Furry Friends Marketplace:
A Comprehensive Business Plan for Dropshipping Pet Supplies

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Bachelor of Science in Information Technology 3A

Introduction

In today's time, pet ownership is on the rise, in line with the advancement of technology. Pet lovers are looking for high quality pet supplies that will suit their pet's needs. It includes pet foods, treats, medical supplies for pets, and veterinary care products. With these needs, the market offers a big opportunity for entrepreneurs to start their new pet supply business, especially markets on the internet.

Pet lovers find their pets a comfort zone, pets help them to improve their mental health. That's why pet owners will do anything to provide the primary needs of their pets. According to the American Pet Products Association, the sales on pet supplies rapidly increase over $123 Billion. $50 billion was spent only for pet foods and treats alone, $29.8 billion for meds, and $34.3 billion for veterinary care (Burgess, 2022). This rapid increase is truly remarkable.

Dropshipping is a popular business model that gained popularity in recent years. Dropshipping allows entrepreneurs to sell products without holding the inventory or without owning the physical warehouses to store the products. In dropshipping business, the supplier handles the shipping and delivery of the products to the customers, while the business owner earns a profit from the difference between the supplier's price and retail price.

This business plan outlines the steps to build a successful dropshipping business for pet supplies. We will discuss our target audience, our intended marketspace, business model and revenue model, store's features and functionalities, software requirements in building the store, and providing excellent customer service.

Our goal is to create a business that will provide and suit the needs of pet owners while generating a steady stream of revenue. With this structured business plan as our guide, we believe that we can create a profitable and sustainable business, and we'll make sure that our pet supplies business will be competitive in the industry.

Vision

Our mission is to provide pet owners and pet stores with a wide range of high-quality pet supplies at competitive prices, delivered with exceptional customer service and support. We strive to make the process of shopping for pet supplies easy and convenient, while also giving pet owners the peace of mind that they are providing their pets with the best possible products.

Mission

Our vision is to be the leading provider of dropshipping pet supplies, known for our commitment to quality, affordability, and customer satisfaction. We aim to build lasting relationships with our customers and partners, and to continuously innovate and improve our business model to better serve the needs of pet owners and pet stores around the world. Ultimately, our goal is to make pet ownership more enjoyable and rewarding for everyone involved, both human and animal.

Objectives

To provide high quality pet supplies through a dropshipping business model, offering a wide selection of products designated for pets, competitive pricing in the marketplace, fast shipping of products, excellent customer service, and less inconvenience shopping.

1. Offers a wide variety of products on the e-commerce website for customer demand and improve product selection.
2. Implementing a fast and reliable shipping process for customer's satisfaction.
3. Maintain competitive pricing to attract a lot of customers.
4. Provides excellent customer service, including reply to customer's questions and inquiries, and meets shipping timelines.

Business and Revenue Model

Our business model is (B2C) Business to Consumer model. We don't handle the inventory. The customer's order will be forwarded to the supplier and the supplier is responsible for shipping the product going to the customer on behalf of our store. Our business is an example of a retail fulfillment model

