



Opportunistic Plan

-----Team X -----

PAWS - A Smart Pet's Collar



Executive Summary

This proposal describes PAWS's business operations for a full year while taking both internal and external issues into account. It entails making preparations for a smart pet collar that addresses worries about the four-legged pals, from conception to launch.

The main objective of PAWS is to give pet owners a dependable, practical, and efficient approach to watch over and care for their animals. The market for smart pet collars intends to provide cutting-edge solutions that improve the general health and wellbeing of animals while giving pet owners peace of mind.

The goal of our strategy is to get a foothold in this cutthroat industry by offering more than other collars and marketing to a variety of consumers to increase the reach of our product. In order to build a safe environment for the furry residents, we hope to connect with multiple partners and investors that share our vision.

The proposal also contains a thorough plan for the growth and improvement of the product in light of client feedback. We tend to enhance it in accordance with market need by ongoing feedback collection through different customer care, membership plans, and showcasing events to ensure that it offers what is needed in the market.

In the upcoming year, PAWS plans to become one of the most innovative and interesting companies in the market for smart pet accessories. Looking at the market's exponential expansion, we explore to build solid relationships with our clients in order to entice them to join the PAW ecosystem and help us continue to thrive by giving the general public what they want.

PAWS is confident that it will become one of the leader in the smart pet collar industry due to its innovative product design and commitment to customer satisfaction. We understand the needs of pet owners and strive to deliver products that meet those needs while maintaining the highest standards of quality and reliability.



PAWS



Our Mission

Our goal is to offer pet owners an innovative smart pet collar that blends cutting-edge technology with exceptional quality and usefulness to improve the security, health, and well-being of their pet.

Our Vision



Our vision is to create a world where pet owners have access to innovative and effective solutions to keep their furry companions safe, healthy, and happy.

Our Values

- *Innovation: We strive to develop and implement innovative solutions that enhance the safety, health, and well-being of pets.*
- *Quality: We are committed to producing high-quality smart pet collars that are durable, reliable, and effective.*
- *Customer Service: We prioritize customer satisfaction by providing excellent customer service and support, and by listening to and addressing their needs and concerns.*
- *Pet Health: We believe in promoting pet health and fitness through our products and services, and in partnering with veterinarians and pet experts to provide the best care for pets.*
- *Sustainability: We are committed to minimizing our environmental impact by using eco-friendly materials and manufacturing processes, and by promoting responsible pet ownership.*





Market Analysis

Market Research

The market for smart connected pet collars is anticipated to expand at a 9.7% the compound annual rate from 2021 to 2028 as a result of urbanization trends, rising pet ownership rates, smartphone usage, and growing consumer awareness of smart technology. Additionally, the market is favorably impacted by consumer choice changes, the growth of e-commerce, an increase in disposable income, and changes in consumer preferences. Smart collar technology gives market participants more lucrative options. (www.databridgemarketresearch.com)

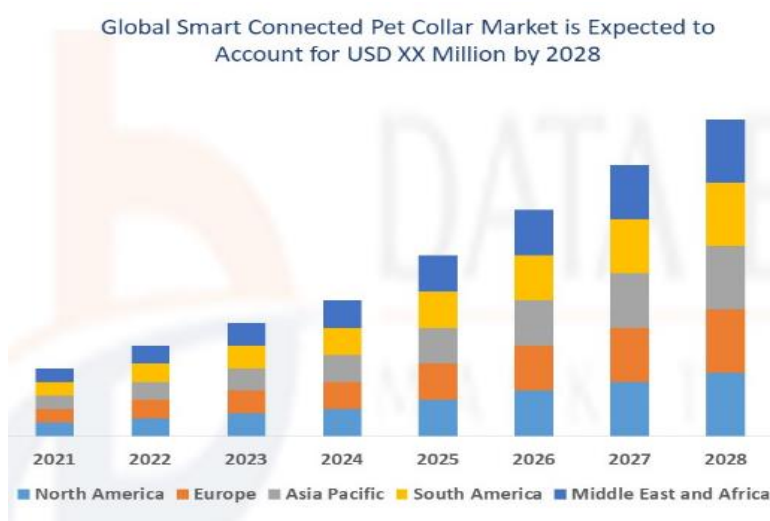


Fig-1: Bar graph showing predicted rise of pet collar market

Having a globally segmented market based on a variety of technologies, uses, and distribution methods. Due of its accuracy and real-time tracking capabilities, Location tracking, which is based on technology, has been the main factor in its acquisition. However, when it comes to applications, fitness/activity tracking may soon be recognized as the market leader because to the growing concern of owners over the fitness and health of their companions.

