

DogHouse Café



DogHouse Café

- Café
- Pet Store
- Dog Shelter

BHS

# Doghouse Cafe

## MENU

### BEVERAGES

HOT CHOCOLATE	\$3.25
PRESS COFFEE	\$2.00
LEMONADE	\$2.00
CHAI TEA	\$3.50

### FOOD ITEMS

MUFFIN	\$2.95
CHICKEN SANDWICH	\$3.50
YOGURT & GRANOLA PARFAIT	\$6.95

SPECIAL  
OFFER:

### ESPRESSO DRINKS

MOCHA	\$4.00
LATTE	\$3.75
CAPPUCCINO	\$3.75
MACCHIATO	\$4.00
AMERICANO	\$3.00
ESPRESSO	\$2.25
DOUBLE ESPRESSO	\$2.75
ESPRESSO SHOT	\$0.55
DULCE DE LECHE LATTE	\$4.00



Order **3** DRINKS  
and get one free

# Our Products

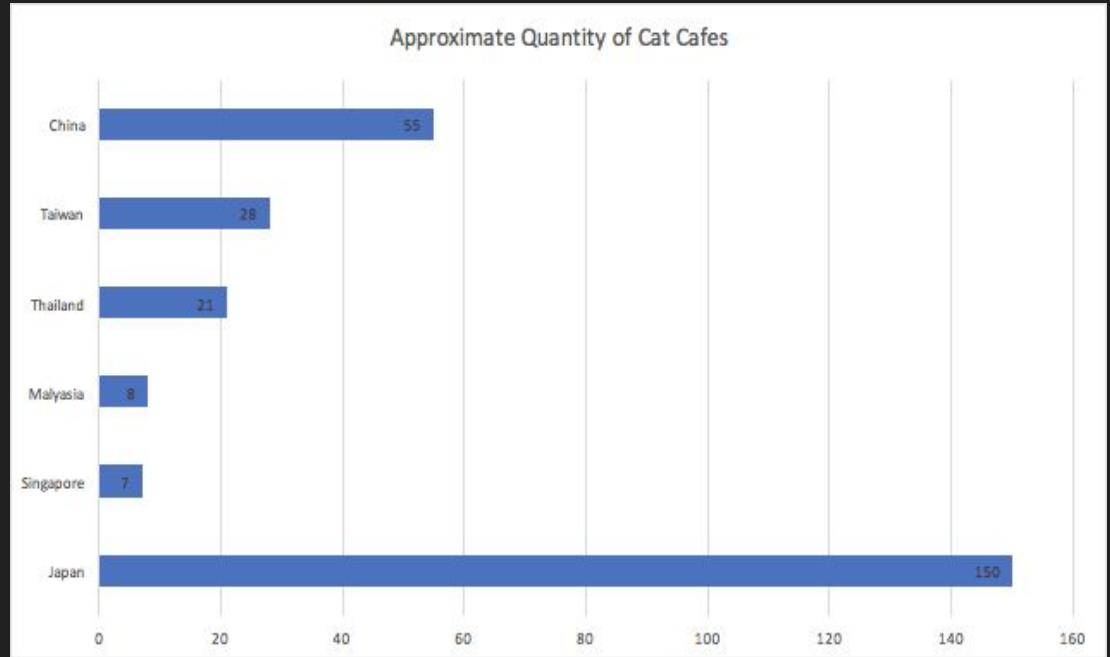


# Special Features



# Cat Cafés

- Cat Flower Café,  
Taiwan, 1988
- Café Chat L'Heureux,  
Montreal, 2014



[1] "What's a Cat Cafe?" *The Cat Cafe*, [www.catcafesd.com/us/whats-a-cat-cafe/](http://www.catcafesd.com/us/whats-a-cat-cafe/).

