Final Project **Summary**

By Group number 2; December 14th, 2021

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**I. INTRODUCTION**

As South Korea's population continues to grow, households with pets are increasing in numbers. In 2020 it was found that Korea is home to over 6 million dogs and 2.5 million cats, as they are the two most popular pets: dogs make up 73% of pet-owning households followed by cats and goldfish. Due to the constantly growing pet culture, the companion animal industry is now worth an estimated 3.4 trillion won.

In order to help improve pets' lives, we developed a service that fits into the busy life of the average Korean household. The name of the brand is 애완더 - Pet Wonder. This is a portmanteau word inspired from the word pet in Korean - 애완동물(aewan dongmul)- and wonder, here written as 완더.

**II. NEW PRODUCT PRESENTATION**

**Slogan and Logo**

**Slogan:** *“Your friend’s best pal!”*

*Explanation:*

We know that for our customers, their pet is like their best friend. We want customers to entrust their four-paw friends to us, and we are sure that they will have a good time at 애완더 - Pet Wonder

**Logo:**



**Black and White version**

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**Coloured version**

*Logo meaning:* Although we provide pet-walking service and in-house pet care service, humans and houses are not featured in our logo. Instead, it is just pets running freely on a great meadow with butterflies. We ensure that your pet will feel utmost freedom and feel closer to the real natural environment when they are with us!

**III. CUSTOMER DESIGN**

1. **Marketing Strategy**

**Market Segmentation:**

* **Geographic:**

South Korea’s major cities. In the future, expansion on a national scale will be implemented.

* **Demographic:**

*Age:* 15-45

Although anyone can own a pet, our marketing operations are mostly on social media, which mainly attracts the age group of 15 - 30.

For 30 years old and up, although it is harder to reach them through social media, but they are more financially stable and can easily afford our services.

*Income:*middle to high income

Since most pet care and pet walking service are not cheap, lower-income groups might not be able to approach our services.

* **Psychographic:**

*Lifestyle:* People who own pets but have little time to take them out for a walk, or just want to leave the job to experts.

**Strategy Implementation:**

**Social networks**

Few posts attract as much attention on social media as photos of pets. We will use the most popular social networks such as Instagram and Facebook to publish good photos of our services and attract customers.

The posts are free, so we can use the pets that go to our pet shop as models. Publish, for example, a photo of a puppy after taking a bath or after a haircut.

We will also use social media to engage with customers. Answer the doubts and questions that they send us through messages, comments, or hashtags.

We can organize contests and offer exclusive discounts for our followers for a short-term to temporarily boost customer attraction.

**Content marketing**

Another way to attract the public to our pet shop is by increasing visitor traffic to our website. This can be done through a content marketing strategy.

To do this, we will create a section on our website or blog where we will gather frequent posts on topics related to pets, such as the care that someone should have with their dogs and cats, hygiene tips, ideal products for each breed, articles on the importance of applying vaccines on time, etc. A good alternative is also to transform our clients' doubts into posts.

In addition to writing, we can produce videos, either to add to our posts or for our channel on YouTube.

**E-commerce:**

We will create a virtual store for the products of our pet shop. We will create a website, app or even use tools to sell products directly through Facebook and Instagram

Duration: long-term

**Pet shop subscription:**

To increase our online sales and gain customer loyalty is great to offer subscription plans through which our customers can receive the products they need to care for their pets in exchange for their regularity in purchases.

The advantage for our customers is the convenience of receiving the products at home and not running the risk of forgetting to buy food, for example. For our pet shop, in addition to having a loyal customer, it is a way of achieving greater predictability on demand and stock.

Marketing plan duration: long-term

1. **Marketing Mix of company**

**Product:**

Our product is Pet care service app that delivers any type of caring facility to your lovely pet. 애완더 - Pet Wonder is the app for pet parents -- offering 5-star dog walking, pet sitting, veterinary care, and training services in South Korea.

Book convenient pet care in your neighborhood with the 애완더 - Pet Wonder app. Whether you’re looking for daily walks, planning a trip, stuck at work, or just want your best friend to have some company - any day, anytime pet care is available through the app

**Process:**

**Here when you need pet care.**

* On-demand and scheduled dog walks based on your and your dog’s needs.
* Drop-in visits for dogs who don’t need a walk, but could use a potty break.
* Veterinary consultations to answer your pet health questions from the convenience of your home, available around the clock.
* One-on-one personalized in-home dog training.
* GPS-tracked walks so you can follow along with your dog’s walk-in in real-time.
* In-app messaging so you can easily communicate with your Pet Caregiver.
* Receive live pee/poop notifications and a detailed report card at the end of your service.
* Book and pay for your services securely within the app.
* 애완더 - Pet Wonder lockboxes are available for simplified home access.
* Chat live with board-certified veterinary professionals for expert pet health advice

**Place:**

* Online Internet
* Downloadable app
* Website

**Price:**

Average cost per walk for one dog

20 min - 4900₩ - 8900₩

30 min - 7900₩ - 11900₩

60 min - 9900₩ - 13900₩

Other services are available on-demand at a favorable price.

The estimated rate for your service will be displayed at the bottom of the screen during booking.

**Promotion:**

애완더 - Pet Wonder pays ambassadors 20 000₩ when someone uses special promo code that’s unique to them. For example, if some blogger talks or writes about 애완더 - Pet Wonder and gives their followers this promo code, the blogger gets 20 000₩ for each person that signs up.

This helps to promote the company and encourages people to write about it.

**IV. PRODUCT, SERVICE, AND BRANDING STRATEGIES**

**Product, Service Strategies:**

Our product is designed for the convenience of our clients. To accommodate their busy lives our services take care of their most loved pets. With minimal effort, they can contact us and grab an appointment.

The special features of dog walking, pet sitting, veterinary care, and training services all in one company make us confident in a strong brand preference and loyalty. The previously mentioned services are our product lines, and because they are all connected to pet care, we are convinced that we can master them all and take advantage of the variety.

The strategy of our services is a differentiation focus strategy. Our target market is a client with a pet. Since we are focusing on pet-loving clients, we have this centered goal. Their wants and needs for their pets are our points of focus.

**Branding Strategies:**

How is our branding strategy? We highly focus on our customers' awareness; we want them to be loyal to our brand and therefore focus on their specific needs. This is why our company offers a large number of services for our clients to be as comfortable as possible.

In addition to that, our services are all managed with care and professionalism. Our specialists in 애완더 - Pet Wonder are all educated in the field with experience of at least 5 years. All the services are available for a reasonable price. Our price ranges show that we sell our services for the best pet care but at the same time doesn’t cost a fortune.

With this large number of services, we have a greater advantage against competitors. Our customer equity is very important in our work philosophy since we want our relationship with our customers to be deep. We are extendable because our services can be broadened in the future. Currently, we are a single store, however, we want to expand our stores on a national level, with stores all around Korea.

**V. CONCLUSION**

애완더 - Pet Wonder is a service that fits perfectly into the continuously growing domestic animal industry in Korea because it is a flexible service made for owners to give their furry family members a better quality of life.

By operating various high-quality services and having experienced staff you can count on us to provide your pet with the best assistance.

So whether it is for a walk, grooming sessions, veterinary assistance, or even just to keep them company, don't let your pet down!

Contact us right now!

애완더! “Your friend’s best pal!”