The worldwide pet accessories market has been steadily developing in recent years, driven by rising pet ownership, rising disposable incomes, and more knowledge about pet health and wellbeing. There are many competitors in the industry, ranging from small boutique shops to major international organizations, making it extremely competitive. However, more and more people are prepared to treat their dogs as family members and anticipate raising the standard of living for them, making the business a wonderful place to invest in the future. (Application of Digital Transformation in Pet Accessories Market). Similarly Nepali Pet Industry also seems to be in a rise after a rocky days behind.



Competitive Landscape

The market for intelligent pet collars is quite competitive, and several vendors are providing cutting-edge solutions. A variety of intelligent features, including GPS tracking, health monitoring, and remote activity monitoring, define the industry. Therefore, the product must not meet the demands of the customer directly, which necessitates extensive market research, an understanding of consumer interests, and a long-term perspective on sustainability.

Potential Risk and Challenges

For startups, the market for smart pet collars offers both potential and difficulties. Although the industry is expanding, there is intense rivalry, and managing supply chains, production, and regulatory compliance are difficult. For start-ups, it's also crucial to think about securing intellectual property and confirming market demand. Start-ups in the smart pet collar market can improve their chances of success by identifying these possible risks and problems and creating plans to mitigate them.

Market Opportunities

For startups, the market for smart pet collars offers both potential and difficulties. Although the industry is expanding, there is intense rivalry, and managing supply chains, production, and regulatory compliance are difficult. For start-ups, it's also crucial to think about securing intellectual property and confirming market demand. Start-ups in the smart pet collar market can improve their chances of success by identifying these possible risks and problems and creating plans to mitigate them.

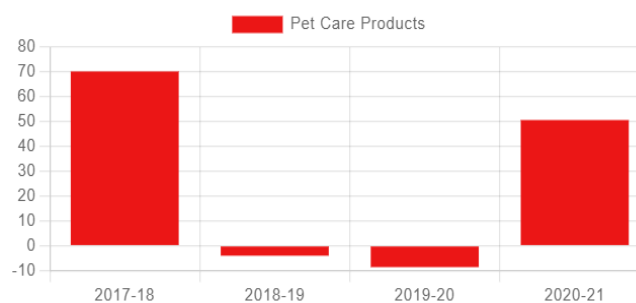


Fig-2: Nepal Pet Care Products Shipment Value (Percentage Growth over Previous Year)

Compared to the previous financial year, when the market shipping of Nepal's pet care products decreased by -8.61%, it increased by 50.64% in value terms in 2021 (www.6wresearch.com). Looking at this growth on the Market production and distribution of PAWS could be a fortune in Nepalese market as well.



Key Players and Partnerships

Whistle Labs, Fit Bark Inc., Link AKC, halo, Pet Pace LLC, and Tractive GmbH are some of the major participants in the fiercely competitive smart pet collar market. Real-time tracking, behavior monitoring, and fitness tracking are among the services and goods that these businesses provide. The number of retail outlets selling these goods in Nepal is growing, especially those bringing them in from Chinese vendors. Additionally, these goods are also being sold with some profit by kennel clubs and animal shelters.

Product

Our Product: PAWS

PAWS is a smart collar that enhances the wellbeing of pets by providing real-time tracking, monitoring, and communication capabilities. The collar designed to be worn by pets with connection to a web interface or owners mobile app to provide owners unmatched access to their pet's activity levels, behavior, and health condition. With PAWS, pet owners can easily follow their pet's daily activities, protect their safety, and enhance their general welfare. The best option for pet owners who want to remain in touch with their four-legged companions and make sure they're always healthy and happy, whether they're at home or on the move, is **PAWS**.

