Cover Page

ServePets Business Plan

*ServePets LLC*

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Powered by *ANVI Techology LLC*

June 14, 2015

Legal Page

**Confidentiality Agreement**

ServePets LLC

Ladies and Gentlemen,

This Confidentiality Agreement (the "Confidentiality Agreement") shall become effective immediately upon your receipt of the enclosed business plan (the "enclosed documents"). These documents are provided for evaluation purposes only and in no way, either express or implied, create a binding agreement between you and the ServePets LLC.

   
By signing this Confidentiality Agreement, you hereby agree to keep confidential any information disclosed in the enclosed documents. This includes but is not limited to statistics, data, and intellectual property. Disclosing any such information to any third person or entity not party to this agreement subjects you to litigation for any damages incurred by the ServePets LLC resulting from your breach of this Confidentiality Agreement. Such confidentiality requires that you do not photocopy, photograph, write down by hand or in any other way make a duplicate copy of any hard copy or electronic versions of the enclosed materials, except at the express permission of the ServePets LLC.

   
You hereby represent that you read the enclosed documents in good faith and only for the purposes of potentially engaging in business with the ServePets LLC. Any litigation stemming from your breach of this confidentiality agreement, whether federal or state action, shall be litigated in the State of Arizona, in Pima County.

   
I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name) have read this confidentiality agreement and hereby agree and swear to the above terms.

   
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_      \_\_\_\_\_\_\_\_\_\_\_\_  
Signature                                           Date

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# 1.0 Executive Summary

**Introduction**

ServePets is be a family-owned business entity which applies 21st century technology and business practices to an ageless business environment. It will concentrate on providing a full range of premium pet services including wash your own, pet grooming, animal behavior, pet portraits, gift and pet specialty products, 24-hour service, and special requests (with a powerful and unique addition) through iBeacon software and mobile application technology.

## 1.1 Why Us

**** Over 45 years in proven managment experience to execute success of ServePets LLC

Founder Dr. Gabor Vajda, DVM, CCRT is lead veterinarian in founding of Veterinary Centers of America (VCA INC) and and past president of American Animal Hospital Association (AAHA)

 ServePets is the first family-owned business entity which applies 21st century technology and business practices to an ageless business environment

 \_\_\_\_% return in \_\_\_\_\_ years (Expected annual net profit of $\_\_\_\_ investment in 4-6 years for a potential buy-out of \_\_\_\_x times the expected annual net profit **or** IPO)

## 1.2 Exit Strategy

1. Buy out
2. IPO
3. Annualized return (investor)
4. ...

## 1.3 Objectives

There are four major objective to this business plan, of which two are immediate and the ladder are of a longer-term nature:

1. To generate an initial revenue of $250,000 dollars at 50-60% capacity by end of year 2016. By being the sole leader in this untapped market, we will hit the ground running by opening our first facility adjacent to a premium VCA animal hospital which is located immediately off Northern Ave and the I-17 freeway. Administrators from VCA and Humane Society have agreed to support ServePets' grand opening event in the form of a puppy adoption promotional event.
2. Expand from 2-4 pet groomers (downstairs employees) to 5-6 by end of year 2015. This will allow for higher daily gross margin, increasing from an initial minimum of **$5280/month** [$220/day\*2 groomers\*6 days/week\*4 weeks - (50% groomer commision)]  to a minimum of **$13,200/month** [$220/day\***5** groomers\*6 days/week\*4 weeks - (50% groomer commision)]
3. To purchase and outfit one insured 24-hour Code-2 service van operating with the companionship of a private distribution call center to take in calls and relay to fellow "emergency van". To fully optimize transportation model, this service will operate within a segmented target of accredited 24-hour service emergency animal clinics, and respective private veterinarians, to deliver an eco-friendly and low-cost animal transport service. Results are not expected to to appear until the first and second years of this plan.
4. To introduce the ServePets mobile app(lication) to the public. This will result in more sales; and, with adjustments, this customizable and user-friendly platform will increase exposure and will result in even greater sales. As this has *yet to be seen* in the veterinarian and animal wellness industry, we will reach operational efficiency of ServePets mobile app use, data powered infrastructure, and registration with the major search engines, as well as the largest social media companies, which will result in a xx% increase of visitors to ServePets website and Phoenix facility. Results are not expected to to appear until the first and second years of this plan.

## 1.4 Mission

ServePets' mission is to provide Compassionate Care, Competent Service in a loving environment is our guiding mission

## 1.5 Keys to Success

There are eight generally accepted keys success in the pet service industry:

1. **Superior pet care services**: 24/7 service for all private and public pet care needs with the ease of a button, the tap of a screen, or a phone call
2. **Excellent work environment**: Ensuring the constant provision of a clean, conducive environment for the public and their beloved pets alike
3. **Convenience for customers**: Providing a toll-free number (1-855-PET-TAXI) for picking up your pet companion and by years end 2015 launching a technologically advanced mobile app available for download on Apple App Store and Android Play store
4. **Credibility**: Over 45+ years of experience in pet care industry and co-founded with past VCA president Dr. Gabor Vajda, the first certified veterinarian to bring the concept of artificial insemination to the state of Arizona.
5. **Earn your TRUST**: Without trust, a connection cannot be built with you nor your pet companion. Therefore it is imperitive to establish a professional and courteous culture within all ServePets facilities.
6. **To be COURTEOUS and FRIENDLY**: A smile goes a long way- especially with your pet partner!
7. **To VALUE YOUR TIME**: If your time is not being efficiently utilized, we are not doing our job correctly. Therefore, at ServePets will service and pick-up/deliver your pets whether you're home, on the road, at work, or on a trip!
8. **To be GENTLE with your pet**: For the safety and good health of your pet, we require each of our groomers, trainers, and other employees to undergo explicit certification programs as required by Federal Law.

There is a huge market in the United States for pet grooming and other animal wellness services, with plenty of profitable business to be had. In Phoenix alone, 302,673 individual pet owners have been identified to date as attractive in addition to those market sectors to which *ServePets* has directed its attention. Capturing market share at a profit is definitely achievable if the above eight steps are skillfully executed.