because we purchase wholesale products from the supplier and we will sell the product individually to the customer.
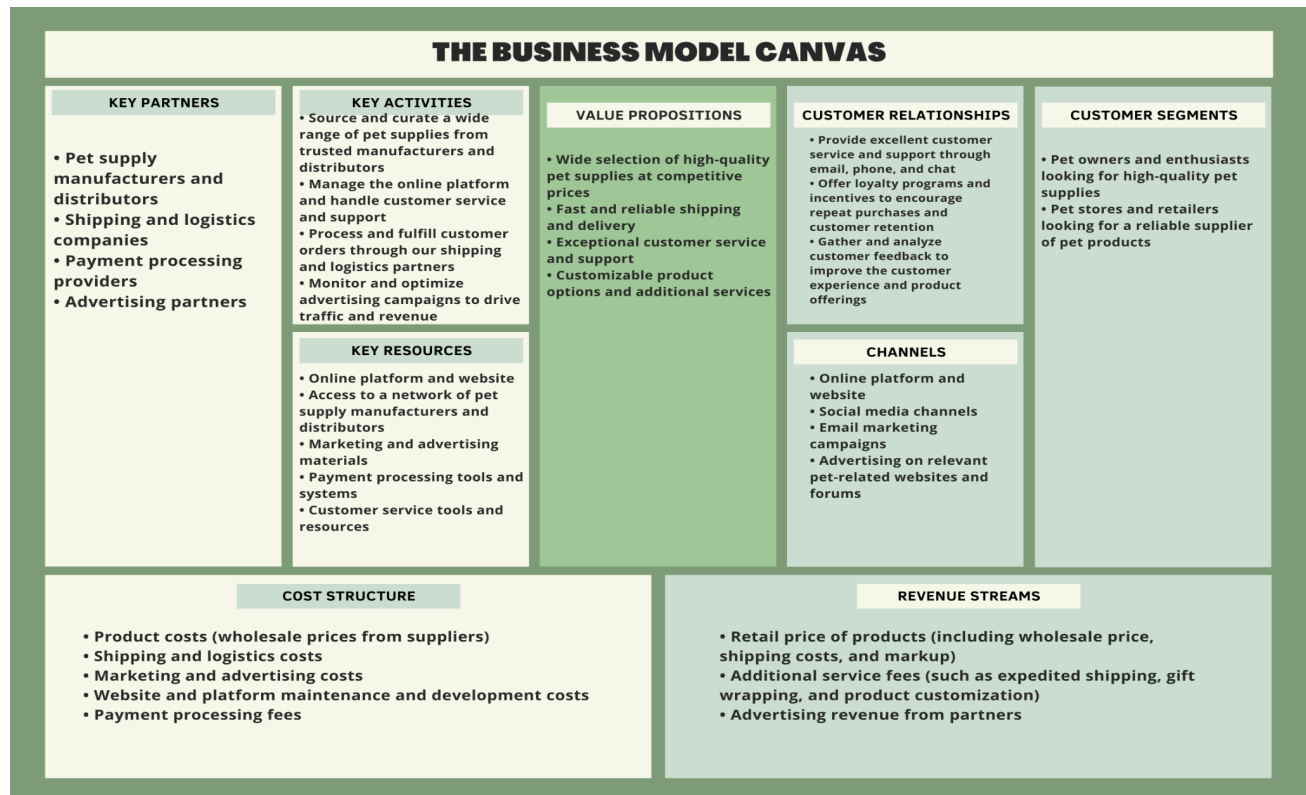

