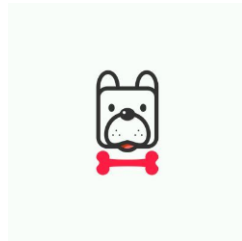




Dog Daycare Business Plan

Service-Based Business Model and Subscription-Based Business Model



[COCO & TOTO]

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Table Of Contents

1. Introduction.....	
2. Business Idea.....	
2.1 Products & Services	
3. Market Analysis.....	
3.1 Target Market Segment Strategy	
3.2 Service Business Analysis	
3.3 Market Segmentation	
3.4 Competition and Buying Patterns	
4. Value Proposition.....	
4.1 Customer Segmentation	
5. Business Model.....	
6. Technology and Information Systems.....	
7. Marketing and Sales Strategy.....	
8. Operations Plan.....	
9. Risk Assessment.....	
10. Conclusion.....	

1. Introduction

COCO & TOTO is a licensed dog daycare business in San Chaung (Yangon) that provides care and recreation specifically for dogs and puppies. We are dedicated to providing the best facilities for our clients. We maintain a safe and dog-friendly environment that assures our busy clients that their pets are in good hands whenever they leave them in our care. With our vast space, fun and stimulating environment, private resting areas, and professional pet caretakers, we position ourselves to be the leading dog daycare business in the San Chaung area.

2. Business Idea

The start up for **COCO & TOTO** will be simple and cost efficient. Rent and utilities will be the main expense, which will consist of a large building space and office. There will be many advertising expenses in the beginning that will promote the service, and this expense will lessen as months go on and people become aware of our service. Start-up inventory will be mainly shampoo and grooming supplies, food for the dogs, and other supplies like bedding. Assets will be the kennels and play structures for the dogs, and the bathing facilities.

2.1 Products & Services

COCO & TOTO offers upscale dog owners a place where they can leave their pets while at work, and away for weekend trips or on vacation.

COCO & TOTO provides the following services:

- 1) Day care: Pets are supervised and cared for by the dog daycare staff for up to 10 hours per day, with scheduled play and rest times, and complete care services. Each pet will be provided a separate rest area, where they can eat and nap in comfort. Overnight accommodations are also available.
- 2) Pet Grooming: On-site professional pet grooming services.
- 3) Dog training: Certified dog trainers are on-site to provide customized training at the client's request.
- 4) Special Requests: Provide service for pets with special needs including administering medication, assisting with recovery from surgery, handicaps, etc.

3. Market Analysis

The market for **COCO & TOTO** is all of the dog owners in San Chaung area and surrounding areas of San Chaung. We believe that this is going to be 2/3 of the population, and we have a goal of gaining a 50% market share. We have a target of a 20% yearly profit increase as the business continues.

3.1 Target Market Segment Strategy

Because they own dogs and can afford a service like **COCO & TOTO**, this group of people is our target market. We are aware that our assistance is a luxury and not a requirement in life. In our local area, we anticipate and plan to serve the upper-class residents.

3.2 Service Business Analysis

Our knowledge with this industry leads us to believe that no other location in the San Chaung area currently offers the service we do. Our marketing challenge, in our opinion, will have less to do with the competition and more to do with educating dog owners about **COCO & TOTO**

3.3 Market Segmentation

Our target audience comprises of dog owners who have the resources to provide sophisticated care for their pets. Most will come from dual-income households with well-known careers that require long hours away from home. Men and women generally between the ages of 35 and 65 make up our target market. They reside in the affluent suburbs that encircle the city. Customers in our target category will live active lives with their dogs, who are frequently regarded as "children" by their owners.

3.4 Competition and Buying Patterns

Owners who decide to leave their dogs unsupervised at home are our true rivals. We understand that only highly wealthy folks will be eager to shell out an average of \$250 per month for dog daycare. However, the market should be big enough.

4. Value Proposition

Residents in Yangon will be served by **COCO & TOTO**. Dog daycare services are needed and can be afforded by the majority of wealthy homeowners in the area we serve since they have demanding personal and business schedules.

4.1 Customer Segmentation

Affluent Homeowners: There are a lot of wealthy homeowners in the area where the company will operate. Many families keep dogs as pets, but due to obligations, they must be gone from home for a significant amount of each day. Regular dog daycare services may be required even in households where only one parent resides at home, particularly if there are three or more young children to look after.