# 2.0 Company Summary

*ServePets,*through a series of professional oversight by medical experts in veterinarian field, is a new company with the know-how that is needed to consistently achieve profitable response rates through premium pet partner services in the following areas:

• 24 hours emergency and non-emergency pet care transportation services  
• Do-It-Yourself Wash and Dry  
• Doggie-day school and care  
• Pet grooming and behavior classes  
• Pet products and service delivery  
• 24/7 chat platform with service experts for on-site or over-the-phone medical assistance

## 2.1 Company Ownership

*ServePets* is a limited liability corporation that is fully owned by one person, Dr. Gabor Vajda, DVM, CCRT. Originally, the corporation was named Pet Partners Group LLC., and was operating under the name *ANVI Technology*. Recently the corporate name was changed to *ServePets LLC*. Dr. Vajda, the forefather of Northern Animal Hospital, is known world-wide for his expertise in canine reproduction and show quality ear croppings. Dr. Vajda continues to showcase his skills at VCA Northern Animal Hospital on a part-time basis. He is also the owner of the International Canine Semen Bank in Chandler. The knowledge, experience, and contacts accumulated during that perioud have led to changes in the traditional modus operandi of *ServePets*. IT has taken an increasing percentage of *ServePets*' sales.

## 2.2 Start-up Summary

Our start-up costs comes to $648,500, which is mostly stationary, legal fees, digital, and expenses associated with opening our first office powered by custom software and a mobile application. The start-up costs are to be financed partially by the direct owner investment of $48,500 and outside financing in the amount of $600,000. The assumptions are shown in the following table and chart.

### Table: Start-up

|  |  |
| --- | --- |
| *Start-up* |  |
|  |  |
| Requirements |  |
|  |  |
| Start-up Expenses |  |
| Legal | $500 |
| Stationery etc. | xx |
| Insurance | xx |
| Rent | $12,000 |
| Computer | $5,000 |
| Payroll | $1,000 |
| Design | $20,000 |
| Other | xx |
| Consulting Fees | xx |
| Total Start-up Expenses | $38,500 |
|  |  |
| Start-up Assets |  |
| Cash Required | $600,000 |
| Other Current Assets | $5,000 |
| Long-term Assets | $5,000 |
| Total Assets | $610,000 |
|  |  |
| **Total Requirements** | $648,500 |

### Chart: Start-up



## 2.3 Company Locations and Facilities

At the present time, *ServePets'*facility is located in in Phoenix, Arizona and caters to three of the richest cities in the mentropolitan area\*. The space is currently operating at 50-55% capacity and has an additional 2,000sq feet on the second floor that avaliable for additional operational growth. Plans are currently in place to outfit the facilty to include snake proofing and other obedience training services, and serve as a coffee and pastry lounge for pet owners and employees from VCA hospital less than ten feet away from facility. This planned move is expected to bring an additional minimum of $66,000 per year.

*\*See Section 4.2 Target Market Segment Strategy*

# 3.0 Products and Services

*ServePets* sets itself apart from other animal service facilities that may offer only one or two types of services. While talking to several pet owners, analysis has shown that they desire the services as proposed below, but are frustrated because they must go to several different businesses, are constantly wondering when and where they should pick up their pet, do not have a platform to remind them of appointments. The focus of *ServePets* is a technologically self-sufficient day care, grooming, wash and dry and 24-hour transportation and delivery. However, the services we provide will be above and beyond what our competition can offer\*.

Our business atmosphere will be clean, friendly and upscale where customers will be comfortable leaving their pets as they will be able to track the progress of their pet's service completion. We will offer a personal touch, such as push notification via our mobile application, before-and-after pet portraits with social media share incententives, as well as a daily report card for each pet that is registered with *ServePets*. In addition, *ServePets* will offer 24 hour mobile powered digital and in person service, a unique concept in this type of industry that caters to the 1.7 million dog-owners in the state of Arizona alone (or 47.9% of all US households including dogs).

According to the AAPA, the U.S. market for pet services other than veterinary services was worth $4.7 billion in 2014, (up from $3.4 billion in 2009), disaggregated approximately as shown below.

**U.S. MARKET SHARE OF OTHER PET SERVICES, BY TYPE, 2014**

|  |  |
| --- | --- |
| **Type** | **Percent** |
| Grooming and boarding | 80 |
| Training | 12 |
| Breeding | 3 |
| Pet-sitting | 2 |
| Misc. | 3 |
| Total | 100 |

 Source: APPA, BCC Research

From 2009 to 2014, combined sales of all other pet services increased at a CAGR of 3.8%, or nearly 2½ times faster than the growth rate of the dog and cat population (1.3%), which is the main target market for these services. BCC Research applied this percentage to the projected 2014 through 2020 growth rate in the dog and cat population (i.e., 1.9% from 2014 through 2015 and 0.5% between 2015 and 2020) to derive the future growth rate of other pet services as shown in the table below.

**U.S. MARKET FOR OTHER PET SERVICES BY TYPE, THROUGH 2020**

**($ MILLIONS)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type** | **2014** | **2015** | **2020** | **CAGR%**  **2015-2020** |
| Grooming and boarding | 3,760.0 | 5,503.2 | 6,551.0 | 3.5 |
| Training | 564.0 | 825.5 | 982.7 | 3.5 |
| Breeding | 141.0 | 142.4 | 149.7 | 1.0 |
| Pet-sitting | 94.0 | 137.6 | 163.8 | 3.5 |
| Misc. | 141.0 | 206.3 | 245.6 | 3.5 |
| Total | 4,700.0 | 6,815.0 | 8,092.8 | 3.5 |

 Source: BCC Research

\**See Section 4.1 Market Segmentation*

## 3.1 Product and Service Description

*ServePets* will be considered an upscale, full-service animal care facility powered by digital mediums\* that are unseen yet in today's pet industry. We will offer a wide range of services as mentioned below:

• **Overnight Care**: Leave your pet for as long as necessary for 24 hour care and attention. \_\_\_xx\_\_\_ large dog runs and \_\_\_\_xx\_\_\_\_ kitty condos  
• **Day Care**: Provide 2,000 sq. ft. for a fun, safe atmosphere for pets to spend the day exercising and enjoying the company of other pets  
• **In-home Animal Care**: Staff will go to homes to feed, walk, play, and check on pets often as requested. Mail will be picked up and plants watered if requested  
• **Wash Your Own Pet**: Provide two tubs, brushes, environmentally safe shampoo, dryers and aprons for clients who bring their pets in to wash  
• **Pet Grooming**: Provide on-site professional pet grooming services  
• **Animal Behavior Courses**: Provide certified animal training courses for the beginner, intermediate, and advanced  
• **Pet Portraits**: On-site portrait opportunities  
• **Gift Shop**: Provide specialty pet-related gifts and products  
• **Special Events**: Coordinate pet birthday parties or any other special occasions on-site at a location of choice  
• **Special Requests**: Provide service for pets with special needs including administering medication, assisting with recovery from surgery, handicaps, etc.  
• **24 hour Pet taxi** and other non-emergency **transport service(s)**• **Medicine delivery**

o Animal rescue and lost pet recovery service  
o Day pet care  
o Pet products service delivery  
• **Organic/non organic food delivery**

Future trends in the industry to consider if we want remain a leader in the market1:

* **gourmet foods and designer clothing**
* **birthday parties**
* **private pet–sitters**
* **grooming appointments**
* **massages**
* **aromatherapy products**
* **special allergy treatments**

*\*See Section 3.3 Sales Literature*

1<http://www.bccresearch.com.ezproxy1.library.arizona.edu/market-research/food-and-beverage/pet-industry-food-accessories-health-products-services-report-fod007k.html>

### 3.1.1 Grooming and Boarding

In 2014, grooming and boarding services represented the largest share of the other pet services segment, accounted for 80% of total segment sales. The traditional providers of boarding services are boarding kennels:  small establishments that care for pets while their owners are away on business or vacation. Grooming services are usually provided by either small, specialized grooming shops or individual groomers working from kennels, veterinary clinics, or other locations.