The unique attributes such as pulse monitoring of PAWS distinguish it from other collars currently on the market. Traditional collars identify and control your pet, but PAWS goes one step further by monitoring your pet's activity levels. With the help of this function, you can keep an eye on your pet's exercise regimen and make sure they get the required amount of exercise each day. By observing their behavior, you might also see any odd patterns that might point to a medical condition. As a result, PAWS can become a crucial tool for pet owners who place a high priority on their animal companions' wellness and wish to keep them active and healthy.

During the initial stages, our product would be created in conjunction with Sunway International College, which would provide us with the required resources for the development of PAWS. Additionally, we'll be collaborating closely with Mount Everest Kennel Club, a company that has more than 25 years of experience in the pet industry. They'll be reviewing our project periodically and providing feedback in line with their assessment of the industry's expansion so that we can improve it even further and give customers the best possible experience.



Product Spec:

- *GPS location tracking*
- *Activity monitoring and tracking*
- *Health and wellness monitoring*
- *Easy control and accessibility*
- *Chargeable batteries*
- *Waterproof and durable design*
- *Adjustable and comfortable fit for pets of all sizes*



Upsides of PAWS?

- *enhanced pet security and safety*
- *an improvement in pet safety and security*
- *convenient and user-friendly*
- *Customizable and adaptable*
- *encourages healthy pet ownership*
- *Data collection and analysis*

Pet owners can benefit from PAWS since they provide a variety of features and benefits that can improve their dogs' general well-being and safety by enabling owners to stay connected with their dogs at all times, even when they are not physically present since they provide real-time tracking and monitoring capabilities. This can ease anxiety and raise the standard of living for both the pet and the owner.

Smart pet collars that have health and wellness monitoring features can also assist owners in identifying potential health concerns early on, enabling quicker and more efficient treatment. In general, these pet collars provide a useful tool for pet owners who want to provide better care for their animals and guarantee their safety and wellness.



UN Sustainable Goals

- **3. GOOD HEALTH AND WELL-BEING**

The accelerometer sensor and pulse sensor in our Smart Collar enable pet owners to monitor their pet's activity levels and heart health, facilitating early detection of health issues and promoting the well-being of pets.

- **9. INDUSTRY, INNOVATION AND INFRASTRUCTURE**

Our Smart Collar combines GPS tracking, accelerometer sensor, and pulse sensor technologies, representing innovation in pet care and contributing to advancements in pet care infrastructure.

- **12. RESPONSIBLE CONSUMPTION AND PRODUCTION**

Our Smart Collar is made with high-quality materials and designed for durability, reducing the need for frequent replacements and promoting responsible consumption.

- **15. LIFE ON LAND**

Our Smart Collar encourages responsible pet ownership by helping pet owners keep their pets within designated safe zones, reducing the impact of pets on wildlife habitats and protected areas.

Customer

PAWS intends to be a solution for the growing concern of every individual regarding their furry companions whether it's about their security of health. Possible consumers of our product:

- **Pet owners:** *Being a primary consumers of the product, it could be a beneficial addition for the ones who are concerned about their pet's security and well-being.*
- **Veterinary clinics and animal hospitals:** *It can be used to keep tabs on their patients' wellbeing and behavior as well as their progress in recovering from surgery or other treatments.*
- **Pet shelters and rescues:** *It can be used by animal rescue organizations and shelters to monitor their movements and behavior while ensuring that they are transferred securely to their new homes.*
- **Pet sitters and dog walkers:** *It can be used by pet sitters and dog walkers to track their customers' dogs and update their owners.*
- **Pet trainers:** *it can be useful tool for pet trainers as it can provide the insight about heart rate and activities so that they can plan and work accordingly*



Among these potential customers for our product, Pet owners would be given precedence as it appears that the number of pet owners is expanding exponentially over time. Along with the desire for these fuzzy beings to fit into their lives, people also appear to be becoming more concerned about them. Therefore, putting them in order will assist solve this ongoing issue and also help PAWS establish itself among customers and the market.

In terms of demographics, Millennial are a substantial and expanding group of pet owners that respect their animals' safety and wellness and are quite tech-savvy. They are probably early adopters of new technology, thus the sophisticated features of a smart pet collar could be appealing to them. Active and aging pet owners can also be considered a significant client segment for the product, in addition to the group of urban pet owners who could invest on these products due to their physical, emotional needs and capabilities.

