



**MYPETS.in**

# Let's start with a SIMPLE STORY



- This is Binod
- Has a Family
- Middle class
- Has Good job
- Hard working
- Happy





- Sometimes he feels stress
- Due to Work pressure
- Due to Lack of entertainment



- So he used to go out at Holidays
- To Get entertainments
- To Feel happy

# ON ONE SUNDAY



- They watched KGF movie
- They enjoyed it very well



www.shutterstock.com - 1,695,60025

- After movie
- He Bought necklace as gift to his love
- He expressed his love
- Happy for her and kids



- After returned to home
- She convinced him telling that
- She really liked KGF movie
- She loved that style
- Being a trend
- She wanted to turn him into beardo
- He agreed

That's how he becomes beardo



EXPECTATION



REALITY



# What binod thinks about his life



What i think about binod



Even though binod is a middle class, What made him to spend a big amount on buying a brand new family car?



Reasons might be:

- He might be thought about proud of owning a brand new car.
- He might be thought about comfort of travelling in private car.
- She might be thought about her friend who bought a brand new car, so she is.

So, we can conclude that, From somewhere they have got the concept of buying a family car for their travelling purpose

But, the actual reason was motor companies had made a target of 10x profit in the last 10 financial year. The company worked on how to increase sales by year.

Company might did these:

- Promotions on their brand value and car segment
- Quality on products
- advertisements
- Easyness of buying car (loan availability) and providing free services.

All these company works and their thoughts made them to think about buying a car

As a result every binod in the world bought a car and company got their profit.

Here's proof



Year vs no of cars sold per month





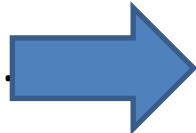
➤ Why did Binod gift her a diamond necklace which is highly insecure by means of robbery and missing cases. He could buy some fancies and invest the rest money for her in some assets.

➤ Why people do this....?

There are a lot of triggers in society,

➤ One of the trigger is given here..Watch it ..

➤ Click on the video .





I'm not going to explain it.. I think you can simply absorb from the given Times Of India article



## Beard care market grows to Rs 100 crore

Namrata Singh | TNN | Updated: Jan 9, 2018, 10:30 IST



A-

A+



### HIGHLIGHTS

- Industry experts reckon beard care market has grown to Rs 100 crore
- The trend has expanded to smaller towns and is seeing a good response from tier II and tier III cities
- Overall male grooming has become a Rs 5,000-crore market, increasing 42 per cent in 5 years

*Beard care market has expanded to smaller towns and is seeing a good response from tier II and tier III cities*

# Last one more data that I really wanted to show you

**Eicher Motors Limited (EML)** is an Indian manufacturer of motorcycles and commercial vehicles. Eicher is the parent company of Royal Enfield, a manufacturer of middleweight motorcycles.

**States which have Royal enfield users in bulk?**



**Ranjit Lakhbinder Pratap Singh**, Padsanchalan at Rashtriya Swayamsevak Sangh (2010-present)

Answered April 19

Well in india ROYAL ENFIELD IS everyone's dream but states where BULLETS ARE like cycles :

1)PUNJAB

2)HARYANA

3)DELHI

4)KERLA

THESE FOUR STATES HAVE BORN BULLETION FROM WHERE HAVE ROYAL ENFIELD ESTABLISHED IN INDIA THESE STATES HAVE SOUL RELATIONS WITH BULLET FROM BASICS TO CURRENT YEAR IT WILL GOES AND GOES ...

YOU'VE SEEN PUNJABI PEOPLE LOVE BULLETS THEY'VE SHOWN BULLET BIKE IN EVERY MOVIE,SONGS THAT MADE OTHER STATE PEOPLE TO OWN BULLETS NOWADAYS METROPOLITAN CITIES ARE ALSO HAVING BETTER SALES IN ROYAL ENFIELD ESPECIALLY MUMBAI,PUNE,BANGLORE,KOLKATA all of the people investing their money in buying new versions bullet all they got inspired from these 4 states people.

But the 4 states still have old bullet craze coz old bullet is real and that too it requires POWER,PERSONALITY that only these 4 states people have.

[contact](#)



**Ritz Varghese**, A Humble Keralite Observer

Updated January 26



As per Data sourced from Royal Enfield , It is KERALA .In that Kollam District have bought the most Bullets .