Figure 1. Business Model

Figure above (Figure 1. Business Model) shows our key partners they're the one who's responsible for supplying our store and responsible for product shipping, customer segments shows the target customers of our online store, key activities are set of planned activities for improving our services being offered, key sources and channels to market our products, value propositions and customer relationships to give a high satisfaction to the target customers, cost structure shows the areas that need to be focused on to maintain good system, and lastly revenue streams shows the main revenue sources.
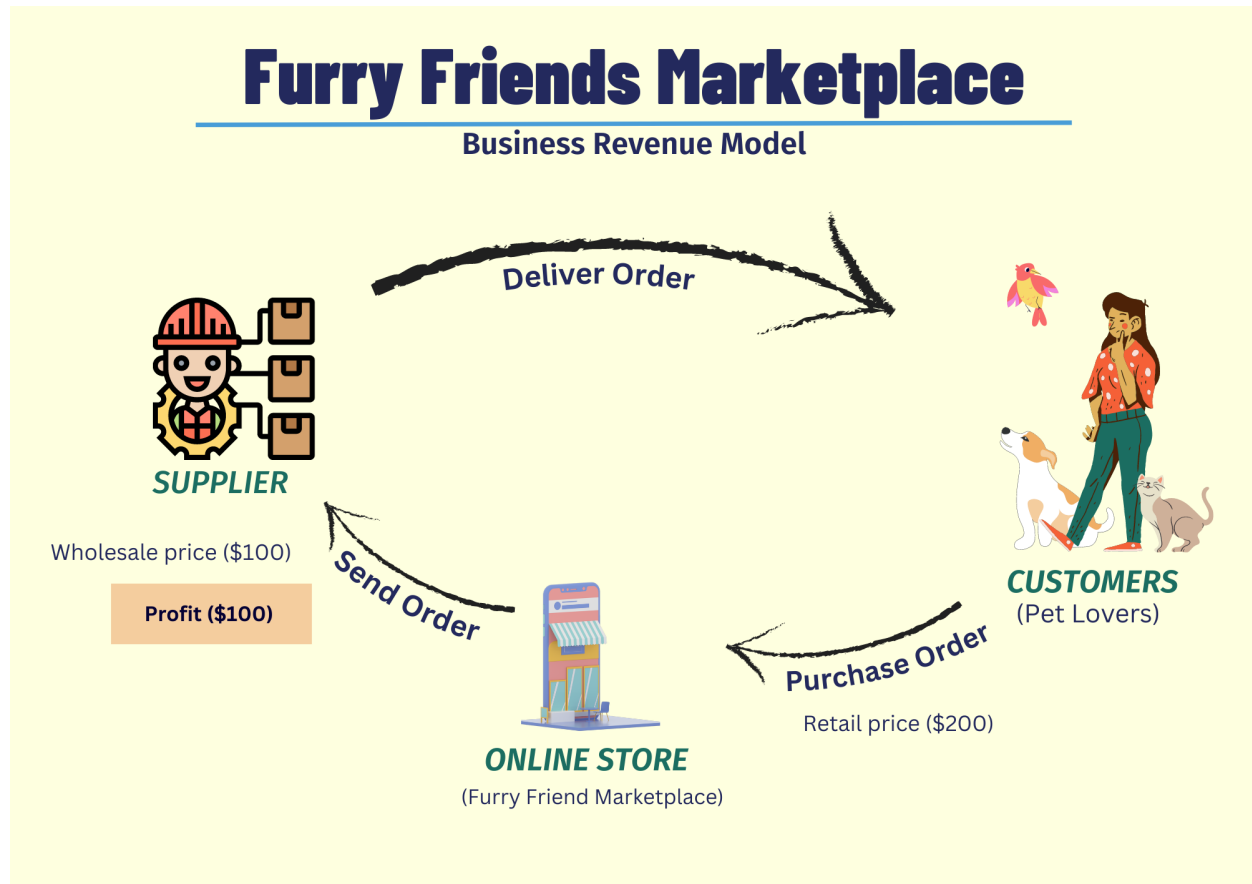
Figure 2. Revenue Model

Figure above (Figure 2. Revenue Model) is an example to visualize how we will gain profit on every product that we sell to customers as a dropshipper. We will buy wholesale products from the supplier and us as a seller will sell the products by retail to the consumers. We plan to make a 20% to 30% profit for every customer's purchase. The supplier holds and manages the inventory of the products, the customers will place an order to our online store and we will send the orders to the supplier and the supplier will send the order directly to the customer on behalf of our store.

Intended Marketspace and Target Audience

Pet owners and animal lovers who are looking for high-quality, reasonably priced pet products make up the target market for our dropshipping pet supplies business. The following categories can be used to classify the target audience:

Those who are passionate about animals and may not have their own pets but are interested in pet-related things, such as apparel, home decor, and gifts with animal themes.

Owners of pets: This group consists of folks who are now in need of food, toys, bedding, grooming supplies, and accessories for their dogs, cats, birds, and fish.

Pet professionals: Those who work in the pet industry, such as pet groomers, trainers, veterinarians, and pet store owners, and who need pet goods for their jobs are included in this category.

Retailers: This category consists of physical stores and other online businesses that want to add pet products to their product offerings but do not want to have inventory on hand.

