**Project Proposal**

Scooby-Who

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**Overview**

*This document is submitted in partial fulfillment of the Team Project module 2020 delivered by Sumit Tripathi.*

# Initial Market Analysis

Dog ownership in Ireland between 2010 and 2019 increased from 425,000 to 455,000.

(Sabangola, 2020)

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“The Dog Breeding establishments act 2010” sets out the criteria to be met for the breeding of dogs in Ireland, giving power to local authorities to inspect and shut down dog breeding facilities who are non-compliant. (Irish Statute Book, 2010)

Although this option is available, enforcement is not always viable due to lack of funding. As a result, Ireland holds the reputation as “The puppy farm capital of Europe”. (Lillington, 2016)

Since the beginning of 2020, there has been anecdotal evidence of an increase in dog thefts for use in puppy farms and for sale online. This culminated in the popular website “Done Deal” to suspend the selling of dogs through its website in August 2020. Reported across news publications such as extra.ie.

“The MoS investigation showed how the majority of Done-Deal ads for dogs failed to comply with new laws on advertising pets – and even reported how a stolen dog was for sale on the site.” (Walsh, 2020)

There are facilities in Ireland to adopt dogs such as the dogs trust, but currently there are only a few websites for purchasing dogs without adoption, such as dogs.ie and the previously mentioned Done Deal, with these there are no guarantees of seller integrity.

# Product Proposal

Our proposal is to create a web application that will ensure that customers who are looking to buy a dog or puppy, are buying from a breeder who is not only complying with but exceeding the breeding rules in Ireland, by setting out strict criteria for advertising.

USP features of the site would be to allow customers to login, leave public reviews, star ratings and message the breeders directly. Payment would also be available through the website.

Another feature of the platform is to enable breeders, once logged in, to advertise their dogs among other breeders only for stud.

# Bibliography

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