Contessa Humble

**Part I-Executive Summary**

Insights Animals is the place where all animals that need a home are welcome to stay. I plan to bring in and help as many abused and abandoned animals as I can, but I can't do it alone. With these animals I plan to help them recover and find a home that is a perfect fit. My plan is to help the animals learn to trust if needed, I plan to help owners and pets bond, or to just give the animal a place to stay. I also want to one day have a personal vet. I believe with your help we can make the animals’ world great again. With a small donation you can make a big change.

**Part II-Description of Proposed Business**

This idea came from my love of animals and the hate I feel when I hear about abandoned and abused animals. The company will be open always. I will make a website, phone numbers and the address will be on there. I ask you to report any animals seen on the streets, bring them to me so together we can change their world. On the website I will have a donation page, I beg of you to just donate a little bit of money and/or supplies to help out the animals.

**Part III-Objectives of the Business**

Vision: Happy Animals. Beautiful World.

Mission: To help animals and people.

Sample/Actual: <https://about.petco.com/>

**Part IV-Proposed Business Strategies**

Within one year I plan to have a list of all the equipment I need. I also plan to try my best to list how many and what species (cats & dogs mostly) of animals don’t have homes. In two years I plan to have a shelter and training stations set up. In 10 years I plan to build more shelter place. In 15 years I plan to grow, build in more places. In 20 years I plan to go around the world to help animals and hopefully build more buildings.

**Part V-Product(s) and/or Services to be Provided**

Not done.

**Part VI—Management and Ownership of the Business**

**Part VII—Marketing Analysis**

**TARGET MARKET FOR: Helping abandoned and abused animals**

**Demographic Characteristics**

Age: 20+

Gender: Both

Household Size: No Preference

Education: Not Needed

Occupation: No Preference

Household Income: Enough

**Geographic Characteristics**

Region: Farmland. Long and cold winters.

Population Density:  2,055 per sq.

**Psychographic Characteristics**

Interests: Animals

Lifestyles: Animal training, Animal rescue

**What questions can you ask your target market to understand their perceptions of your concept? (Reference Page 14)**

Do you have any pets that need help?

Would you consider bringing in abused and abandoned animals?

**What will you ask to determine/prioritize your customer’s needs/wants? (think product options, location, pricing, brand loyalty, etc)**

How well will my business plan work for you?

What prices could I use that would be reasonable to my costumers and line of work?

**Part VIII—Financial Analysis**

Not done.