**Raghuram Menon**, Senior Resident Plastic Surgery at Stanley Medical College, Tamil Nadu, India (2017-present)

Updated June 15, 2017

Bhai Kerala , Enfields are like splendors , everybody has them

# Why?



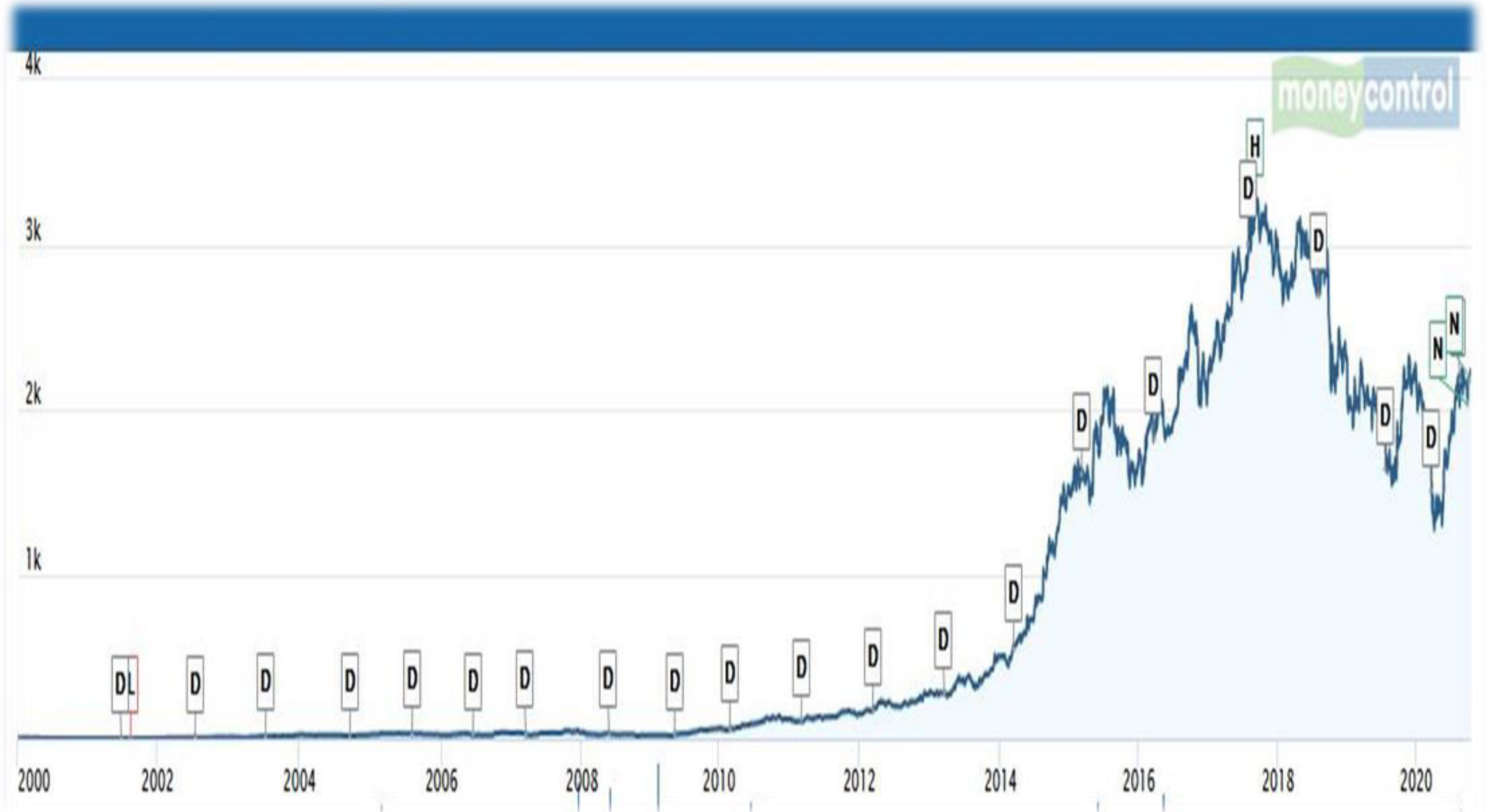
Neelakasham Pachakadal Chuvanna Bhoomi / Release date

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8 August 2013

India





This is sales report of eicher motors company. No need to wonder about the spike in sales from 2013, here the trigger was given by the film, not by the company. Anyway company made huge profit.

# Let's begin now

What I really wanted to convey from the first session : There are 3 phases which increase sales in every business.

## **phases:**

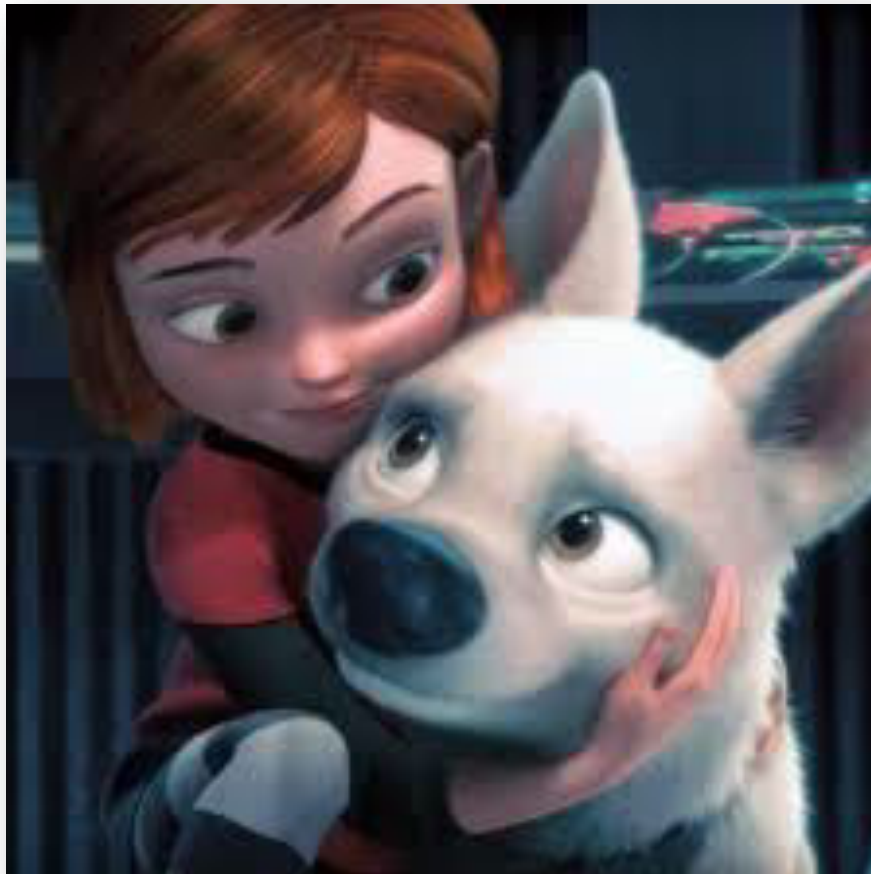
- injecting : A new concept or an idea is introduced to the public.
- Triggering : Some people are starting to accept the concept.
- Trending : majority people are accepted the concept