[2] "Cat Cafes of the World." *Google Maps*,

[https://www.google.com/maps/d/viewer?mid=12jze0qXIPs4w7L1FRgH8qKxEzzA&hl=en\\_US&ll=37.67127118720278%2C-105.14576096508802&z=4](https://www.google.com/maps/d/viewer?mid=12jze0qXIPs4w7L1FRgH8qKxEzzA&hl=en_US&ll=37.67127118720278%2C-105.14576096508802&z=4)

# Competitors

Primary and Secondary Competitors

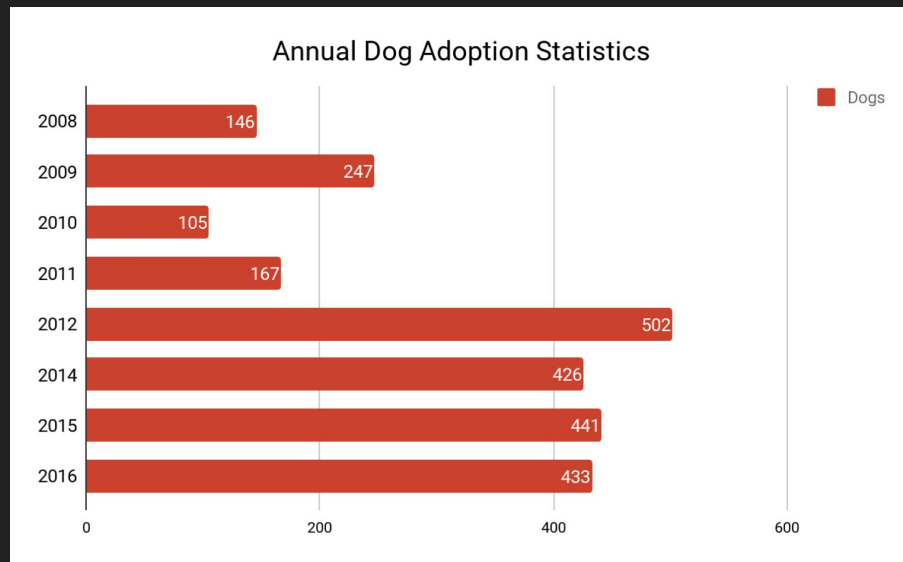
Tertiary Competitors

- 1. Local Dog Shelters
- 2. Pet Stores



# Facts about Berkeley

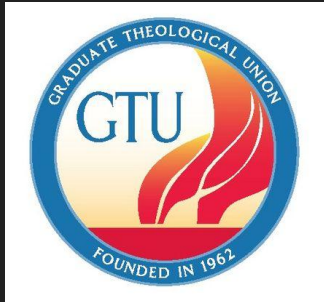
- More dog owning households than cat owning households
- Increased people adopted dogs.



