

# Nat's Cats – Elite Home Care

## Professional Business Plan

### ***Executive Summary***

Nat's Cats – Elite Home Care is a premium, vet-nurse-led in-home cat care service serving Harpenden and surrounding areas within 3 miles. The business provides safe, stress-free, personalised cat care in the comfort of each cat's own home. With professional nursing experience, Nat's Cats specialises in supporting elderly, anxious, and medical-needs cats. There are no overnight stays, only home visits.

### ***Mission Statement***

To deliver safe, reliable, and compassionate home-based cat care using clinical knowledge and behavioural understanding to ensure peace of mind for every owner.

### ***Vision Statement***

To become Harpenden's most trusted feline home-care specialist, providing premium, vet-approved services and building long-term customer relationships.

### ***Service Offering***

- Standard Visit (20–30 mins): Feeding, water refresh, litter maintenance, welfare check, play, photo/video update.
- Second Same-Day Visit: As above.
- Weekend Visit: Premium pricing applies.
- Medication Add-ons: Oral, topical or injection administration where required.

Note: No overnight stays.

### ***Pricing Strategy – MVP Launch***

Standard Visit: £15

Second Visit same day: £12

Weekend Visit: £19

Medication Add-on: £4–£8

Future pricing uplift planned once review base established.

### ***Target Market***

Local cat owners within 3 miles of Harpenden requiring home-based, premium, trustworthy care. Ideal for elderly cats, anxious cats, and pets needing routine medication.

### ***Unique Value Proposition***

The only cat-sitting provider in the area led by a qualified veterinary nurse, offering professional clinical reassurance alongside loving care.

## ***Operations Model***

- Max 30-minute visits
- 30 working hours per week Mon–Fri
- Weekends optional premium
- Communication via WhatsApp with daily updates
- Secure key handover and documented process

## ***Marketing Strategy***

- Local Facebook groups
- Nextdoor
- Local vet & pet shop partnerships
- Flyers within 3-mile radius
- Review collection first 8 weeks

## ***Financial Projection***

Start-up phase: £1,290–£1,550/month

Stable phase: £1,935–£2,322/month

Established phase: £2,580–£3,096/month

Weekend premium increases earnings.

## ***Policies & Terms Summary***

- No overnight stays
- Cancellations require notice
- Emergency vet policy in place
- Medication consent required
- Full payment required before service delivery