What is an idea or a concept?

Literary everything that we do or think is a concept or an idea, buying a new home , taking loan for business, playing football for fun, giving gift to someone , celebrating birthday , love each other...Etc... everything is an idea.

# What is our concept or our idea?

“ To have a lovely and lovable pet for everyone.”





# OUR VISION

- To establish a strong bond between human kind and other living beings



# What is our business?

- We are introducing a new brand which deals with pets
- We connect pet shops and customers online.
- we increase pet sales and provide related goods and services.

# Scope of our business



**67% of us people have a pet**



what is the pet ratio in india



All



News



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About 5,56,00,000 results (0.57 seconds)

## 5.5 per cent

In **India**, it is just 5.5 per cent," says Sharma. But **pet** ownership is steadily increasing: industry estimates show there are around 19 million **pets** in **India** (around 80 per cent of these are dogs, followed by cats and then smaller animals like fish and birds), and on an average, 6,00,000 **pets** are adopted every year. Sep 22, 2019

**Only 5.5% of Indian people have pets.** Definitely this data pointing to the scope of our business.



# What is our Income?

## ➤ LEVEL 1 INCOME: Basic

Brokerage on each sales of pets.

Brokerage on each sales of shelters and foods.

Paid listing(promotion of certain pet shops through our website)

## ➤ LEVEL 2 INCOME: standard

Income from franchisee

: Pet shops

: Hospitals

## ➤ LEVEL 3 INCOME: Advanced

Productions of food and shelter

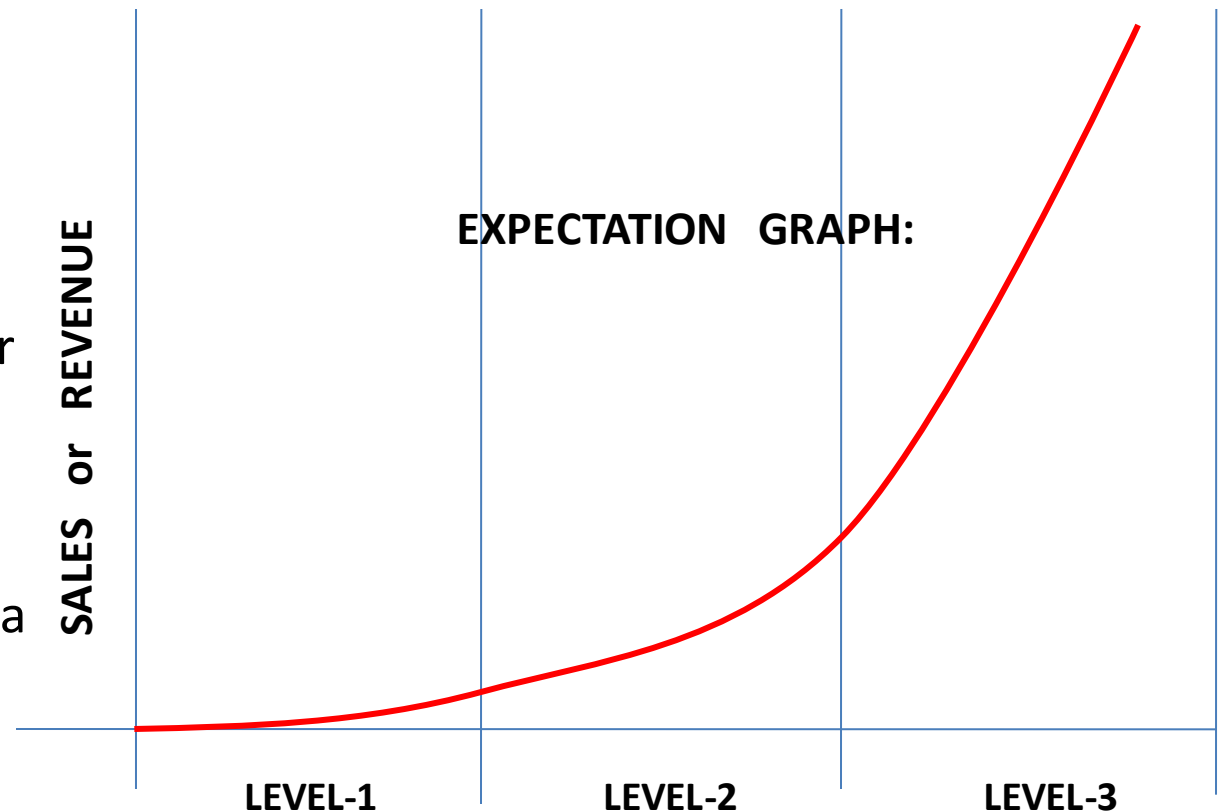
Productions of cloths

Productions of new breeds

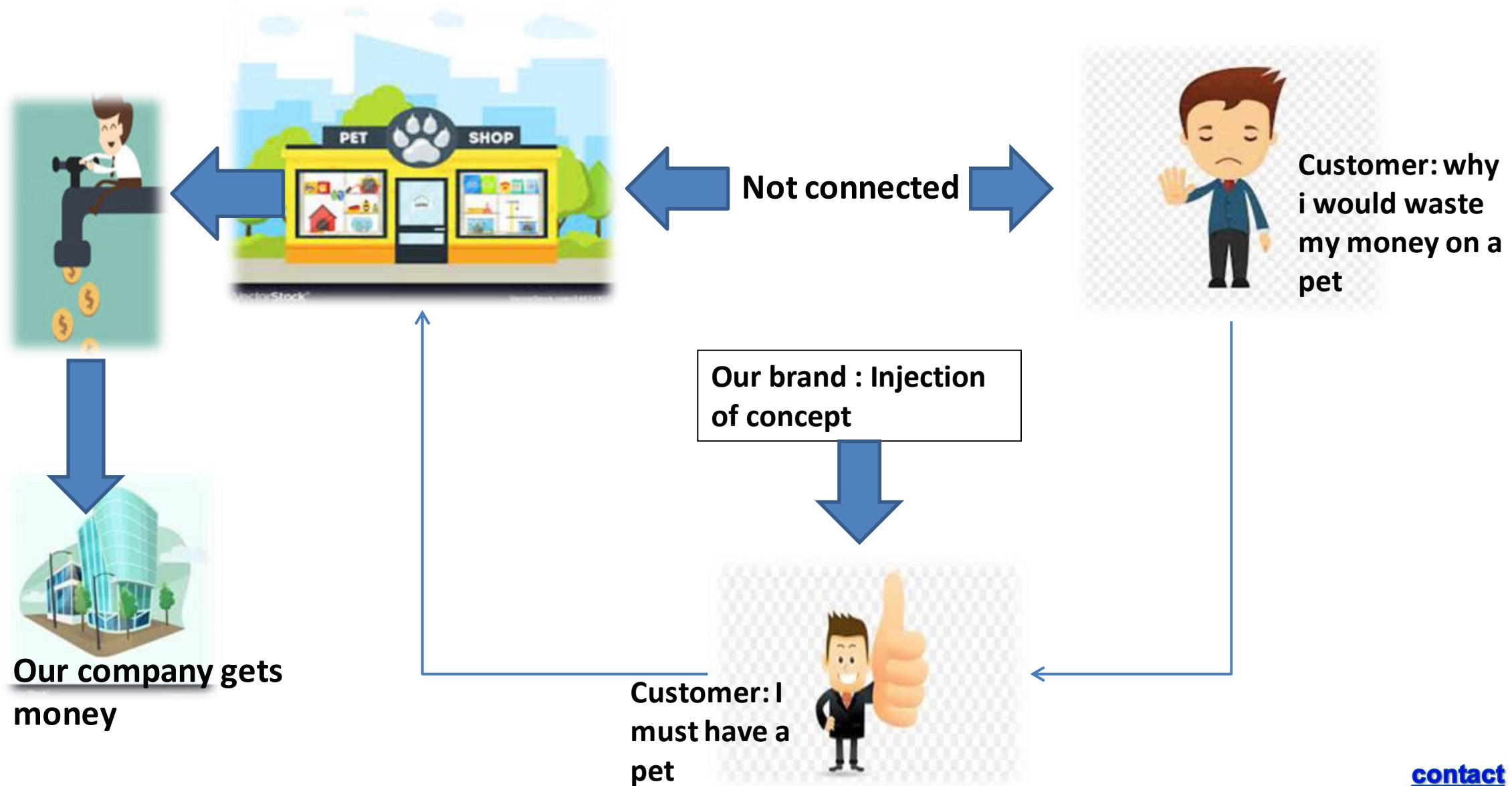
Trained breeds

ID cards for breeds to track data

Transportation

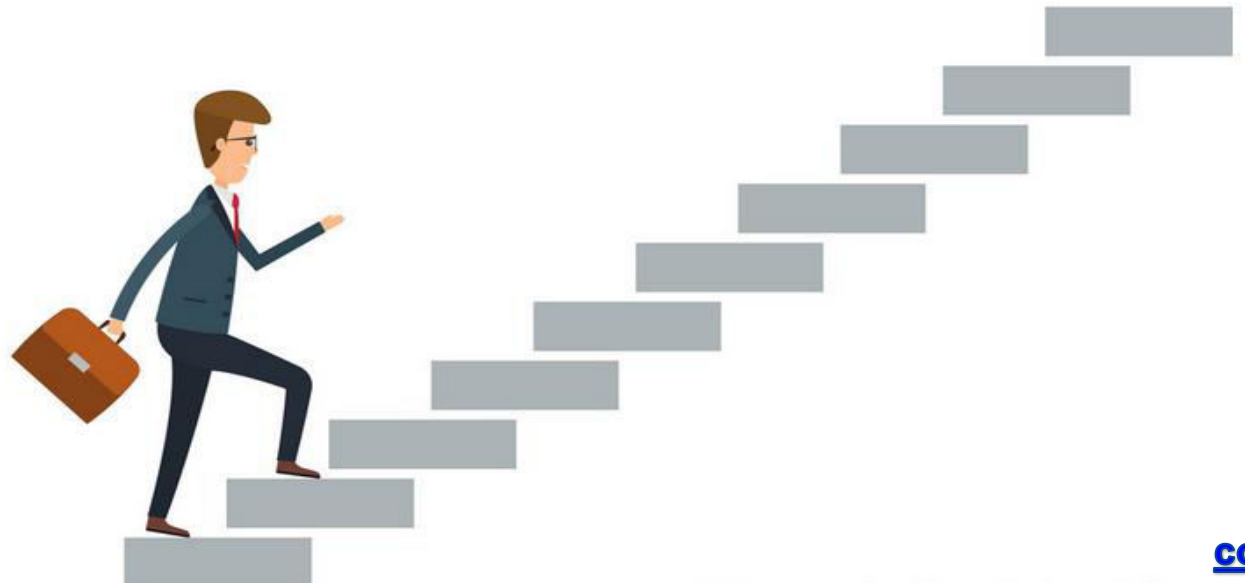


# Link to the business



# Steps To Be Done

- Build a simple well structured website
- Building a strong network
- Injections of concept
- Triggering
  - Publicity of brand vision through
    - Media influence
    - Advertisement
    - promotion
- Trending



# **STEP1:Build a simple well structured website**

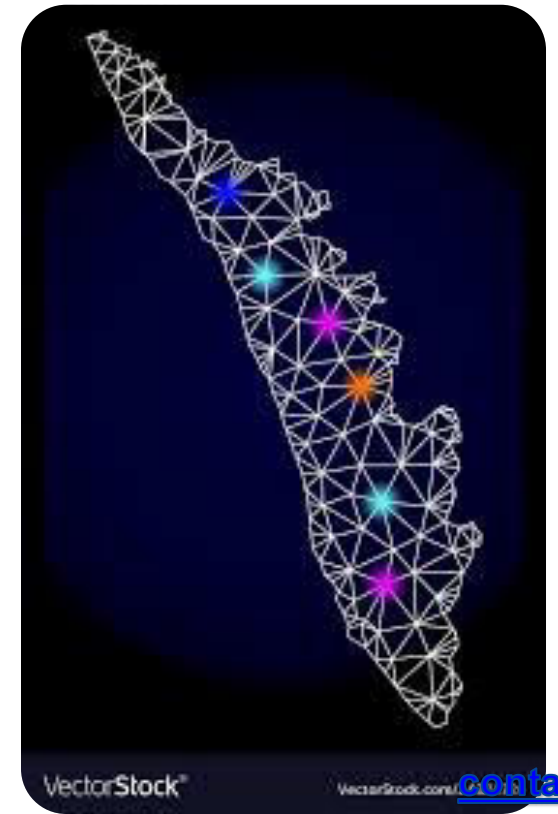
# STEP2: BUILDING WIDE NETWORK

- Initially our focus is on good number of network all over major cities in kerala and also in bangalore.
- For convincing pet shops , we have to present our services to our clients(pet shops) with help of a printed booklet.
- **We will be providing free franchisee to our clients with certain agreements.**
  - conditions:**
    - All payments should be digital(For ensuring deals ).

**Phase 1 :** we will cover all the major cities in Kerala.

**Phase 2:** Dominate and penetrate into rural areas.

**Initially We will charge very cheap brokerage or even Zero brokerage for a certain number of years depends up on investments . Our main focus will be on building a strong network.**





## STEP3: Injections of concept

- Our idea: **“To have a lovely and lovable pet for everyone”**

We know our concept is not new, already it is existing in society . So it will be easy for us to deal with the business and we have to focus only on triggering the business.



# STEP4: Triggering

**OUR AIM: “ To increase pet sales ”**

➤ My question: Why most of the people are not interested to have a pet?

**Because they are not connected**

➤ Not connected ?

Most of us, we do have emotions for humans and we help each other.



➤ What about emotions for other living beings?

we are the most superpowers on the earth , but are we giving equal rights to all other living beings? It's a BIG NO.....

Even we don't have time to help them at once, we just don't care because its none of our business.