Most of the sales volume at groomers and kennels is generated by dog and cat care. Different estimates put sales of services for dogs at 80% to 85%, while cats capture another 10% to 15% of total volume. At establishments that cater to other types of pets, such as birds and small mammals, services for these animals usually contribute between 3% and 5% of sales.  
Overview of the Grooming and Boarding Businesses

Boarding and grooming businesses are usually very small establishments with sales of less than $200,000. These account for more than 90% of all boarding and grooming establishments. Kennels tend to be slightly larger than grooming shops. In fact, most of the boarding and grooming businesses have sales in the range between $30,000 and $100,000. BCC Research estimates that between 50% and 52% of all kennels have two to four employees, while between 30% and 32% are one–person operations. Between 40% and 45% of grooming businesses have only one employee, while between 43% and 47% employ two to four. About 60% of the grooming businesses have a client base of fewer than 1,000.

**Demand for Grooming Services Has Continued to Grow in Recent Years**

There are an estimated 25,000 to 30,000 pet groomers in the United States, according to the National Dog Groomers Association. Groomers typically earn between $30,000 and $110,000 in gross revenues, according to U.S. Bureau of Labor Statistics data. . The actual amount depends on the number of dogs the groomer sees each day, and whether the groomer is shop–based or mobile and salaried or self–employed. A typical wash and grooming costs $30 to $90, depending on the size of the dog, coat condition, and any behavior problems. For cats, the grooming bill averages between $20 and $30, according to industry sources. Average grooming prices tend to be about 25% higher in the Northeast region of the country than in the Midwest, with the rest of the country falling in between, according to PetGroomer.com.

Demand for groomers has been growing recently, as larger service providers, mainly superstores, have entered the pet services segment. Both Petco and PetSmart provide grooming services. While purebred animals, especially those participating in shows, have traditionally been considered the best customers for the grooming businesses, increasing numbers of owners are using grooming services for nonpurebred pets. About 30% of dog owners have visited a groomer in the past year, according to industry surveys.

**Upscale Full-Range Establishments Flourish Despite Economic Slowdown**

Since the mid–1990s, the new trend in the boarding and grooming segment is toward the upscale establishments that imitate the human environment and that are called hotels, resorts, spas, or salons, rather than simply kennels or grooming shops. In these establishments, which charge much higher fees than traditional kennels or groomers, pets may have luxury suites, TVs, phones, answering machines, special play areas, and enjoy the services of fully dedicated personnel. Despite the recent economic slowdown, such establishments continue to flourish, as owners spare no expense for their companion animals.

Both traditional boarding establishments (where pets stay overnight) and the so–called dog day cares, where dogs are left for a day, have trended up in recent years. During the past 10 years, hundreds of kennels around the country have remodeled their facilities and upgraded their image as pet resorts with gourmet treats and pools, and dog spas became a nationwide trend.

While at traditional boarding kennels, boarding a dog can cost between $20 and $40 a day, with an average daily charge of about $30, and cat boarding charges run about $20 per day, the luxury pet resorts, which offer a wider variety of services and better facilities, usually charge at least twice as much. While there is some evidence that the number of pet resorts is going up, according to American Boarding Kennel Association, they are usually found in the more upscale and resort areas (urban centers such as New York, Boston and Los Angeles, and Florida seem to be the most popular locations).

As in other pet service sectors, larger players have been entering the game, a trend that may point to the inevitable consolidation in pet grooming and boarding. While in the grooming sector the presence of superstores has been a factor for years, the pet boarding sector has not been targeted by the major retailers until recently. PetSmart started testing its PetsHotel concept in 2001 in Arizona, and by 2014, the number of PetsHotels had grown to nearly 200. The company’s CEO has stated that pet hotels represent “a potential new growth vehicle for the chain” and could differentiate PetSmart from its competitor Petco, which does not offer overnight pet boarding.  
PetSmart describes PetsHotels as “an upscale, interactive dog and cat boarding and day service” that provides pets with “superior care in a comfortable, low–stress, home–like environment.”  According to the company, the accommodations are similar to a regular hotel. Dog owners are given a choice between a standard room and a suite including a wallpapered room, a color TV, and a ceiling fan. Larger rooms for several pets are also available, as are cat rooms.

Competition to this type of business may increasingly come from hotels and resorts for humans that offer pet–friendly accommodations to owners who prefer to travel with their pets or find it too expensive to leave their companion in an upscale resort. The American Hotel and Motel Association estimates that more than 20,000 U.S. lodgings now accept pets — some of them in great style.  
Upscale hotels are also increasingly focusing on companion animals. Many of them now offer special pet packages, including food, water bowls, pet–walking services, and various other amenities.

Source: APPA, BCC Research

<http://www.bccresearch.com.ezproxy1.library.arizona.edu/market-research/food-and-beverage/pet-industry-food-accessories-health-products-services-report-fod007k.html>

### 3.1.2 Training

Dog obedience training is the second–largest sector of other pet services; in 2014, it was valued at $564 million, or 12% of the other pet services segment. Training is usually provided by either small independent obedience schools or trainers working from other establishments. Many boarding kennels offer obedience classes, and, in fact, about 60% of dog trainers have their own kennels. Trainers also often breed and show dogs.

Although the segment is the second–largest of other pet services, there is still much room for growth. Only about 11% of all dogs in the U.S. are trained by a professional. Historically, owners trained their dogs themselves using self–help resources, including books, videos, and audio materials. Professional trainers have been used mainly for purebred dogs that participate in shows.

The market opportunity in dog obedience has been recognized by PetSmart and P, both of which offer dog training at most of their stores. The superstores’ obedience classes are usually as short as half an hour, and it is very convenient for pet owners to leave their dogs with a trainer while they shop.  
Despite the increased competition, the entrance of superstores may be a blessing in disguise for the rest of the industry; easier access to dog training and consumer education may increase the overall customer base. Smaller trainers may still be able to compete with the superstores by offering more specialized or in–depth training.