Persona Worksheet

This section profiles Mr. Suresh Shah, a 40-year-old proprietor of a kennel club in Kathmandu who has been involved with animals for over a decade. Every new development in the world of pets and pet accessories excites and enthuses him. He is still looking for the ideal gadget to feed him information on the animals he keeps around his club. He is motivated to take action utilizing technology because he wants to contribute to the appropriate well-being of those canine friends.

Name: Suresh Shah

Age: 40

Occupation: Owner of a Kennel Club

PROFILE	Address	Baneshwor Height Marga 45, Hattigaunda, Kathmandu 44600
	Profession	Mr. Shah works fulltime at his kennel club that provides services like pet adoption, treatment and accessories supply. He have been able to establish himself as one of the leading tycoons of pet industry in Kathmandu.
	Education	



BEHAVIOUR	<i>Usage and Loyalty</i>	<i>As a kennel club owner, the accessible smart pet collars have been an excellent asset for him. He has also been able to increase loyalty among customers by using them to track the movement and behavior of the animals at his kennel. Despite using and testing with every brand that is available, he tends to settle with one that not only gives him confidence but also makes his fellow furry ones feel at ease.</i>
	<i>Attitude and Belief</i>	<i>Mr. Shah view smart pet collars as a valuable tool for enhancing the care and wellbeing of pets in their care. He believes it could really help individual provide the required insights about their pets and have great market ahead.</i>
	<i>Lifestyle</i>	<i>Mr. Shah is a workaholic family man who loves spending time both with his colleagues and his family. He also seems to be found of innovations and changes coming in his working field and tends to welcome it with open arms.</i>
	<i>Interest and Hobbies</i>	<i>Mr. Shah seem to enjoy a perfect interaction and travelling around. He loves getting involved and working for others specially in the field of animal welfare</i>
NEEDS	<i>Usage Goals</i>	<i>Mr. Shah looks for a collar that can be effective and easy to handle for both him and his kennel friends, while delivering him with all the required data to keep on track with his every four legged friend</i>
	<i>Emotional Goals</i>	<i>"Those cares more about us than other humans around so why no we care same for him, we need look and make them feel loved and secured as they makes us feel looking at their face"</i>
	<i>Motivations and Triggers</i>	<i>Mr. Shah seem to be extremely motivated that technology can help make his goal a reality by providing pets and their owner with the assurance of their security and health</i>



Operations

We aim to develop PAWS and launch the complete package with app and application by the end of April 2024.

The group's primary goal is to create a functional prototype to present to investors while the app is being developed. The introduction of a product that includes an application and app will aid in market share acquisition while requiring minimal cost. For this fiscal year, our goal is to sell around 100 goods and tap a sizable market. After that, in addition to introducing certain capital, we'll continue to invest and grow through membership programs and feedback.

<i>Milestones</i>	<i>Product</i>	<i>Marketing</i>	<i>Business</i>	<i>Costs</i>
<i>Ideation and Planning (March 2023)</i>	<ul style="list-style-type: none">• Idea Generation• Identification of resources• Shortlist the required devices	<ul style="list-style-type: none">• Conducting initial market research	<ul style="list-style-type: none">• Seeking & expansion of network	<ul style="list-style-type: none">• No cost involved
<i>Product Design (Mid-April 2023)</i>	<ul style="list-style-type: none">• Schematic connection(fitzing) and testing• Flgma website design	<ul style="list-style-type: none">• Video Creation• Develop brand identity• Conduct Market & Feasibility Study	<ul style="list-style-type: none">• Visit to some animal Shelter and clubs• Have a meeting	<ul style="list-style-type: none">• No cost involved
<i>Prototype Development (Early-June 2023)</i>	<ul style="list-style-type: none">• Prototype Development and testing• App designing	<ul style="list-style-type: none">• Web and social site development• Marketing strategies	<ul style="list-style-type: none">• Conduct research• Prototype showcasing	<ul style="list-style-type: none">• Deployment of Initial starting budget
<i>Prototype Launching (Mid-June 2023)</i>	<ul style="list-style-type: none">• Prototype showcasing and feedback collection	<ul style="list-style-type: none">• Finding vendors• Market reaching	<ul style="list-style-type: none">• Business meetings• Meeting with investors	<ul style="list-style-type: none">• Budget distribution