Affluent Renters: When they go on extended trips, a lot of working individuals and couples who rent rather than own a home decide to leave their pets with dog daycares. These tenants frequently travel for work, put in long hours, and are unable to take their dogs with them. Dog daycare not only makes sure that owners' pets are adequately taken care of, but it also offers excitement and socialization.

5. Business Model

The business model of a dog daycare typically falls under the service industry, specifically within the pet care and hospitality sectors. The main revenue source for a dog daycare business is providing services to pet owners who need a safe and supervised environment for their dogs while they are at work, traveling, or engaged in other activities. The business model that a dog daycare business typically follows can be categorized as a combination of a **Service-Based Business Model** and a **Subscription-Based Business Model**.

Service-Based Business Model: The core of a dog daycare business is providing services, such as day care, overnight boarding, playtime, grooming, and more, to pet owners. Customers pay for these services based on their needs and preferences. This model is characterized by offering specialized services to meet specific customer requirements.

Subscription-Based Business Model: Many dog daycare businesses offer subscription-like packages, where customers can purchase bundles of services at a discounted rate. For example, customers might buy a monthly package that includes a certain number of days of daycare or a combination of daycare and grooming. This encourages customer loyalty and provides the business with a more predictable stream of revenue.

6. Technology and Information Systems

Running a successful dog daycare business involves using technology and information systems to streamline operations, enhance customer experience, and manage various aspects of the business efficiently. Here are some technologies and systems commonly used in the dog daycare industry:

Customer Relationship Management (CRM) Software: A CRM system can help you maintain customer profiles, track their preferences, manage communications, and send out promotional offers or updates about their pets' activities.

Point of Sale (POS) System: If you offer additional services like grooming or retail products, a POS system can handle transactions, inventory management, and sales tracking.

Online Booking and Payment Systems: Provide customers with the convenience of booking services and making payments online. This reduces administrative tasks and enhances the customer experience.

7. Marketing and Sales Strategy

Promotion Strategy

Referrals: **COCO & TOTO** is aware that happy customers make for the best advertising. Every time a new client plans and pays for the first day of care, the business will offer a referral discount to entice them to suggest their friends and neighbors. As the company expands, this strategy's effectiveness will rise.

Internet: **COCO & TOTO** will allocate funds to organic search engine optimization and pay-per-click marketing, two strategies for regionally targeted online promotion. The Company's website will be developed in a way that will focus as much visitors from search engines as feasible. Additionally, it will employ extremely targeted, precise keywords to drive traffic to its website, where prospective customers will discover a content-rich site that shows **COCO & TOTO** as the reliable, experienced dog daycare company that it is.

8. Operations Plan

During business hours, **COCO & TOTO** will accept online appointments as well as calls. Six days a week, from 9 a.m. to 5 p.m., dog daycare services will be offered. Check-in and check-out times are 9:30 am and 4:30 pm.

Although the assistant manager and administrative assistant may eventually receive training in sales techniques, I will serve as the company's lead salesperson. Under my direction, the assistant manager will be in charge of the business's operations. For the assistant manager, the administrative assistant will be in charge of simple scheduling tasks, as well as light bookkeeping, phone support, and human resource management.

9. Risk Assessment

Conducting a thorough risk assessment is crucial for identifying potential challenges and developing strategies to mitigate them in your dog daycare business. Here are some key risks to consider:

Health & Safety Risks: Dogs may engage in aggressive behavior or fights, leading to injuries. Risk mitigation includes proper training of staff in dog behavior, establishing clear protocols for handling aggressive dogs, and maintaining a secure environment to prevent escapes.

Injury to Staff: Staff members might get injured while handling or caring for dogs. Provide proper training, enforce safety guidelines, and ensure employees are well-equipped with protective gear.

Health Concerns: Dogs may contract illnesses from other dogs. Implement strict vaccination and health check requirements for all dogs, and maintain a clean and sanitized facility.

10. Conclusion

In conclusion, starting and running a dog daycare business offers a unique opportunity to combine your passion for animals with entrepreneurship. The demand for quality pet care services is on the rise, making this a potentially rewarding venture. However, success in the dog daycare industry requires careful planning, a strong commitment to safety and customer satisfaction, and the ability to adapt to various challenges. Ultimately, a successful dog daycare business goes beyond mere financial gains; it's about creating a safe, enjoyable environment for dogs to socialize, play, and receive the care they deserve while providing pet owners with peace of mind. With dedication, innovation, and a genuine love for animals, your dog daycare business can become a beloved and trusted part of your community.