**Overview of Dog Training Businesses**

Despite the superstores’ entry into the training business, smaller establishments with sales under $200,000 account for the vast majority of all training businesses. Over a third of training businesses are one–person operations, while between 55% and 60% have between two and four employees. A pet trainer earns between $20,000 to $50,000 income a year, or about $30,000 on average.

### 3.1.3 Pet Sitting and Day Care

Pet–sitting services, caring for pets in their own homes while the owners are away, emerged in the 1980s. The number of pet–sitting businesses in the U.S. was estimated at about 10,000 in 2008, but is probably significantly higher today. Pet Sitters International, the largest association that unites pet sitting businesses, has over 3,000 members, but many in the profession are not members of the association, according to industry sources.

Pet–sitting services generated $94 million in sales in 2014.

Typical pet–sitting services include feeding, walking, playing, administering medication, and basic grooming. In addition, pet–sitters usually provide home–sitting services:  bringing in mail, watering plants, and adjusting blinds and draperies. Average pet–sitting fees run at around $15 to $20 per visit nationwide for one dog, $3 to $5 for each additional dog, and $2 to $3 for each additional pet. Other services, such as overnight sitting or transporting pets to veterinary and grooming appointments, may be offered for an additional fee.

The typical customer of a pet–sitting service owns multiple pets (an average of two dogs or three cats), uses the service about 15 times a year, and spends approximately $1,100 annually on pet products and services.

Pet–sitters are in competition with other pet services, especially boarding and grooming. One of the important advantages of pet sitting, as perceived by pet owners, is that this type of pet care is less stressful for pets themselves; pets are happier at home in familiar surroundings. Another advantage is the extra security as a result of the additional home–sitting services provided by pet–sitters. Besides, pet–sitting fees are quite comparable to the boarding fees and may be even lower for owners who have several pets.

**Overview of the Pet-Sitting Businesses**

Smaller establishments with sales under $200,000 account for almost 98% of all pet–sitting businesses. Pet–sitting businesses tend to be smaller than other pet service establishments; over 60% are one–person operations, while 36% to 37% have two to four employees. This may be partly explained by the fact that pet sitting is often a part–time business run by the owner as a sideline.

## 3.2 Competitive Comparison

The competition comes in several forms. There are several organizations that offer one or two services at their location and there are those of larger institutions such as PetSmart or PetCo.

Day care is a new business in addition to grooming services offered currently only to dogs whereas boarding is offered to cats when owners are out of town. There are 10 grooming and care facilities within a 5-10mi radius of our Phoenix facility, none of which utilize any type of responsive website nor operate via mobile application or other advanced software:

* Backroom Groom  
  7828 N 27th Ave  
  Phoenix, AZ 8505 (no website, 4.4/5 rating out of 8 reviews)
* Millie's Dog World  
  2043 W Glendale Ave  
  Phoenix, AZ 85021 (no website, 2.5/5 rating out of 3 reviews)
* Fuzz Busters  
  7811 N 35th Ave  
  Phoenix, AZ 85051 (no website or social media, 4.5/5 positive reviews)
* Puddles Pet Grooming  
  8925 N 43rd Ave #4  
  Phoenix, AZ 85051 (basic 2 page website, 75% negative reviews)
* Planet Petopia Doggie Dude Ranch  
  9235 N 13th Ave  
  Phoenix, AZ 85021 (unresponsive 3 page website, 4.6/6 positive reviews [petopiaphx@hotmail.com](mailto:petopiaphx@hotmail.com))
* Central Avenue Grooming  
  8727 N Central Ave  
  Phoenix, AZ 85020 (unresponsive 2 page website, 2/2 positive reviews)
* Galloping Groomer  
  102 W Hatcher Rd  
  Phoenix, AZ 85021 (unresponsive 2 page website, 2/2 positive reviews)
* Claws & Paws Pet Grooming  
  5501 N 7th Ave #106  
  Phoenix, AZ 85013
* Smelly Dog  
  5033 N 7th Ave  
  Phoenix, AZ 85013
* Snip N Clip Pet Grooming  
  5338 N 7th Ave  
  Phoenix, AZ 85013
* Shear Ecstasy  
  4715 W Olive Ave  
  Glendale, AZ 85302 (no website, 3/4 negative reviews)
* Puppy Love Pet Stylist  
  7828 N 19th Ave #17  
  Phoenix, AZ 85021 (no website nor social med, 1/1 negative review)

None of these facilities offer 24 hour care making it inconvenient for clients to pick up their pet by a specified time.

Noah's Arf will service all domestic animals within reason. We will not be limited to dogs only.

There are seven wash your own dog facilities in the Portland area:

* Beauty For the Beast in N. E. Portland.
* Rub-A-Dub Dog Wash in S. E. Portland.
* The Dog Wash in Beaverton.
* Bowsers Bath in Tigard.
* Connie's U Wash Dog Wash.
* Aqua Dog in Beaverton.
* Pups & Cups in N. E. Portland.

There are 73 grooming and boarding combined facilities and 18 dog training and obedience combined facilities in the Portland area. Noah's Arf offers complete and total services at one location. One-stop high-quality pet care for customer convenience.

## 3.3 Sales Literature

See below, for our sales literature plan, broken down into our three phases:

**Phase 1**: This business will begin with a general corporate brochure establishing offered services, logo/slogon with advertising to be included. This literature will be developed as part of the start-up expenses and distributed to pet insurance and retail businesses, 24-hour canine service facilities, local veterinarians and respective clinics, animal shelters, organic and other pet-friendly bakeries, The Humane Society, and VCA vendor conventions.

**Phase 2:** Our site application website will include a home-page, a “services” page, a “contact” page, an “about us” page, along with six other customized and user-friendly pages. For example, a page for each *ServePet* location and respective services. This five-page Wordpress website will be designed and distributed by *ANVI Technology* and is fully integrated with up-to-date social media links including Facebook, Twitter, Google+, YouTube, LinkedIn, Instagram, etc. The website will also include plug-ins including live call, map now, embedded twitter feed and other social media posts, photographs, and live chat.

**Phase 3:** Our personalized mobile application is based around a combination satellite modem / GPS iBeacon technology and will be designed and distributed by *ANVI Technology*. It is designed to operate in conjunction with the *ServePets'* content management system and clientelle database to provide worldwide access. Inclusive of the design is the ability to operate especially without internet capability, which allows the creation of a software that can function on any Apple, Galaxy, or other device even if you are in the middle of nowhere! In addition to the base functionality, ANVI Technologies intends to cost effectively add additional logic to support the following features:

Location / Tracking capture capabilities.  
Proximity agile reporting.

