

Project for the subject

INNOVATION & ENTREPRENEURSHIP (UTA025)

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Group No.: 3COE14_4

Project Title: Paws & Play

Course Instructor:

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THAPAR INSTITUTE
OF ENGINEERING & TECHNOLOGY
(Deemed to be University)

THAPAR INNOVATE,
THAPAR INSTITUTE OF ENGINEERING AND TECHNOLOGY, PATIALA

Session: January – May 2024

(Date of submission: 25/04/2024)

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CERTIFICATE

This is to certify that the project report on, "***Paws & Play (3COE14_4)***" being submitted by **Ms. Anupriya Lathey, Ms. Nitleen Kaur, Ms. Jaisika Bhatia, Ms. Pia Gupta, Mr. Nikhil Dev Goyal, Mr. Harshal Mehra** to the THAPAR INNOVATE, Thapar Institute of Engineering and Technology, Patiala for the fulfilment of the course requirement of **INNOVATION & ENTREPRENEURSHIP (UTA025)** is a bonafide record of work carried out by us in conformity with the rules and regulations of the institute.

The results presented in this report have not been submitted, in part or full, to any other University or Institute for the award of any degree or diploma.

Dated: 25/04/2024

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ACKNOWLEDGEMENT

We wish to express our sincere gratitude to **Dr. Harjot Singh**, of Thapar Institute of Engineering & Technology, for evaluating our business opportunity and for continuously giving valuable suggestions which help us to improve our business model. We are also thankful to our friends and seniors who had shown good cooperation throughout our project and helped us in modifying it to a better idea.

Also, we would like to express our gratitude towards the members of the Thapar Institute of Engineering & Technology for their kind cooperation and encouragement which helped us in completion of the project.

NOMENCLATURE AND ABBREVIATIONS

<i>S.No.</i>	<i>Abbreviation</i>	<i>Full Form</i>
1.	SEO	Search Engine Optimization
2.	MNC	Multinational Corporation
3.	Misc	Miscellaneous
4.	EMI	Equated Monthly Instalment
5.	CF	Cash Flow

1.1 Opportunity Identification

Market Analysis

There is a steady increase in overall pet ownership in India. It is estimated that there are 19 million pets in India, with dogs comprising 80% of the total pet population. Every year, an average of 6,00,000 pets are adopted (source: India International Pet Trade Affair).

Changing Lifestyles and Pet Care Challenges

With the changes in lifestyles, the growing number of nuclear families, and urbanization, there is an increase in the number of pets staying indoors or at homes. The owners' working routines force their pets to live alone at home, leading to several challenges in pet care.

1. **Spoiling Pets:** Pets are being spoiled by pet owners, with practices like feeding them in excessive amounts. This results in pet obesity, which is a highlight of bad pet care.
2. **Lack of Cleanliness and Regular Bathing:** The lack of cleanliness and regular bathing for dogs leads to various health problems.
3. **Pet Owners' Travel:** In some cases, pet owners have to travel for long durations and need a reliable solution for their pet's care.

Target Customers

Our focus is on dual-income, traveling professionals, and families with hectic schedules. Our target customers are people who are trying to strike a balance between the demands of their careers, personal lives, and their pets.

Some of the targeted customers include:

- Customers who require day care hostels for their dogs.
- Customers who require medical services for their dogs.
- Customers who want their dogs to receive training and grooming facilities.
- Customers who have disposable income and are willing to invest in their pet's care.

Solution Idea

To address the challenges mentioned above and cater to the needs of our target customers, we propose the idea of Paws & Play. Paws & Play will offer comprehensive pet care services, differentiating itself through unique value propositions such as:

1. **24/7 CCTV Surveillance:** Pet owners can have peace of mind knowing that their pets are under constant supervision.
2. **Pick and Drop Service:** We will provide convenient pick-up and drop-off services for pets.
3. **Online Booking and Scheduling:** Pet owners can easily book and schedule appointments through our website or app.
4. **Automated Appointment Reminders:** We will send automated reminders to pet owners to ensure they don't miss any appointments.
5. **Real-time Tracking:** Pet owners will have access to real-time tracking of their pets while they are in our care.
6. **Collaboration with Local Businesses:** We will collaborate with local pet stores, veterinarians, and pet food suppliers to offer bundled services and discounts.

User Value

By providing comprehensive pet care services and addressing the challenges faced by pet owners, Paws & Play aims to offer convenience, peace of mind, and added flexibility to its customers. Our solution aims to save pet owners time and provide reliable assistance in taking care of their pets.

User Metrics

To measure the effectiveness and adoption of our solution, we will track user behaviours such as:

1. Number of customers utilizing our pick and drop service and online booking system.
2. Customer satisfaction ratings based on the quality of care and communication with pet owners.
3. Number of positive online reviews and ratings.
4. Increase in the number of repeat customers and referrals.

Through these metrics, we will assess the success and impact of our solution in meeting the needs of our target customers and the overall market.

1.2 Solution Proposed

Based on the identified problems faced by customers, we propose a comprehensive solution to address their concerns and provide high-quality pet care services. Our solution includes a range of unique and innovative features that are lacking in the current market.

