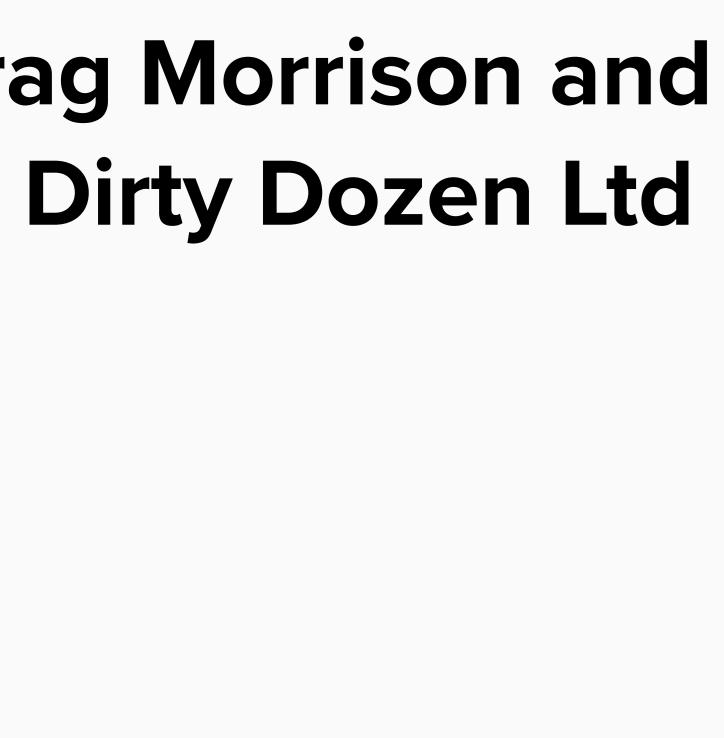
## Morag Morrison and The Dirty Dozen Ltd



# Pet Stars Ltd is founded

**April 2019** 

### **DBT Support opportunity:**

- Provide small business startup guidance
- Provide marketing support

#### **CRM Data point:**

- Business model?
- Target customer profile?

## **DBT Support opportunity:**

August 2019

Initial success:-)

- Offer expansion planning
- Offer customer loyalty programs

#### **CRM Data point:**

- Customer growth metrics?
- Service popularity measure?

### September 2020 Financial struggles:-(

#### **DBT Support opportunity:** Crisis management support

**March 2020** 

**COVID-19** impact

- Advice re BBLs and finance options
- Advise on alternative revenues

#### **CRM Data point:**

- Impact assessment?
- Emergency measures taken?

# **DBT Support opportunity:**

- Assist with financial restructuring and loan management
- Advice re BBLs and finance options

#### **CRM Data point:**

- Financial performance?
- Data and loan terms?

### **June 2023** Strategic partnership

## **DBT Support opportunity:**

- Provide partnership agreements
- Resource-sharing strategies

**CRM Data point:** 

**March 2023** 

Morag founds

The Dirty Dozen Ltd

**CRM Data point:** 

Business plan?

**DBT Support opportunity:** 

Support with rebranding

Lessons learned docs?

Business relaunch strategies

- - Shared resources.

## Partnership terms

 Campaign results Customer engagement metrics

**CRM Data point:** 

September 2023

Successful marketing

campaign

**DBT Support opportunity:** 

Offer marketing analysis

Further campaign planning

- - Location details

## training, and local marketing

**July 2024** 

Opening of a

second location

#### **CRM Data point:**

**DBT Support opportunity:** 

Assist with site selection, staff

- Performance projections.