Appointment Management  
Remote upgrade / maintenance capabilities.  
External dog collar entry sensors.

*\*See Section 3.5 Technology*

## 3.4 Fulfillment

While the iBeacon itself is an important part of the pet service solution, the information and actions generated from iBeacon data are equally important.

Our solution includes a normalized database from which ServePet owners, associates, and other account holders (e.g., pet parents) can access and integrate iBeacon data into their own pet service processes. Access rights to data will be closely held by *ANVI Technology*, and authorization routines will be implemented at the site, database and device level. Each iBeacon is centrally registered to its owner and their pet, and usage is limited to authorized parties (e.g., VIP Account Holders).

## 3.5 Technology

Technology has not been seen nor efficiently executed in this industry over the past couple decades; however, a new trend and polling from pet owners has shown a decline is business due to lack of communication, trust in the pet service, or operational efficiency. Companies with large customer bases can download addresses and names over the Internet and have a host of customer communications out-sourced. A company, such as a Mom and Pop Grooming Store, could arrange to have a pet picked up or delivered to the pet owner as requested, but this is inefficient due to lack in response time of cold calling (there is no online service capability nor appointment scheduling yet to be seen by competitors).

ServePets will introduce new technology that will change almost everything about the traditional pet service business. This includes complete email capabilities on the Internet to work directly with clients for reservations, purchasing products online, asking questions, providing information, etc., as well as a Web page, Mobile App, and iBeacon Technology (see below) that will provide information, ease of usability, and maximum exposure of available services. ServePets shall also utilize GroomPro software to manage finances and grooming operations. Plan to launch app available for download on Apple App Store and Android Play store by 2016 for unbelievably simple, creative, and self-tracking use of various vans each installed with their own tracking device to show how fast they will arrive (will contact you when on way, approx. arrival, when outside, etc.)

The iBeacon unit is about the size of a quarter and light in weight to allow it to be returned to the owner through postal services at a reasonable cost, purchased in-store, or from any of our digital mediums (e.g., website, mobile app, etc). It attaches to the collar of your pet by means of temporarily fixed mounting clips and an adjustable collar assorted by color of your choice, or by simply clipping on to your companion's existing neck-wear. The adjustable iBeacon chip is locked in place for the duration of your pets daily activities and can be removed at any time or disabled by entering the unlock code into the electronic keypad through your private VIP (Very Important Pet) profile via our ServePets mobile app. A status display window and push notification will instruct the user in the process of activating/deactivating and removal of the unit with an activation/alert light and an audible chirp on providing current status activation information. The sensor are mounted on the end of sleak rubber casing that wraps around the chip and is secured in the recessed storage areas for return shipping.

Since the iBeacon is, by design, a removable device, each pet partner tracking session needs to be registered. The ANVI Technology solution is to initiate each pet partner tracking session by associating each iBeacon chip with the companion canine's registered account, its ultimate destination or a la carte service of choice, and a company-specific tracking identification code. These initialization values are input into a registered activation unit (VIP mobile app) and transferred to the iBeacon via an authenticated infrared link. In addition, this activation unit maintains a bi-directional channel with ANVI Technology, providing a channel for future enhancements and upgrades.

Once the iBeacon has been activated, it records its location and transmits positional information at an average of every six hours. The frequency of these transmissions increases as your canine companion approaches any ServePets facility, and any door open conditions or tampering conditions get transmitted immediately. These transmissions are relayed via secure means to our Datacentre where they are validated and inserted into a common data structure that can be read by your pet partner's assigned ServePets Associates before, during, and upon arrival to facility. Upon validation, the Datacentre will perform any global and voyage specific messaging as defined by the iBeacon owner (e.g., if you are stuck in traffic, you're ServePets Associate will recieve a push-notification allowing for hand-free communication).

### 3.5.1 Market Analysis Summary

The prime market of a pet service center is a five-mile radius. However, since our center has a planned transportation model and is directly located off of the I-17 Freeway system, that radius can be extended to the three richest cities or areas in the metropolitan Phoenix area, whose market segments include:

* Total pet owners earning a median income of $100,000 or more in the ten mile radius is in excess of 62,000
* The median income for a companion animal household in these towns is in excess of $150,000
* Per capita income for family with two-children is in excess of $81,000
* A typical dog owner is married, with at least one child between 11 and 18 years old living at home.1
* A typical dog owner is also a middle–aged homeowner with an above–average median household income.1
* More than one–third of dog owners own a cat as well as a dog1

*ServePets* will focus on dual-income, traveling professional families with hectic schedules. Those trying to strike a balance between the demands of their careers, personal lives and their pets. One of our most important group of customers are those who do not have as much time as they desire to invest in their pets and are willing to seek additional help regardless of costs.

The overall market for this geographically segmented and technologically advanced pet care service is underutilized in today’s market. This business plan has an estimated 302,673 dog or cat owning clientele base in Arizona alone that have a potential responsibility to their pet. In reality, all pet owners are in need of a pet care provider that will simplify pet care for the rest of time and offer a quality assured pet ambulance service with record fast response time. *ServePets* has the technological service platform and unique products necessary for this to happen and promise continuous long-term growth provided the right resources; whether it is a sudden "pet emergency swallow scare" (P.E.S.S. as we've coined) in the middle of night when most of the world has closed for the night, or a routine medication refill or scheduled private food delivery service to its clientele, it is imperative for all types of pet owners and our employees to remain on a personal level with their clients and partners.

*\*See Section 3.5.1.2.3 for Market Growth*

*1*[*http://www.bccresearch.com.ezproxy1.library.arizona.edu/market-research/food-and-beverage/pet-industry-food-accessories-health-products-services-report-fod007k.html*](http://www.bccresearch.com.ezproxy1.library.arizona.edu/market-research/food-and-beverage/pet-industry-food-accessories-health-products-services-report-fod007k.html)

#### 3.5.1.1 Market Segmentation

Our market segmentation scheme is fairly straightforward, and focuses on all household pet owners with more than 2 family members who are between the ages of 30 and 54, and Baby Boomers above the age of 55. The information contained in our customer analysis table is taken directly from the U.S. Pet Ownership & Demographics Sourcebook (2012), US Census and government directories, and clearly shows that our largest market potential is working parents and those who are unable to drive ("30+ Niche"). This baby boomer segment is largely overlooked by most of our competitors because of its "low satisfaction" operational habits, lack of technological knowledge, and a reluctance to expand their business to compete with the major pet service stores. We will target the 30+ Niche market segment with value-added and affordable business solutions customized to its unique needs, and introduce a unique and operationally efficient quality of service and support as are afforded the larger businesses.