Features and Functionalities

Here are some tools to be integrated, features and functionalities that the store will have to provide high satisfaction for customers and an easy to use and navigate interface for both the customer and the store's owners and admins.

Features

- Shopping cart for customer's to have a more selection of products.
- User friendly system and responsive customer support for their queries and questions.
- Secure and reliable hosting to provide fast transmission of data and ensure data safety.
- E-commerce website platform with built-in dropshipping integrations for eg.
  1. Oberlo: allows the easy import of products from suppliers.
  2. AliExpress: allows easy integration with shopify, and can provide access to products from AliExpress.
  3. Syncee: offers access to multiple suppliers and allows automated product updates and order processing.

Functions

- Easy navigation to organize and easily find products on the customer's side.
- Responsive website to different screen sizes for presentable look.
- High quality responsive images and product description to attract customers.
- Links to different social media platforms for product sharing and promotions.
- Customers can track the status of the product that they order.

Figure 3. Sample Landing Page

Figure above(Figure 3. Sample Landing Page), if the customer clicks the "Shop Now" button, if they have an account they will be redirected to the actual store if they don't have an account they will be redirected to create an account page.
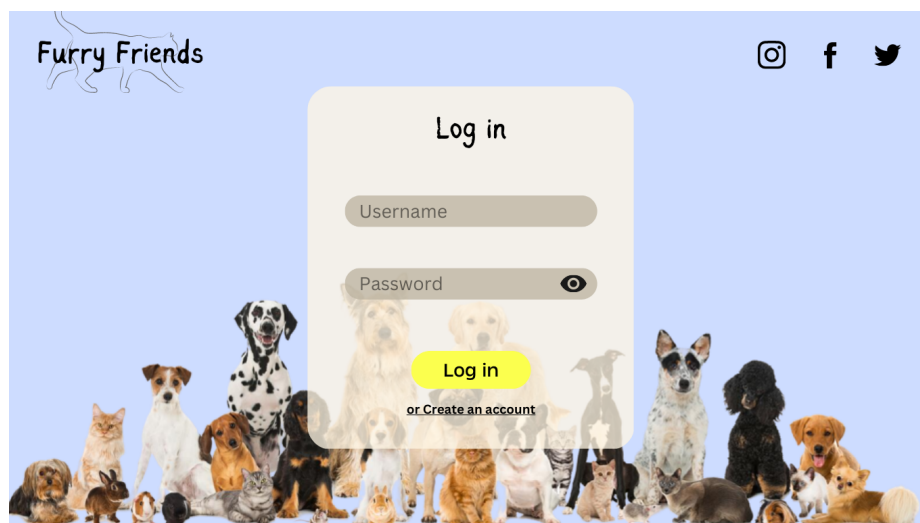

Figure 4. Sample Login Page

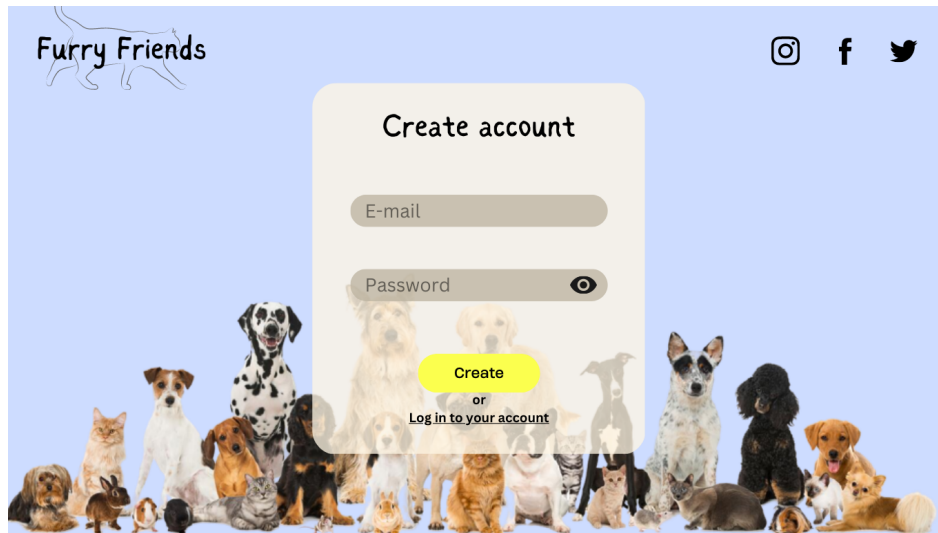Figure above(Figure 4. Sample Login Page), customers will login to the account if they have one.