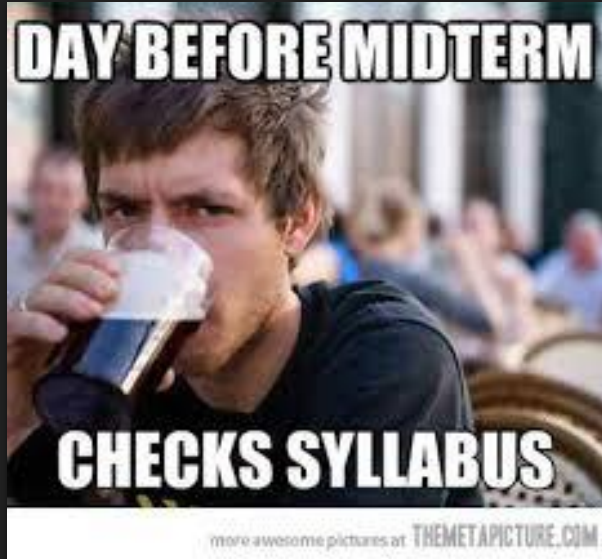


# Primary Target Customers

- People looking for adoption
- College students in Berkeley



# College Students in Berkeley



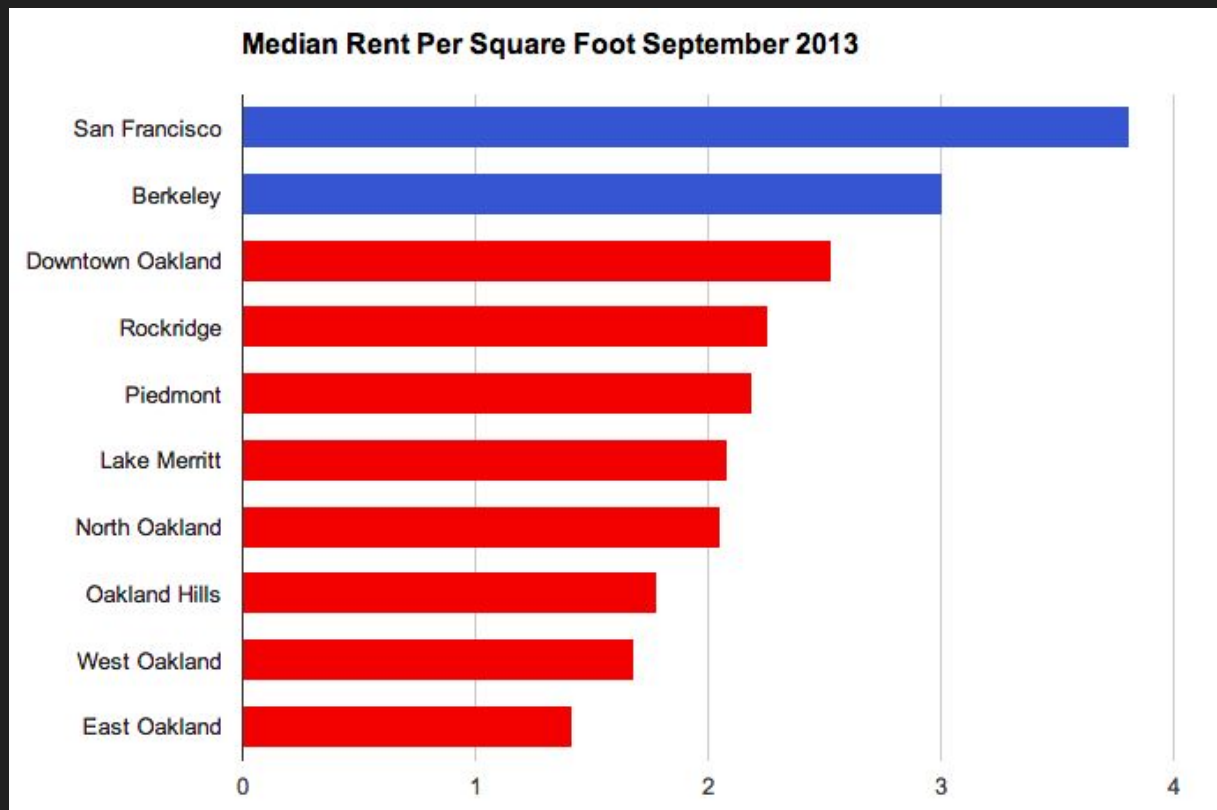
- An Ideal place for studying and meeting.
- UCB students visited Starbucks more than other students.

# Commuters



- 73% people in Berkeley are employed
- More higher-income drink coffee, but lower-income drink more.