The next largest market segment is medium to large businesses, and is the arena where we plan to focus most of our sales efforts once our transportation model is fully operational. We will continue to target this segment, but with a different approach than our predecessors. The strategy used by our competitors has been to cater their pick-up and delivery of pets and other products/services at a flat rate to the homes of pet owners **only**. This resulted in loss of business, inventory and equipment overstock, and obsolescence. We will work with the small to medium companion animal businesses (e.g., private vets, hospitals, kennels, etc) to determine their needs, and design customized delivery routes that are automated and pre-determined by iBeacon technology instead of taking the time (that may be better utilized in other areas!) to request a transport. This segment will remain an extremely important part of our marketing mix, and will contain a large portion of our future clients. A majority of our systems upgrade opportunities and repeat business will come from this market segment progressively.

Although the ServePets market segment is the largest in numbers and highest ranked state of pet ownership in the US (currently 47.9%), it has the potential to monopolize a significant share of our revenues and growth (the 80/20 rule). We have a scattering of current clients in the Phoenix segment, but we need to do a better job of penetrating this lucrative end of the market. We will accomplish this by offering professional transportation services to include GPS tracking capabilities, MIS support, and other value-added support benefits such as "in-transport live companion webcam." We will develop long-term relationships within this segment, and earn their business.

Our team of medical professionals and scaleable business advisors market segment have found that if we act primarily as a "middle man" for our local animal hospitals and private veterinarian market segments due to "sensitive non-compete" and conflicts of interest with other medical/pet-related operations. This segment is fiercely competitive, very price-focused, and buying decisions are most often influenced by word of mouth recommendation or determined by poor review. We are fortunate in that we have long-established relationships within the State medical review agencies, animal hospital associations, were founded by the industry-famous Dr. Gabor Vajda and have many loyal partners in this segment. We will increase our share of this market segment by offering the same value-added service and support benefits that we bring to our commercial clients.

##### Table: Market Analysis

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *Market Analysis* |  |  |  |  |  |  |  |
|  |  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |  |
| Potential Customers | Growth |  |  |  |  |  | CAGR |
| Pet Owners (18-29yrs) | -1% | ~15 | #VALUE! | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| Pet Owners (30-54yrs) | 2% | ~65percent | #VALUE! | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| Pet Owners (55+yrs) | 4% | 25percent | #VALUE! | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| Pet Owners (Singles, Empty Nesters, Baby Boomers) | 5% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Pet Owners (Families, Millenials, Gen Z) | -1% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Emergency Animal Clinics (24hrs) | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Emergency Animal Clinics (non-24hrs) | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Pet Retail and Food | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Private Veterinarians | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Total Dog Households (Phoenix, AZ) | 2% | 197,278 | 201,224 | 205,248 | 209,353 | 213,540 | 2.00% |
| Total Cat Households (Phoenix, AZ) | 2% | 164,308 | 167,594 | 170,946 | 174,365 | 177,852 | 2.00% |
| Total Dog Households (Scottsdale, AZ) | 2% | 31,856 | 32,493 | 33,143 | 33,806 | 34,482 | 2.00% |
| Total Cat Households (Scottsdale, AZ) | 2% | 26,532 | 27,063 | 27,604 | 28,156 | 28,719 | 2.00% |
| Total Dog Households (Paradise Valley, AZ) | 2% | 1,098 | 1,120 | 1,142 | 1,165 | 1,188 | 1.99% |
| Total Cat Households (Paradise Valley, AZ) | 2% | 6,898 | 7,036 | 7,177 | 7,321 | 7,467 | 2.00% |
| Total Pet Owners (Arizona state) | 2% | 1,325,325 | 1,351,832 | 1,378,869 | 1,406,446 | 1,434,575 | 2.00% |
| Pet Owners (earning min $100k + w/in 10mi radius) | 2% | 62,000 | 63,240 | 64,505 | 65,795 | 67,111 | 2.00% |
| Pet Owners (earning min $100k + w/in 5mi radius) | 2% | 15,456 | 15,765 | 16,080 | 16,402 | 16,730 | 2.00% |
| Inserted Row | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Inserted Row | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Inserted Row | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| **Total** | #VALUE! | 1,830,751 | #VALUE! | #VALUE! | #VALUE! | #VALUE! | #VALUE! |

##### Chart: Market Analysis (Pie)



#### 3.5.1.2 Target Market Segment Strategy

Our choice of target markets is based on over 45 years experience by our founder Dr. Gabor Vajda alone, over 25 years of business developement, mobile social engagement, and strategic comprehensive experience within the health care, education, consulting industries coupled with an in-depth understanding of the customer's needs.

We have taken a unique approach to providing the trust, safety, and security information that pet owners and veterinarian agencies are seeking, but have yet to find an acceptable solution.

Therefore, our focus and marketing message will be the technology behind the services offered. We will develop our message, communicate it, and fulfill our commitment to excellence.

By capitalizing on newly developed technology and the requirements for ease-of-use improvements, we have structured the timing of this venture to address the heightened demand.

##### 3.5.1.2.1 Market Needs

Our target customers are pet owners, not restricted to only one pet per household nor traditional demographics. They are working professionals and baby boomers that need reliable, trusting and convenient pet care available to them to keep up with the demands of their hectic schedules or lack of capable transportation. There is a need for one-stop convenience at the tap of a screen.

|  |  |  |
| --- | --- | --- |
| **Market Segment** | Pet Owners (ages 30-49) with Existing Companion Animal | Pet Owners (ages 50+) with Existing Companion Animal |
| **Need** | Maintence, upkeep, day and overnight care | Maintence, upkeep, transportation |
| **Did the need exist before us?** | Yes | Yes |
| **Are there other businesses serving need?** | Yes | Yes |
| **If so, how do we satisfy needs in unique/unseen manner?** | * 50 years experience * Industry Expertise * GPS tracking capability | * 50 years experience * Industry Expertise * GPS tracking capability |
| **How to sustain differentiated model?** | Operational efficiency | Operational efficiency |

##### 3.5.1.2.2 Market Trends

**Pet Owner Trend Analysis**

Dog ownership demographics are likely to shift a little over the next decade as Baby Boomers begin to age more into the 65+ category while Millennials and Generation Z start having more kids. Because the younger generations are less likely today to introduce pets to a family environment, the gains in dog ownership are going to be seen with singles, Empty Nesters, and the senior population primarily. Are these demographics going to be able to put a dent into the millions of dogs that are currently homeless? Maybe not. What we can do is encourage all dog owners to spay or neuter their animals so that there isn’t more unwanted offspring in shelters or on the streets. This way every home that wants a dog can have one and there won’t be as many unwanted dogs left to search for a best friend to love.