Figure 5. Sample Create Account Page

Figure above(Figure 5. Sample Create Account Page), customers will create an account if they don't have one.
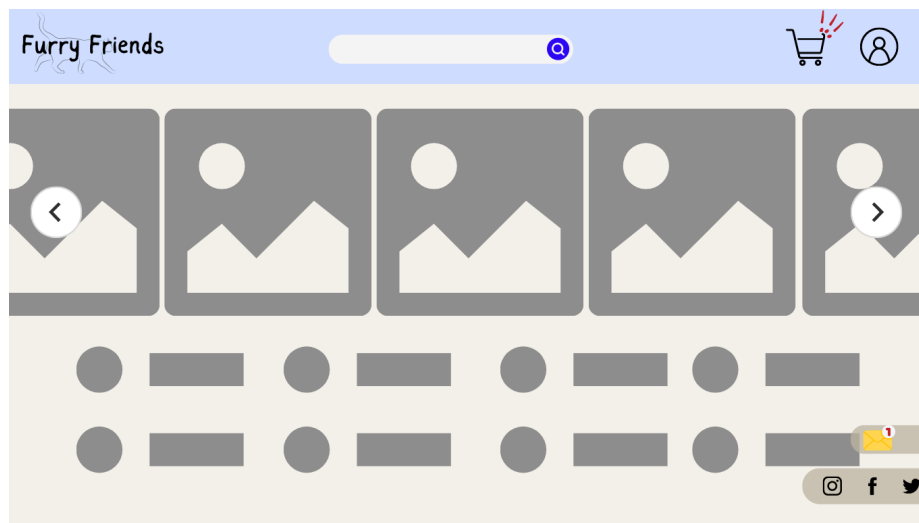

Figure 6. Sample Store Page

Figure above (Figure 6. Sample Store Page) shows the prototype design of the store.