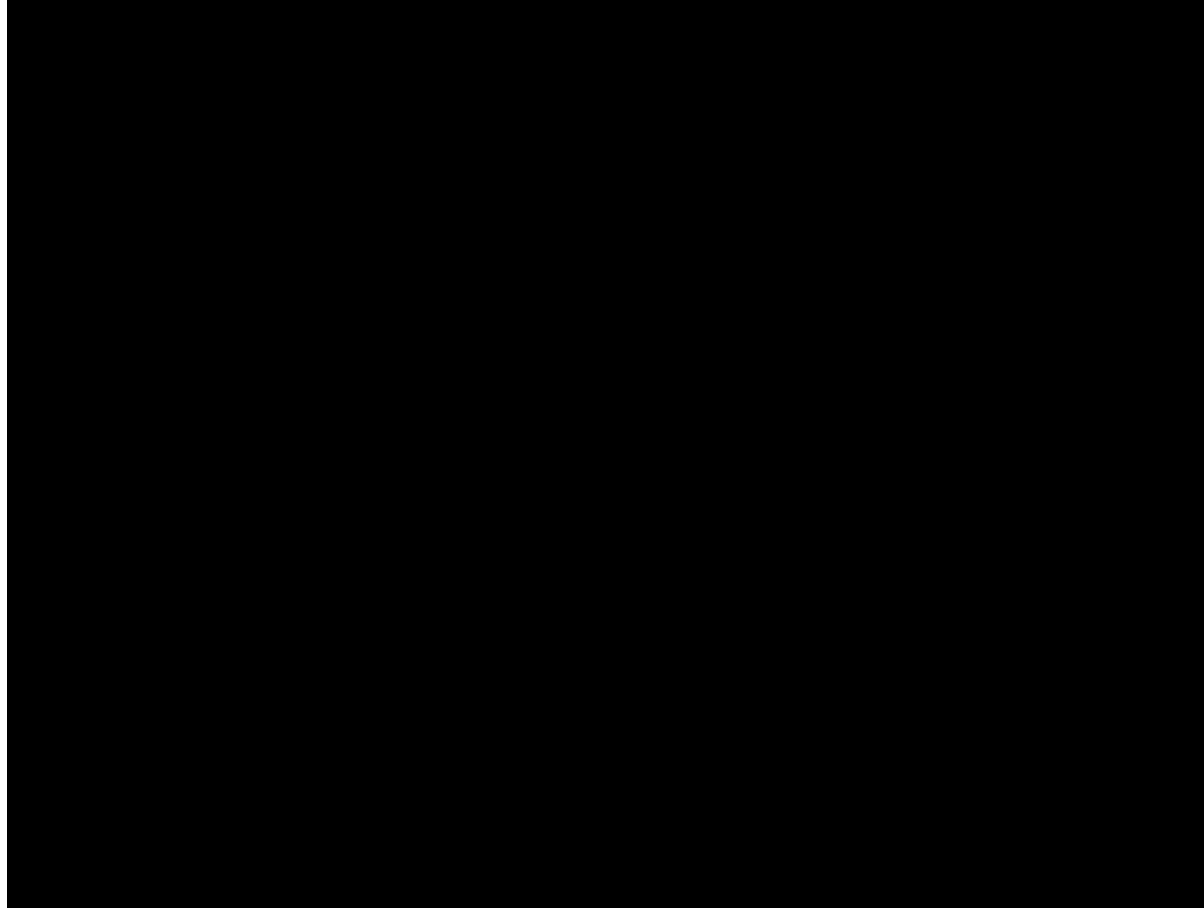


- Sometime we go extreme.....



**THIS SHOULD CHANGE.... HOW...?**

- We have to interfere people's perspective about animals and birds.



- We have to convey them good messages
- We have to tell them “we all are families”  
HOW.....?



- Nowadays all trends are growing through social media because it can penetrate easily into all nodes without any further effort, also it is more effective , so we will be focusing on **digital marketing** .
- We have several methods to do **Publicity of brand vision** :

- **Social media influence**
- **Advertisement**
- **promotion**

We are planning to do this as following scale:

### DIGITAL MARKETING



# 1 .Social media influence

## ➤ Building a **You tube community** on our vision:

- To provide better knowledge about pets
- To connect between pets and human beings
- To connect pets between pets
- To train pets
- To convey our vision



## ➤ **Partnership with** web series giants :

- To film pet content series
- To convey our vision
- To advertise brand value



## **OUT PUT NEEDED :**

To establish a strong bond between humans kind and other living beings.

