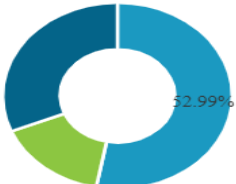


Business Model Canvas

Key Resources <ul style="list-style-type: none">Website and App DevelopmentCertified VeterinariansPet care VansMarketing and AdvertisingPartnership with pet food and medical SuppliersCustomer Service TeamLegal and financial advisors	Key Activities (program) <ul style="list-style-type: none">Virtual medical consultations for petsVirtual dietary consultations for petsSale of pet food and medicines through our websitePet care van services for serious medical emergencies	Type of Interventions <ul style="list-style-type: none">The format of the intervention is a combination of virtual product and physical services.Petnocare.com offers Virutal consultations with certified medical professionals for pet.Discounted medicines through their websites.Petcare vans with doctor.	Segments <ul style="list-style-type: none">Pet owners want to ensure that their pets receive the best possible care, including expert medical and dietary advice, without spending much time and money. They want to have convenient and accessible healthcare services for their pets, particularly if they live in remote areas or have mobility challenges.	Value Proposition <ul style="list-style-type: none">The social value proportion of Petnocare is the portion of the overall value that is created for the society as a whole through its products and services. This includes improving the health and well-being of pets, providing accessible and convenient healthcare services for pet owners, and contributing to a reduction in pet diseases and injuries.The impact measures of Petnocare include the number of pets that receive medical and dietary guidance, the number of pet owners who have accessed virtual consultations, the improvement in pet health and wellness, and the reduction in pet diseases and injuries.The customer value proportion of Petnocare is the portion of the overall value that is created for its customers, specifically pet owners. This includes providing convenient and accessible healthcare services for their pets, saving them time and money, and offering expert medical and dietary advice from certified professionals.								
Partners + key Stakeholders <ul style="list-style-type: none">Partnering veterinary clinics and pet store to offer petnocare service.Developing strong relation with stake holder, organisations create opportunity for partnership and collaboration.	<ul style="list-style-type: none">Marketing and advertisingAdministrative tasks such as bookkeeping, accounting, and customer serviceProcurement and management of resources such as equipment's, supplies and personnelResearch and development for new product and servicesNetworking with other pet-related businesses and organizations to expand our reach and services. (non program)	Channels <ul style="list-style-type: none">Creating a strong online presence through social media and search engine optimization can help attract and retain customers. Offering promotions and referral incentives can encourage customers to spread the word about the service, thereby increasing the customer base.	Beneficiary <ul style="list-style-type: none">conduct surveys and gather customer feedback to demonstrate its services' positive impact on the health and well-being of pets and their owners. Additionally, Petnocare will partner with animal welfare organizations to further promote its social impact and mission.									
Cost Structure <ul style="list-style-type: none">By maintaining a low-cost structure, Petnocare.com can offer competitive prices and attract more customers. This can be achieved through effective supply chain management, outsourcing non-core activities, and optimizing operational processes.Sales of pet food and discounted medicine on their websiteRevenue from their pet care van services.Commission on sales of pet-related products from partners or affiliatesPremium memberships or subscriptions for additional services or benefitsThe percentage breakdown of each revenue source can depend on the company's strategy, market demand, and performance.		Surplus <ul style="list-style-type: none">We generate revenue by charging fees for consultancy, pet food etcWe also make profit by virtual medical and dietary advisor for pet, discounted medicine.Petnocare.com can reinvest surplus funds into expanding services, improving technology, and marketing efforts to attract more customers and increase revenue.	Revenue <ul style="list-style-type: none">Petnocare.com can generate revenue through consultation fees, product sales (such as food and medicine), and subscription-based services. Offering premium services and personalized plans can also generate additional revenue. It is important to constantly monitor and adjust the pricing strategy to ensure profitability while remaining competitive the market. <div><p>Global Pet Care Market Share, By Product Type, 2020</p><table><thead><tr><th>Product Type</th><th>Market Share (%)</th></tr></thead><tbody><tr><td>Pet Food Products</td><td>52.99%</td></tr><tr><td>Veterinary Care</td><td></td></tr><tr><td>Others</td><td></td></tr></tbody></table></div>		Product Type	Market Share (%)	Pet Food Products	52.99%	Veterinary Care		Others	
Product Type	Market Share (%)											
Pet Food Products	52.99%											
Veterinary Care												
Others												

Team Members:

Abhay Diwakar	2020164
Deep Shekhar	2020193
Dheerender Singh	2020195
Dushyant	2020198