* Baby Boomers are holding onto their dogs longer, meaning that the 65+ age demographic drop-offs are likely to taper off over the next few years.
* A new program called Pets in the Classroom helps teachers be able to own dogs in the classroom environment. 22,000 classrooms currently have pets.
* No single trade association covers retailers, manufacturers, distributors, veterinarians and others who work with live animals.
* More Empty Nesters are starting to own dogs, closing down the gap that this demographic has traditionally had with families.
* Pet ownership among non-families has increased 17% since 2006.
* Young families are more hesitant to introduce a dog to the family than in previous generations.
* Many employers are adopting pet friendly policies that allow owners to take their pet to work with them, encouraging more professionals to own pets.

**Veterinary Trend Analysis**

A two percent annual growth is estimated in the number of college of veterinary medicine (CVM) graduates across the United States. The amount of veterinarians in the United States is expected to be near 108,900 by the end of 2030.13 Of these CVM graduates, many will go on to own their own private practices. Private Practice Veterinarians make on average between $100,000 to $140,000 a year and private practices as a whole earn anywhere from $50,000 to more than $300,000 a year.14 It is clear that many of these practices, particularly those in medical and diagnostic services, could afford Pet Partners Group’s services, especially with current pricing being fairly inexpensive.

[11 Yelp. (2013).](http://brandongaille.com/49-amazing-dog-owner-demographics/) *[Yelp for business owners.](http://brandongaille.com/49-amazing-dog-owner-demographics/)* [Retrieved from](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[https://biz.yelp.com](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[12 DMR. (2015).](http://brandongaille.com/49-amazing-dog-owner-demographics/) *[By the numbers: 20+ amazing LinkedIn business page and group statistics.](http://brandongaille.com/49-amazing-dog-owner-demographics/)* [Retrieved](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[from](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[http://expandedramblings.com/index.php/linkedin-­â€](http://expandedramblings.com/index.php/linkedin-)[business-­â€page-­â€and-­â€group-­â€statistics/](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[13 American Veterinary Medical Association. (2013).](http://brandongaille.com/49-amazing-dog-owner-demographics/) *[2013 U.S. veterinary workforce study: Modeling](http://brandongaille.com/49-amazing-dog-owner-demographics/)*

*[capacity utilization](http://brandongaille.com/49-amazing-dog-owner-demographics/)*[. Retrieved from https://](http://brandongaille.com/49-amazing-dog-owner-demographics/)[www.avma.org/KB/Resources/Reports/Documents/Veterinarian-­â€](http://www.avma.org/KB/Resources/Reports/Documents/Veterinarian-)[Workforce-­â€Final-­â€ Report-­â€LowRes.pdf](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[14 American Veterinary Medical Association. (2011).](http://brandongaille.com/49-amazing-dog-owner-demographics/) *[Veterinary medical incomes.](http://brandongaille.com/49-amazing-dog-owner-demographics/)* [Retrieved from](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[http://www.aavmc.org/Funding-­â€](http://www.aavmc.org/Funding-)[Education/Veterinarian-­â€Incomes.aspx](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[15 HubSpot.com. (2011).](http://brandongaille.com/49-amazing-dog-owner-demographics/) *[The 2011 state of inbound marketing](http://brandongaille.com/49-amazing-dog-owner-demographics/)*[. Retrieved from](http://brandongaille.com/49-amazing-dog-owner-demographics/)

[http://cdn2.hubspot.net/hub/53/file-­â€](http://cdn2.hubspot.net/hub/53/file-)[13222127-­â€ pdf/docs/ebooks/the\_state\_of\_inbound\_marketing\_final\_v3-­â€2.pdf](http://brandongaille.com/49-amazing-dog-owner-demographics/)

<http://brandongaille.com/49-amazing-dog-owner-demographics/>

##### 3.5.1.2.3 Market Growth

There are few pet service stores, if any, which specialize in gps-powered transportation in Phoenix and the rest of the state Arizona. This indicates unexplored business opportunity with large growth possibilty in these areas.

Market Growth Potential Statistics:

* The state with the highest percentage of dog owners is Arizona, with a 47.9% ownership rate.
* The total number of households in Arizona that own a dog: 1.7 million.
* Since 2006, pet ownership in the United States has declined by 2.4%.
* Dog ownership saw the lowest levels of decline, falling just 1.9% in the same period of time.
* There has been a 37% increase in the amount of overweight dogs that are owned between 2006-2013, although this is far smaller than the 90% increase in overweight cats.
* The average dog owner spends 38% of the over $50 billion spent on dogs annually in the US on food. Another 22% is spent on supplies and medicine, while 28% is spent on veterinary care.
* Households that have a member of the family that has at least some college education [56%] are less likely to own a dog than people with a high school diploma or GED [64%].
* 5%. That’s the percentage of dog owners that have 4 or more animals.
* 62% of American households only have one dog.
* The percentage of people who rent that own at least one dog: 18%.
* Since the 1970′s, however, dog ownership rates in the United States have tripled.

<http://brandongaille.com/49-amazing-dog-owner-demographics/>

#### 3.5.1.3 Service Business Analysis

The animal care service industry consists of many small individual "Mom and Pop" facilities. *ServePets* direction is to establish itself as a full-service, 24 hour facility, creating customer convenience that markets itself to pet owners and other small to medium animal service businesses, particularly those in veterinary practices.1 In 2011, there were over 28 million small businesses in the United States.2 Small businesses represent 97.1% of all employers in Arizona specifically.3 50.9 percent of small business owners are ages 50 to 88, 33.2 percent are ages 35 to 49, and 15.9 percent are under 35.4 As seen in ServePets Facebook, outreach will have to target an older age demographic to secure greater brand awareness to expand client base.

##### 3.5.1.3.1 Business Participants

The animal care industry is made up of many small participants that are function-specific. These businesses offer two to four services. There are no businesses that offer full care, including day care, overnight care and in-home care with a transportation model for 24 hours a day. Current facilities have limited hours, causing a great inconvenience for the customer. *ServePets* will change these trends and offer "one stop convenience at the tap of a screen" for all their pet needs.