# Barriers to Entry



# Health and Regulation Risks

- Concerns for humans
- Concerns for dogs



# Trends

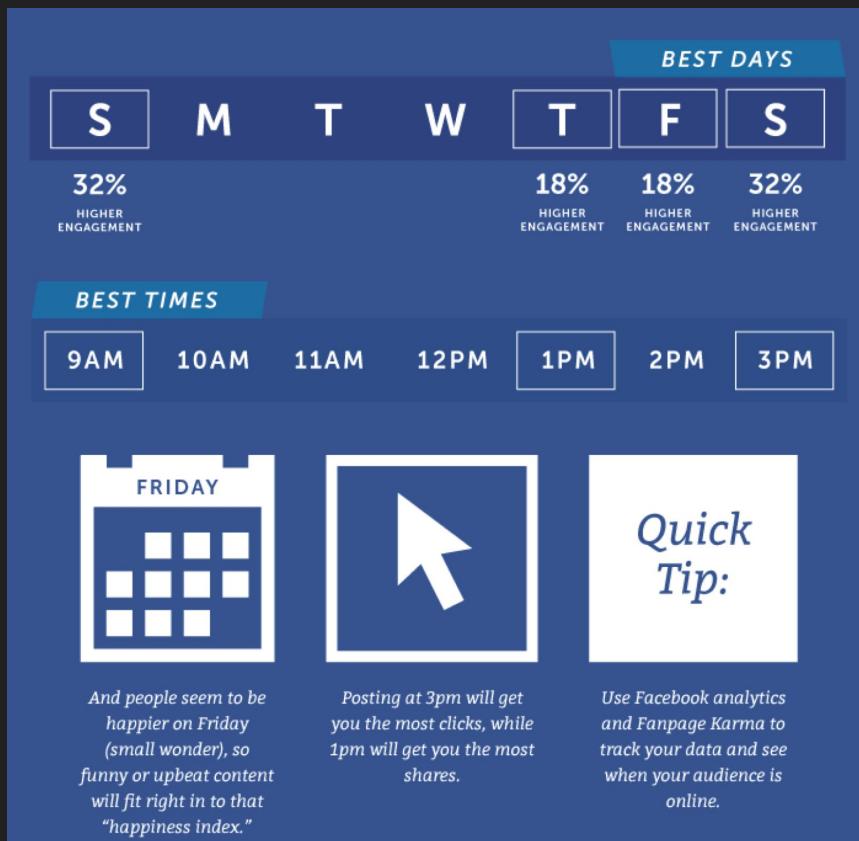
- Population growth rate in Berkeley is cooling down.
- Sugar tax discourages people to drink SSBs.

# Online Marketing

- Website
- Social Media



# Posting at the Best Times





# Business Card with QR Code



# Dog Therapy Days

- All UCs participate
- Health benefits
- On demand dog therapy

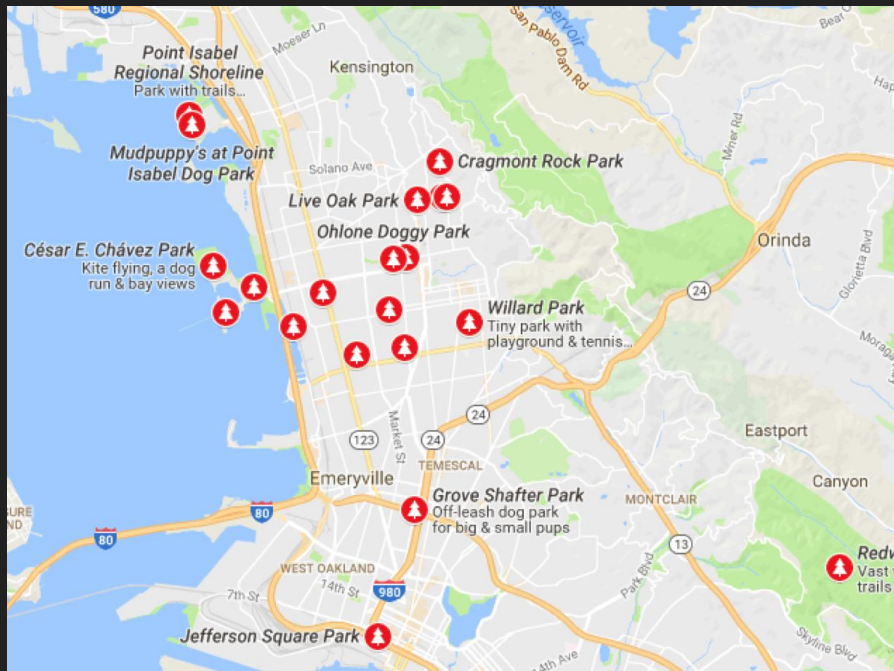


# Personal Advertising

- *Pet Hugs at University of California, Berkeley*



# Personal Advertising at Dog Parks



**Pause for Paws!**