

Executive Summary for Pet Granny



Our Mission

Pet Granny offers superior on-site pet sitting and exercising services for dogs and cats, providing the personal loving pet care that the owners themselves would provide if they were home. Our team will ensure that pet owners can take business trips or vacations knowing that their pets are in good hands.

The Company and Management

Pet Granny is headquartered in the City of West Vancouver and incorporated in the Province of British Columbia. The company is owned by partners Pete Simpson and Terry Estelle. Pete has extensive experience in animal care while Terry has worked in sales and marketing for 15 years. The management of Pet Granny consists of co-owners Pete Simpson and Terry Estelle. Both partners will be taking hands-on management roles in the company. In addition, we have assembled a board of advisors to provide management expertise. The advisors are

1. Juliette LeCroix, partner at LeCroix Accounting
2. Carey Boniface, veterinarian and partner at Little Tree Animal Care Clinic
3. John Toms, president of Toms Communications Ltd.

Our Services

Our clients are dog and cat owners who choose to leave their pets at home when they travel or who want their pets to have company when their owners are at work. Pet Granny offers a variety of pet care services, all in the pet's home environment, including:

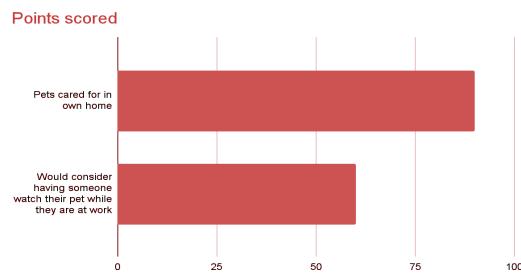
dog walking	daily visits	24-hour care for days and weeks
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administration and medications by qualified staff	plant watering	mail collection
emergency treatment in case of illness (arranged through veterinarians)		

The Market

Across Canada the pet care business has seen an explosion of growth over the last three years. West Vancouver is an affluent area with a high pet density. Our market research has shown that 9 out of 10 pet owners polled in West Vancouver would prefer to have their pets cared for in their own homes when they travel rather than be kennelled and 6 out of 10 would

consider having a pet sitter provide company for their dog when they were at work. Pete has had extensive experience in working directly in people's homes.



Our Competitive Advantages

- While there are currently eight businesses offering pet sitting in West Vancouver, only three of these offer on-site pet care and none offers "pet visit" services for working pet owners
- Pet Granny's marketing strategy is to emphasize the quality of pet care we provide ("a Granny for your pet!") and the availability of our services. Dog owners who work, for instance, will come home to find happy, friendly companions who have already been exercised and walked rather than demanding whiny animals.
 - All pet services will be provided by animal care certified staff.
 - All employees are insured and bonded.

Financial Projections

Based on the size of our market and our defined market area, our sales projections for the first year are \$340,000. We project a growth rate of 10% per year for the first three years. The salary for each of the co-owners will be \$40,000. On start up we will have six trained staff to provide pet services and expect to hire four more this year once financing is secured. To begin with, co-owner Pete Simpson will be scheduling appointments and coordinating services, but we plan to hire a full-time receptionist this year as well. Already we have service commitments from over 40 clients and plan to aggressively build our client base through newspaper, website, social media, and direct mail advertising. The loving on-site professional care that Pet Granny will provide is sure to appeal to cat and dog owners throughout the West Vancouver area.

Start-up Financing Requirements

We are seeking an operating line of \$150,000 to finance our first-year growth. Together, the co-owners have invested \$62,000 to meet working capital requirements.