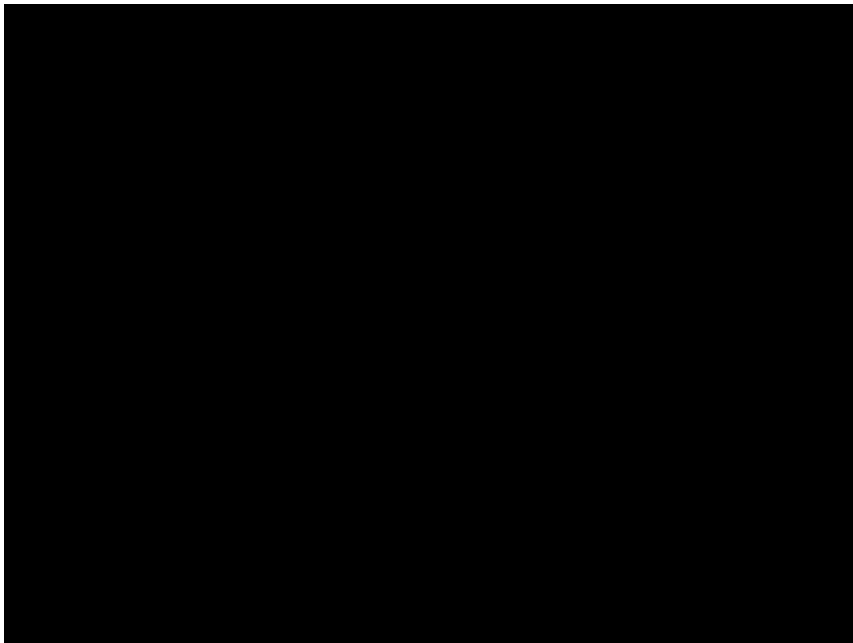
## 2. Advertisement

1.Social media( YouTube , facebook , Instagram , Google ad sense)

2.Local ads:

There are a lots of fluxes and posters along all streets , so we don't choose the same way, our ads should be worth of investments:

- Must be creative
- Must be attractive and noticeable.
- Eg:



### 3. Promotions

1. On trending pages(YouTube , facebook , Instagram )
2. Sponsorships for events



# STEP5: Trending





# A valuation of company's **minimum income** per day

let's suppose :

- There are 10 pet shops in a district
- In india there are 739 districts, let's take it as 500( there may be exceptional cases )
- One day only 50% of the pet shops sell only one pet of average price of 5000 ruppee.
- so, total transaction in a day= $10*500*(50/100)*5000$   
=12500000  
=1.25 crore
- If we get 5% brokerage on each sale:  
Company income per day= $12500000*0.05$   
=375000  
=6.25 lakhs/day

# NEEDS TO BE A COMPANY WITH STRONG FUNDAMENTALS



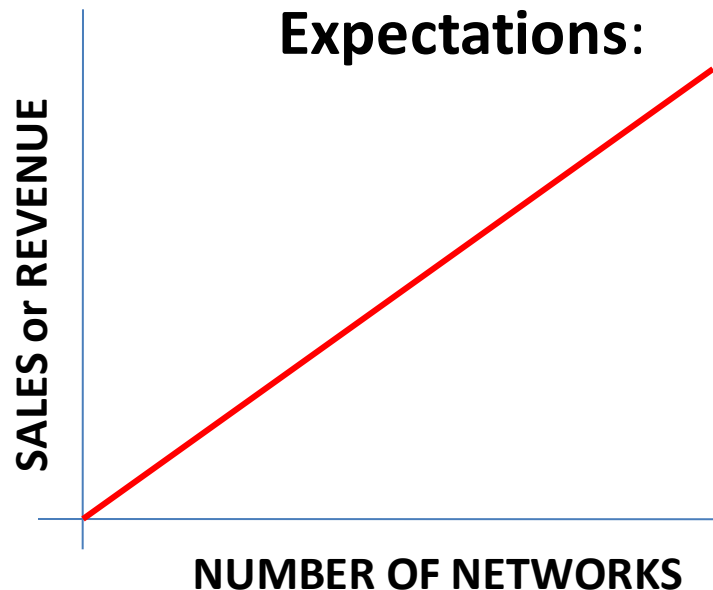
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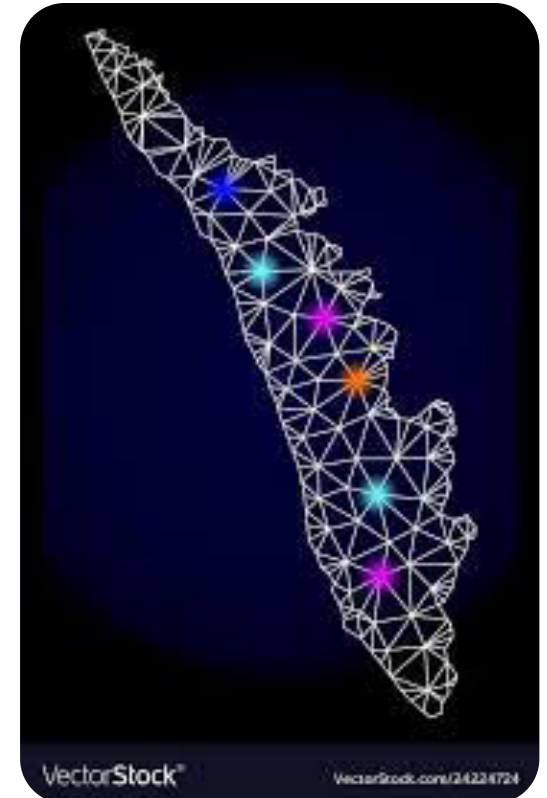
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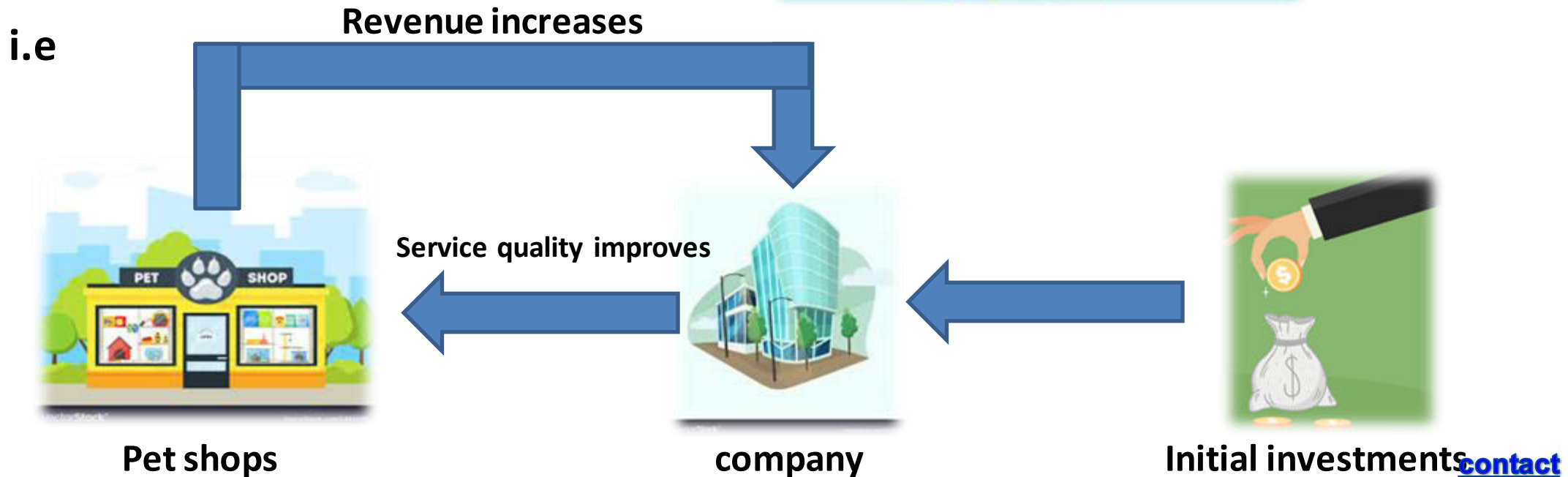