<i>Prototype showcasing (Mid-July 2023)</i>	<ul style="list-style-type: none">• App development• Plan for further development	<ul style="list-style-type: none">• Expand the outreach• Implementation on finding of market research	<ul style="list-style-type: none">• Evaluate the possible opportunities• Build the pre made relation	<ul style="list-style-type: none">• Advertising• Account management (minimum as possible)
<i>Product Expansion (July-Nov 2023)</i>	<ul style="list-style-type: none">• Product enhancement through reviews• Implement data storage and analysis	<ul style="list-style-type: none">• Accelerate the marketing and outreach	<ul style="list-style-type: none">• Plan for the product launch• Meet ups	<ul style="list-style-type: none">• Allocating budget for marketing and business purpose
<i>PAWS Launching (Mid-Dec 2023)</i>	<ul style="list-style-type: none">• Launch the full fledge device with app	<ul style="list-style-type: none">• Launch event• Extensive marketing• Events and advertising	<ul style="list-style-type: none">• Establish customer care• Start membership plan programs	<ul style="list-style-type: none">• Budget for marketing and advertising• Membership plan management
<i>Scaling and Market Expansion (Dec-Feb 2023)</i>	<ul style="list-style-type: none">• Maintaining• Ideations for new features	<ul style="list-style-type: none">• Market expansion• Finding new vendors and sellers• Demand Study	<ul style="list-style-type: none">• Seeking for investments• Company valuation	<ul style="list-style-type: none">• Budget for customer care and membership• Running Costs for expansion
<i>Revenue growth (Feb-April 2023)</i>	<ul style="list-style-type: none">• Production according to demand	<ul style="list-style-type: none">• Advertising• Partnership• New market Study	<ul style="list-style-type: none">• Conduct data analysis for future planning• Reach then goal of sales	<ul style="list-style-type: none">• Profit on the book• Further investment for growth



Team X

We are dedicated group of professionals with a passion for innovation and a commitment to excellence.

- Team X

Role Allocation

- Punam Shrestha - Team Leader, Social Media Manager
- Abhishek Paudel - UI/UX Designer
- Dikshant Madai - Hardware Connector Specialist, Prototype Designer
- Prameya Dhaubhadel - Software & Web Developer, Financial Analyst

SWOT Analysis



SWOT	How Team X cope with it?
Strengths	<i>As a team of enthusiastic students, we have a wide range of knowledge and interests that are bound by a steadfast desire to innovate something that could contribute to the eradication of social unhappiness. Since we come from various backgrounds, our diversified thought processes have been useful in addressing the issues we have encountered. We have been able to develop and cooperate toward the project's completion with perseverance and growth.</i>
Weakness	<i>Our team's weakness might be the disparity in technical expertise and attitude toward it. The team's size might also be a huge problem because everyone feels overburdened by the work because there are only a few people on the group. Limited resources and accessories may also be a hindrance to finishing the job on scheduled time.</i>
Opportunities	<i>Due to the interaction with outside specialists, the team can truly benefit from professional growth. While working on the project, one might get the requisite entrepreneurial and leadership abilities. Exposure to the current technology and market may also be a fantastic chance for someone to launch their enterprise. Additionally, a collaboration with a market leader might aid in the members of the team's intangible growth.</i>
Threats	<i>Finding the initial market on a worldwide scale might be quite difficult in such a cutthroat industry that appears to be expanding quickly. As there are thousands of competitors in the market, the team may also have issues with recognition.</i>



Finance

A mix of personal investment loans and the sale of shares totaling 35% of the project's value will be used to support the endeavor. This financing plan offers a sensible way to get the required funding while lowering the debt load. By using personal investment loans, the project can take use of the stakeholders' financial resources, lowering its dependency on outside finance and potential interest costs. Additionally, by selling 35% of the equity, investors will receive a sizable share of ownership, enabling them to participate in decision-making and aligning their interests with the project's success. This strategy finds a good mix between utilizing internal resources and luring outside investment, allowing the project to move forward with adequate financial backing.

