantly in pet care.



5.0.2 Psychographics

- Highly value pets as companions, especially in a city-focused lifestyle.
- Health-conscious and interested in premium, specialized care for their dogs.
- Open to educational content, particularly on managing anxiety and dietary needs.

5.0.3 Behavioral Traits

- Willing to pay a premium for reliable, trusted services.
- Active on social media platforms and responsive to digital marketing campaigns.
- Likely to engage in workshops, events, or online courses about pet care.

5.0.4 Pain Points

- High-density living can exacerbate small dog anxiety.
- Difficulty finding breed-specific guidance and trustworthy advice.
- Seeking convenience while balancing demanding work-life schedules.

6 Conclusion

Have sex