SWOT Analysis

Strength, Weakness, Opportunities, and Threats (SWOT) Analysis is a method to analyze and assess the strategies needed for a business to develop new ideas and improve goals. Also known as Strategic Planning, as this helps to organize and utilize the possible income and outcome of a business regarding its components and competitors.
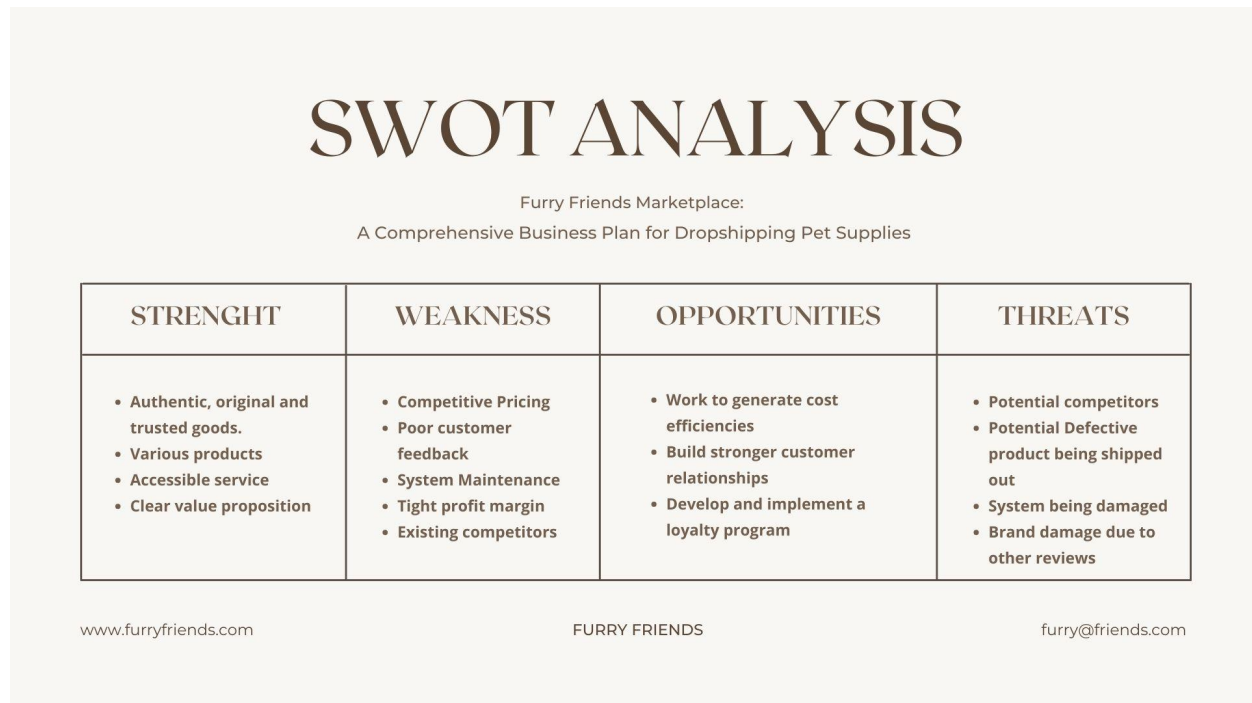

Figure 7. SWOT Analysis

It is shown in Figure 7. (SWOT Analysis) the Strengths of the business that helps to obtain the objective of delivering the needs and wants of a customer in terms of goods and services. Weaknesses are the opposite of strengths as these are the things that is vulnerable to our business and can make the business in a bad situation.Opportunities are the things that the business can improve and develop in the near future to provide better system or services, and Threats as the possible risk to be encountered by the business during its process.

Software and Hardware Requirements

In this section we gonna briefly describe all the software and hardware that we are going to use to build/make the project.

Table 1. Software Requirements

Software	Version
Windows OS	10 – 22H2 (x64)
Visual Studio Code	1.76 (x64)
Xampp	8.0.25 (x64)
Google Chrome	11.0.5563.65 (x64)

In table 1 (Software Requirements) above it shows the software requirements of all that we are using to build the website. It can be a low end computer or high end computer.

Table 2. Hardware Requirements

Component	Hardware
CPU	Intel Pentium 4 or later
GPU	None
RAM	8 GB
Storage	50 GB and above of free Space

In table 2 (Hardware Requirements) above it shows the hardware requirements that can be used for building all the software is too demanding. On the hardware side it can still run the software even if they are old versions.

References

Peyton Burgess (2022), National Pet Industry Exceeds $123 Billion In Sales and Sets New Benchmark.
https://www.americanpetproducts.org/press_releasedetail.asp?id=1254

Members' Roles and Responsibilities

Name of Member	Role	Description
Tapit, Jan Paul B.	Maintenance/Back-End Developer	● Makes database ● Ensure that website performs well according to its functionalities ● Performs testing and maintain system ● Fix bugs
Esma, Jaali Zhen	Front-End Developer	● Implement basic website functionalities ● Implement the design from the UI designer ● Make website different screen sizes responsive ● Integration of tools needed
Ala, Mark Gerald	Project Manager/Team leader	● Manage time ● Facilitates the team ● Ensure that projects are always on time ● Test the functionalities ● Performs test to functionalities
Arganda, Earl L.	UI designer	● Design website's User Interface ● Visual design ● Website beautification ● Website UI for mobile devices