

Morag Morrison, founder, The Dirty Dozen

In 2019, Morag set up "Pet Stars", a dog grooming business which she operated out of her home workshop in a Village near Doune in Perthshire...

She got off to a great start. Her location was perfect, with a large community of dog owners with disposable income. Unfortunately, when COVID happened, business tailed off. After struggling for 6 months, she took a bounce-back loan but eventually defaulted and had to close the company.

This was bad, but her husband, Fraser, is a tree-surgeon and his business, "Tip top trees" managed to continue with contracts from Stirling Council which got Morag and Fraser through the worst of lockdown.

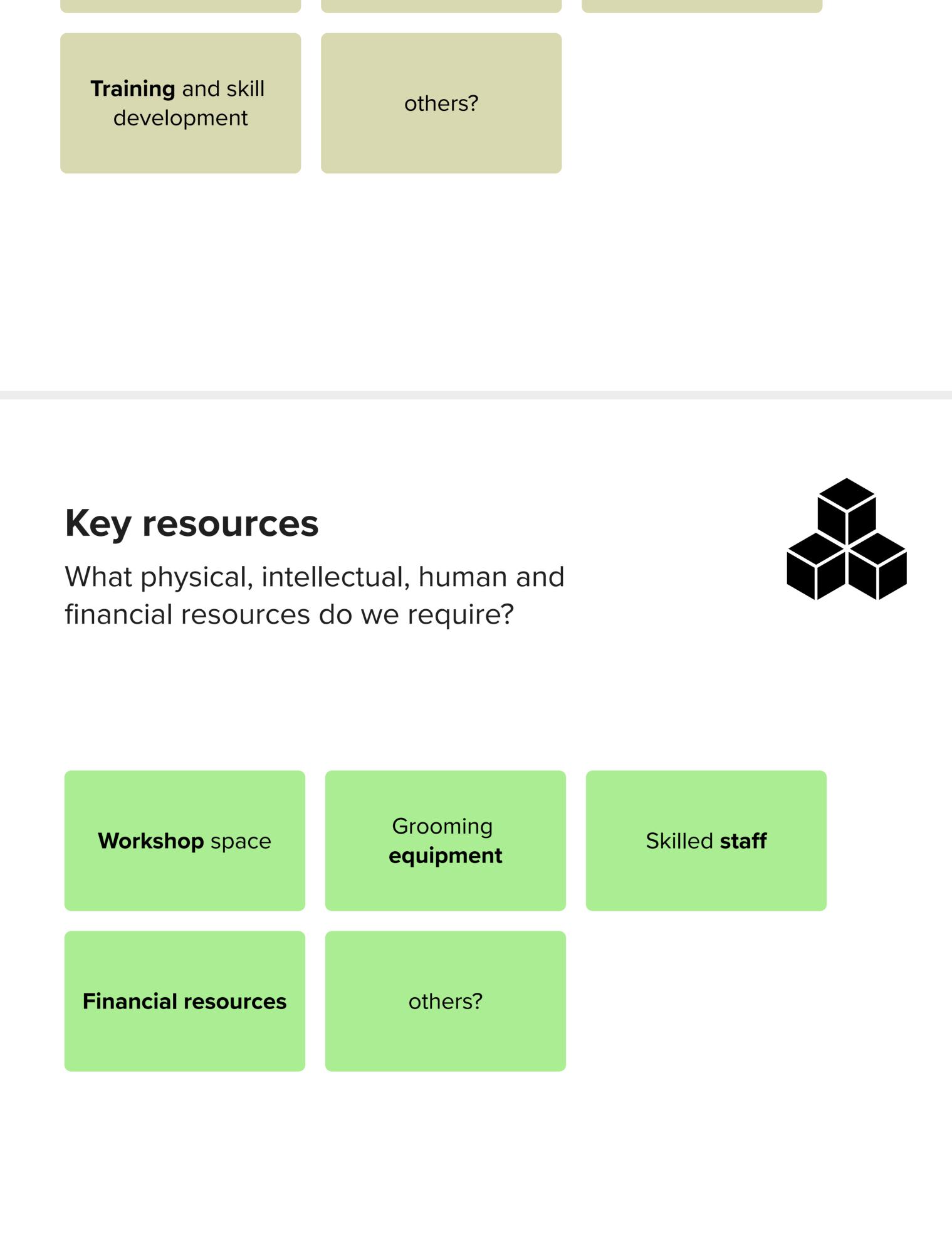
In 2023, Morag started a new company, "The Dirty Dozen" and has been doing really well. So well, in fact that to scale she has asked her friend Eilidh (who has a small business called "Cat combers") to come partner with her. Eilidh is still independent, but the two women now work out of Morag's workshop.

This means they can both advertise greater availability and the cost of supplies and heating the workshop can be split between the two of them...

Key partners What third parties will we rely upon? Who are our key suppliers or distribution partners? What kind of partnerships are we looking for? Eilidh from "Cat Suppliers of

Key activities What must we do to create our product/service? What key activities differentiate us? How do our activities align with our strategy?





Value propositions

What unique value do we bring to our customers? How does we solve our customer's problem? How do we differentiate from our competitors?

High-quality grooming services	Personalised care for pets	Convenient location
Collaborative		

Customer relationships

How can we develop and maintain relationships? What kind of relationship do our customers expect? How do we approach customer relationship management?

Personalised service	Loyalty programs	Social media engagement
Regular communication and feedback	others	

Customer segments

Who are our target customer segments? What are their goals, needs, and preferences? How large is each customer segment?



Channels

How do we reach customers now? Which communication channels work best? How does each channel deliver our value proposition?

Website	Social media	Local advertising
Word-of-mouth referrals	Others TBC?	

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Cost structure

What are the most significant costs inherent in our business model? Which resources and activities are most expensive? How can we optimize? How does our cost structure compare to our competition?

Equipment and supplies	Workshop maintenance	Marketing and advertising
Salaries and training	Others TBC?	



Revenue streams

What are our sources of revenue? For what value are our customers willing to pay? How much does each revenue stream contribute to the overall revenues? How can we innovate to diversify our revenue streams?

Grooming fees	Retail sales of pet products	Loyalty programs and memberships
Workshops and training sessions	other	