## 2. Well maintained cash flow

Company needs money for operations. After initial investments, We will maintain our company as a self feeding company from initial itself.

**Focus will be only on fundamentals:**

- Growth of company
- Less liabilities
- Quality services



### 3. Media influence and brand value

#### OUR VISION

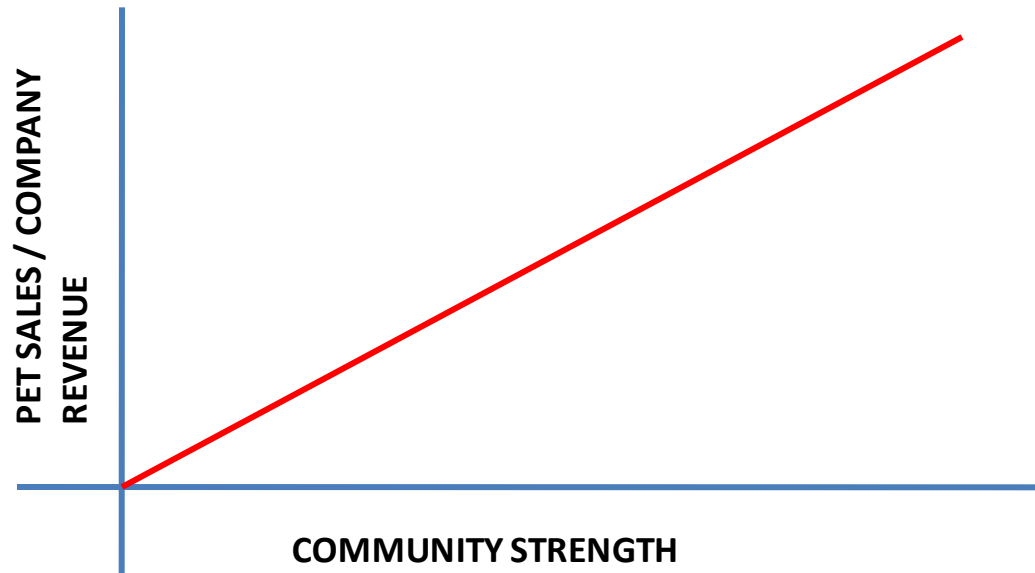
**“To establish a strong bond between humans kind and other living Beings”**

#### **YOU TUBE community:**

- We need to expand our YouTube community by giving best quality content about pets.

#### **Partnership with WEB SERIES giants:**

- We need content creators (web series pets) to work for our vision , to penetrate into all nodes and to promote our brand .





## 4.Loyal Customer

Customer is king in marketing and trust is the glue that binds together any relationship. This includes all important brand-customer bond. So customers should be satisfied with purchasing. Every happy customer will have tendency to refer our platform , and this is how a customer make trust on every platform.

# LOOP HOLE & SOLUTIONS

- We are broker between clients and customers
- We get income when deals between clients and customers are conformed through online , when cash settlements happens offline we can't conform that deals.
- So we have to turn all customers pay online to benefits such as discounts and coupons.



SUCCESS

TEAMWORK

MANAGEMENT

STRATEGY

PLANNING