The company requires Rs 217,000 (\$ 1,645) to cover its annual expenses, as well as a loan of Rs 160,000 (\$ 1,216) to secure the funds. With this financing, the company can leverage outside funding and lower its initial capital requirements. This investment symbolizes perseverance and meticulous planning in order to establish a firm foundation for the company's growth. The table below demonstrates the Financial Plan of PAWS for first 12 months:

Categories	Amount	
	USD(\$)	NRP(Rs)
Prototype Design & Development	53.2/-	7000/-
Market Research	75.99/-	10,000/-
Marketing & Advertising	151.98/-	20,000/-
Further Product Enhancement	151.98/-	20,000/-
Product Packaging	113.98/-	15,000/-
Rental Services	75.99/-	10,000/-
Market Production	75.99/-	10,000/-
Reserve Funding	683.91/-	90,000/-
Launching	75.99/-	10,000/-
Connection & Market Expansion	91.29/-	12,000/-
Loan/Funding	1,215.84/-	160,000/-
Miscellaneous Expenses	98.79/-	13,000/-
Total Initial Investment	2,864.82/-	377,000/-

For this fiscal year, the project's direct costs can be classified as prototype design and development, market research, product packaging, market production, launching, and connection & market expansion, while overhead costs can be classified as marketing & advertising, further product enhancement, product packaging, rental services, reserve funding, connection & market expansion, and miscellaneous expenses.



We've determined through our market analysis and market feasibility studies that sales of 100 units of our smart pet collar at a rate of Rs 5,000 (\$ 38) apiece from the 7th month from the start with **growth rate of 5.5%** every month will allow us to reflect a net profit of Rs 125,000 (\$ 950) and complete the first year with a cash balance of Rs 285,000 (\$2,167).

- *Income Statement:*

<i>Categories</i>	<i>Amount</i>	
	<i>USD(\$)</i>	<i>NRP(Rs)</i>
<i>Sales Revenue</i>	3,801/-	500,000/-
<i>Costs of Goods Sold (COGS)</i>	1885.3/-	248,000/-
<i>Gross Profit</i>	1917.7/-	252,000/-
<i>Operating Expenses</i>	965.45/-	127,000/-
<i>Net Profit</i>	950.25/-	125,000/-

- *Balance Sheet*

<i>Assets</i>	<i>Amount</i>		<i>Liabilities</i>	<i>Amount</i>	
	<i>USD(\$)</i>	<i>NRP(Rs)</i>		<i>USD(\$)</i>	<i>NRP(Rs)</i>
<i>Cash & it's Equivalent</i>	950.25/-	125,000/-	<i>Accounts Payable</i>	0/-	0/-
<i>Inventory</i>	239.46/-	31,500/-	<i>Accrued Expenses</i>	0/-	0/-
<i>Fixed Assets</i>	1,090.88/-	143,500/-	<i>Loans Payable</i>	1,216.32/-	160,000/-
			<i>Equity</i>	1,064.28/-	140,000/-
<i>Total Assets</i>	2,280.6/-	300,000/-	<i>Total Liabilities & Equity</i>	2,280.6/-	300,000/-



- *Cash Flow Statement*

<i>Cash Flow</i>	<i>Amount</i>	
	<i>USD(\$)</i>	<i>NRP(Rs)</i>
<i>Sales Revenue</i>	<i>3,801/-</i>	<i>500,000/-</i>
<i>Loan/Funding</i>	<i>1,216.32/-</i>	<i>160,000/-</i>
<i>Total Inflows</i>	<i>5,017.32/-</i>	<i>660,000/-</i>
<i>Cost of Goods Sold (CODS)</i>	<i>1885.3/-</i>	<i>248,000/-</i>
<i>Operating Expenses</i>	<i>965.45/-</i>	<i>127,000/-</i>
<i>Total Outflows</i>	<i>2,850.75/-</i>	<i>375,000/-</i>
<i>Net Cash Flow</i>	<i>2,166.57/-</i>	<i>285,000/-</i>
<i>Beginning Cash Balance</i>	<i>0/-</i>	<i>0/-</i>
<i>Ending Cash Balance</i>	<i>2,166.57/-</i>	<i>285,000/-</i>

Financial Conclusion

The financial study concludes that there will be good growth and profitability in the near future. Sales at the company would grow consistently over the last six months at a compound annual growth rate of 5.5%. This expansion will lead to steady profits; the sixth month brought in \$500,000 in sales. Throughout the time, the price of \$5000 per piece will stay constant. Overall, these numbers point to a strong short-term financial performance, showing that the business will head toward success and profitability.