The market has expressed the need to have more control in the transportation and care of their pets through better information. This has manifested itself in the form of greater visibility and timely arrival and service completion notice so the appropriate corrective or scheduled actions can be implemented, to ensure an efficient operational chain. The areas that have been identified as lacking are:

* The need for accurate and timely visibility information instead of the existing event-based historical data or your traditional "All done!" call to the pet owners home or office
* The requirement for improvement in the quality of data received through the current manual entry system.
* Confidence in the source of the information.
* The ability to apply a single visibility solution across all ServePets associatiates and pet owners involved in the end-to-end transport without expensive integration or outsourcing.
* The ability to receive visibility data in a consistent format across multiple service providers.

##### 3.5.1.3.2 Distributing a Service

With automated communication optimization technology, such as our iBeacon chip and mobile application, yet to be introduced to this industry, the market potential for this segment is significant.

Any pet owner or small to medium company with high value, time sensitive, or demanding clientelle is targeted customer. The iBeacon that falls within this criterion would be in excess of 28 million businesses in the United States.1 Small to medium businesses represent over 98% of all employers in Arizona specifically.2

These businesses are demanding an innovation technology tool that will provide them with timely, reliable information about the wellbeing of their animal companion. That information will allow for peace of mind and ultimately gaurentee returning business and larger brand awareness.

##### 3.5.1.3.3 Competition and Buying Patterns

Clients choose their pet's servicing needs based on proximity to their daily travels from home and work, reputation for high quality service, and good pricing. With our combined services, advanced technology, and catering to the unique companion animal, we challenge clients to find other compitors in the market. Any competition would be inadequate and too small of an operation to consider or in the form of large institutions such as PetSmart.

Utilizing advocates of *ServePets*, such as previous or current clients, through social media outlets will also improve *ServePets'* brand awareness. According to a survey conducted by Retailmenot.com, “51 percent of respondents counted reviews, ratings or opinions of customers who had already bought the product as an influence on their purchase decision.”1 According to BrightLocal, 79 percent of consumers reported to trust online reviews as much as a personal recommendation (up from 72 percent in 2012) and the number of people that are giving “word of mouth” referrals to friends about businesses are on the decline.2

Search engine results are also beginning to rely more on online brand reputation as customers’ become more trusting of online reviews. Because testimonials and reviews can have a large impact on purchasing decisions and SEO, *ServePets* should encourage clients to share their experience with the company on Pet Partners Group’s social media outlets. Yelp is one tool that *ServePets* should implement to increase overall organic reach. According to Yelp, “the average annual incremental revenue generated by a business” utilizing a free Yelp business page is $8,000.11

LinkedIn will also prove to be a valuable tool to *ServePets,* yet to be seen by our competitors. LinkedIn is a great way to stay engaged in the business community, as well as showcase talents, skills and services. In 2014, there were over four million LinkedIn business pages. The amount of posts to engage 60 percent of your LinkedIn percent is about 20 posts per month.12 With the creation of a LinkedIn business page and frequent maintenance of the account, Pet Partners Group can raise awareness and engage potential clients.

9 Marketing Charts. (2013). Top influence on online purchase decisions deals and discounts. Retrieved  
from [http://www.marketingcharts.com/wp/online/top-­‐influence-­‐on-­‐online-­‐purchase-­‐decisions-­](http://www.marketingcharts.com/wp/online/top-&shy;‐influence-&shy;‐on-&shy;‐online-&shy;‐purchase-&shy;‐decisions-&shy;)‐ deals-­‐and-­‐discounts-­‐36149/  
10 BrightLocal. (2013). Local consumer review survey. Retrieved from [http://thevetmarketingfirm.com/online-­‐brand-­‐reputation-­‐becomes-­‐even-­‐more-­‐critical-­‐for-­](http://thevetmarketingfirm.com/online-&shy;‐brand-&shy;‐reputation-&shy;‐becomes-&shy;‐even-&shy;‐more-&shy;‐critical-&shy;‐for-&shy;)‐ practices/  
11 Yelp. (2013). Yelp for business owners. Retrieved from <https://biz.yelp.com>  
12 DMR. (2015). By the numbers: 20+ amazing LinkedIn business page and group statistics. Retrieved  
from [http://expandedramblings.com/index.php/linkedin-­‐business-­‐page-­‐and-­‐group-­‐statistics/](http://expandedramblings.com/index.php/linkedin-&shy;‐business-&shy;‐page-&shy;‐and-&shy;‐group-&shy;‐statistics/)

##### 3.5.1.3.4 Main Competitors

The main competitors are the two PetSmart locations within a 5 mile radius of our Phoenix facility. Strengths of PetSmart are its size, brand awareness, wide array of services and products. The weaknesses of PetSmart are the limited number of additional services dedicated specifically to the paying client, i.e. transportation of the pet partner back home after completion of grooming or other service. PetSmart product sales make up a significantly higher portion of their revenue. We feel the presence of PetSmart is not a direct competitor to *ServePets* and visa versa.

Our market advantage is wide open, and will give us the opportunity to service a large population base of pet owners that is not currently being well served with high customer satisfaction.

**Competitor SWOT Analysis: PetSmart**

|  |  |  |  |
| --- | --- | --- | --- |
| Strengths | Weaknesses | Opportunites | Threats |
| Wide variety of products |  |  |  |
| Strong managment |  |  |  |
| Favorable real estate locations |  |  |  |
| Price power helps maintain operating margins |  |  |  |
| Supply chain gives competitive edge |  |  |  |

## 3.6 Future Products and Services

ONE YEAR GROWTH PLAN

* Veterinarian technician on staff to administer vaccinations on specified days and tend to any unforeseen emergencies.
* Internet and mobile access to watch your pet online.
* Monthly newsletter.
* Weekly play hour.
* Espresso, juice, and pastry bar.
* Non-emergency private transporation model\*

THREE YEAR

* Expand the number of overnight kennels by 10.
* Mobil pet wash--will go to pet owners home to wash their pets.
* Sell and distribute gifts and products online.
* Add an exercise pool.

FIVE YEAR

* Expand the number of overnight kennels by 10.
* Franchise.

*\*One of main services which ServePets has on the drawing board is private non-emergency transportation especially designed to cater to the needs of a targeted industry (e.g. Our data shows a niche above the age of 55 without the ability to drive). This market segmentation approach is necessary to secure a stable market share of business operation services against invasion by lack of transporation or budgetary restraint.*

# 4.0 Web Plan Summary

## 4.1 Website Marketing Strategy

ANVI Technology strongly recommends that ServePets utilize the following digital channels to further promote business:

* White Pages.com
* Angies List.com
* Yellow Pages.com
* LinkdIn.com
* GooglePlus

Yelp.com

ValleyMetro.org

KudZu.com

(Optional)

* SuperPages.com
* YellowBot.com
* Wow.com
* Here.com
* PetGroomingInfo
* GetFave.com

## 4.2 Development Requirements