**Business Requirement Document**

**Dog application**

1. Adopt dogs
2. Dog wash/grooming
3. Vet services
4. Dog walk
5. Dog meetup
6. Dog product buy/sell market like petsmart, Petco.

**Competitor Applications:**

Rover dog sitters and walkers application

Wag

Petbacker

Links: <https://medium.com/radicle/is-the-dog-walking-market-17x-larger-than-consensus-e5efc37b36e0>

<https://www.forbes.com/sites/pamdanziger/2018/10/18/the-pet-retail-market-is-hot-and-getting-hotter-by-the-day/#47202ad7ecdd>

Wag vs rover: <https://ridesharecentral.com/rover-vs-wag-sitters>

**Preface:**

IBIS estimates that the dog walking market is worth approximately 900 million. This market is growing rapidly every year. Dogs are man's best friend. It has been reported that there are 90 million dogs in the United States and 44% of all households have a dog. Dogs need attention 24/7 and this doesn’t allow the dog owners to leave the dogs at home while travelling for work or vacation. A lot of people are holding back their desire to own dogs because of that reason.

**Summary of problem and your total solution:**

People are now looking into the applications like Rover which provides services for dogs like dog walking, day care, dog boarding, etc. Applications similar to rover are the solutions for people who want to own or who already own a dog during their busy schedule. Rover application provides services such as dog walking, day care, dog boarding, home sitting, and drop-in visits. There are other pet health care applications like vitusvet which helps manage the pet’s health. However, there is no application which provides all the facilities that help you take care of your pet.

Our solution for the problem is to create an application which contains features such as dog walking, dog boarding, dog meetup, veterinary hospitals nearby, dogs available for adoption, and dog product businesses nearby. Our application will include all these features that make it unique from all the available web applications in the market and it would be a one stop place for the dog owners to maintain their dogs.

**Strategy:**

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| Problem  1.Diffucult to take their dogs everywhere they go.  2. Consumes a lot of time to look for dog products and vets on the internet.  3. Do not have enough time to take care of their dogs. | Solution  1. Dog walking feature like uber.  2. Show nearby dog product stores and veterinary hospitals.  3. Dog wash at home and dog visits. | Value proposition  Our solution is worth buying because it would be a goto application for dog owners which will help them to completely take care of their dog needs. | Unfair advantage  1.Customer care  2. User reviews by actual customers who used the products. | Customers segments  1.Customers who already have dogs.  2. Motivating people who to have a dog but are unable to buy it due to busy schedule. |
| Key metrics  1. Number of customers using the application.  2. Number of people using this application to work on dogs.  3. Income from all the business transactions. | Channels  1.Internet advertisements  2.Advertisements in the places where you buy dogs.  3. Advertisements in veterinary clinics.  4. Advertisements in pet food stores. |
| Cost structure  There is no cost to run this business initially but as the business grows, there would be salaried employees taking care of customer service and servicing of the application. | | | Revenue stream  This business would be completely commission based. The more people use the application, the greater would be the income from commissions. | |

**SWOT:**

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| Strengths   1. Features that will be provided. 2. Customer service. 3. User feedback and reviews. | Weakness   1. Easily imitable business model. 2. It is a commission based income. |
| Opportunities   1. Increase in the number of people who own dogs. | Threats   1. It takes time to earn people’s trust in the application. 2. Rover is a huge application which has taken over the pet services. It is currently a monopoly and our application has to compete with it. |

**Competitors:**

Rover: Pros: features: dog boarding, house sitting, drop in visits, doggy day care, dog walking

-reviews of dog walkers

- can be booked in advance

-can set your own rates

-designed to promote repeat business.

Cons: limited to dog services.

-25% commision rate

Wag: pros: -uber for dogs.

-dog sitting

-dog boarding

-can add tips

Cons: - sets the rate for you

-40% commission rate

-harder to get repeat business

Petbacker: features: dog walking, pet sitters

Pros: comprehensive rating and review system where you can talk about the cost

for service.

Cons- 25% commission rate

**Segment Profile:**

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| --- | --- | --- | --- |
| Geographic  All over the United States | Demographics | Behavioral | Buyer power  This app can be used by every dog owner who has a capacity to take care of his/her dog. All segments of people can afford services on this application. |
| Size  It is a huge segment with 60 million dogs. | | Growth potential  This market is growing at a rate of 4% every year. It is going to increase more as the buying power of the millenials increase in the coming years. | |
| Competitive activity   1. Rover 2. Wag 3. Petbacker 4. Other small companies | | Risk  This market is increasing at a rapid rate.  The only risk is that the business will have a downfall only if the growth rate of people having dogs go down. | |
| Approach  Our application will have a lot of features that will benefit the users making their job of taking care of their dogs easier. There will be a mobile application to make this application more available to the user. | | | |

**Persona:**

**Primary Market Research:**

Questions:

1. Are you using any pet application to take care of your dog?
2. What do you think about our dog application?
3. What features of our application impresses you the most?
4. What features of our application do you think is a waste?
5. What features do you wish that a dog application should have as compared to the others which are already in the market?
6. In a scale of 5, how much do you rate our application?

**Secondary Market Research:**

* Dogs are man's best friends. A lot of people own dogs in the United States.
* The dog service market is huge and is growing hotter and hotter everyday.
* There are now more pet holding houses as compared to families that have kids. The number of families having kids is just 53 million as compared to families that have pets which is 85 million according to Statista.
* Today nearly 70% of all U.S. households own a pet, with dogs by far the most popular pet, according to the [American Pet Products Association](https://www.americanpetproducts.org/press_industrytrends.asp).
* About 60.2 million households own dogs, compared to 47.1 million that own cats.
* There has been an increase in this industry because of the millenials.
* Millennials are on their way up in terms of income and spending and their overwhelming passion for their pets will drive the dog businesses in future.
* Zulily conducted research and mentioned that: Our customers are purchasing pet products year-round and love to involve their pets in every aspect of their lives, from birthdays to walks in the park to even thematic kitchen and home décor – since they are seen as an extension and beloved member of the family,” explains Kerry Gibson Morris, Zulily VP of merchandising, noting that the company currently offers some 250 brands for pets.
* The market is very big and the pet owners are willing to spend a lot of amount taking care of their pets.

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[**https://www.ibisworld.com/industry-trends/specialized-market-research-reports/consumer-goods-services/pet-care/dog-walking-services.html**](https://www.ibisworld.com/industry-trends/specialized-market-research-reports/consumer-goods-services/pet-care/dog-walking-services.html)

**Commercialization Strategy:**

The primary target would be the dog owners/ lovers to sell our product. Marketing is very important for commercialization of our product. Marketing in social media websites is one of the ways to market our application. Advertising in pet stores, veterinary hospitals, breeding centers and pet food stores will help our application to gain popularity and lead to more business through the application.

**Monetization Strategy:**

Our application is service based the main source of income would be from commissions. We are planning on having 15% commission for every transaction happening between the customers through the app. Having a 15% commission means more number of users considering the most frequently visited apps have at least 25% commission rates. Better prices for the users would definitely be an asset to our developers.   
  
**Appendices:**