Firstly, we plan to offer 24/7 CCTV surveillance of pets in our care, ensuring that their safety and well-being are consistently monitored. This feature will provide peace of mind for pet owners who may be concerned about the level of care their pets receive in their absence.

Additionally, we intend to differentiate ourselves through online booking and scheduling, as well as pick and drop services for pets. These features aim to provide added flexibility and discourage pet owners from seeking substitutes. We will also leverage real-time tracking and automated appointment reminders to ensure efficient and timely service delivery.

Furthermore, we plan to offer medical facilities and training in our playroom that follow safe standards. This will aid pet owners in providing necessary care for their pets and relieve any concerns regarding regular check-ups.

Finally, to build trust with our customers, we ask them to sign a contract before leaving their pets in our care. In the case that we do not provide services as per the customer's expectations, we have planned to refund the entire fee.

Overall, our proposed solution aims to provide comprehensive and trustworthy pet care services that are currently lacking in the market. By offering unique features and maintaining high standards, we believe that we can build a loyal customer base and establish ourselves as industry leaders.

1.3 Uniqueness of Solution

Paws & Play offers a unique solution in the pet care market by differentiating itself through the following value propositions:

- Pick and drop service: By providing a door-to-door delivery service, Paws & Play makes it convenient for pet owners to access pet care services without the need for travel.
- Online booking and scheduling: An automated system for booking and scheduling appointments ensures a seamless experience for customers, reducing cancellations and no-shows.
- Automated appointment reminders: This feature helps maintain customer engagement and reduces the likelihood of missed appointments.
- Real-time tracking feature: This tool enhances trust and reliability in the service, providing peace of mind for pet owners.
- Safe boarding kennels: By offering safe and secure temporary stays for pets, Paws & Play addresses the concerns of pet owners who require care options due to work or travel commitments.
- Continuous staff training: Investing in staff development ensures high-quality service delivery and customer satisfaction, setting Paws & Play apart from competitors.
- Bundled services and discounts: Collaboration with local pet stores, veterinarians, and pet food suppliers enables Paws & Play to offer additional value to customers through bundled services and discounts.

1.4 What problem of the market segment is solved by solution?

Paws & Play addresses several problems faced by the market segment, including:

- Limited comprehensive pet care options: By offering a wide range of services, such as boarding, medical care, grooming, and training, Paws & Play caters to the diverse needs of pet owners.
- Difficulty in pet pick up and drop services: The door-to-door delivery service alleviates the challenges pet owners face in transporting their pets to care facilities.
- Concerns about inconsistent standards: By focusing on safe standards in medical facilities and training, Paws & Play addresses concerns about the quality of care.
- Neglect of regular pet check-ups: The availability of medical care and online booking systems encourages pet owners to maintain regular check-ups for their pets.
- Cost barriers to pet care: The creation of various membership categories offers flexibility for pet owners.

1.5 Identification of users and customers

- Pet Owners: These are the primary customers who seek care and services for their beloved pets. They come from various demographics, including families, working professionals, and pet enthusiasts. Understanding their preferences, needs, and concerns regarding pet care is crucial for tailoring your services effectively.
- Pets: While pets themselves may not be direct customers, their well-being is at the core of your business. Recognizing the unique requirements of different breeds, ages, and health conditions is essential for providing personalized care and ensuring customer satisfaction.
- Veterinary Clinics: Partnering with local veterinary clinics establishes a network of professional support and referrals. Veterinary professionals serve as key stakeholders in the pet care ecosystem, providing expertise, guidance, and emergency care when needed.
- Pet Food and Supply Companies: Collaborating with pet food and supply companies not only enhances the variety of products available to customers but also opens avenues for discounts and special offers. Understanding the preferences of these suppliers and aligning your offerings can strengthen partnerships and benefit both parties.
- Certified Groomers and Staff: Your team of certified groomers and pet caregivers are instrumental in delivering high-quality services. Identifying skilled professionals with a passion for pet care ensures that customers receive competent and compassionate assistance.

1.6 How will the target users be benefited by the solution?

- By offering door-to-door drop-off and pick-up facilities, online booking, scheduling, and real-time updates through a user-friendly mobile app, pet owners enjoy unparalleled convenience in managing their pets' care routines, saving time and effort.

- **Quality Assurance:** Partnering with reputable suppliers, investing in state-of-the-art facilities and grooming equipment, and hiring certified professionals ensure that pets receive high-quality care and products, giving owners peace of mind about their pets' well-being.
- **Affordability:** Through partnerships with pet food and supply companies, customers benefit from discounts, special offers, and value-based pricing, making pet care more accessible and cost-effective.
- **Personalization:** Tailored care plans based on pets' age, breed, health conditions, and specific needs ensure that each pet receives individualized attention, enhancing their overall health and happiness.
- **Trust and Credibility:** Building trust through targeted marketing efforts, competent staff, and transparent communication fosters strong relationships between the business and its customers, instilling confidence in the reliability and professionalism of the services provided.

Ultimately, the solution offered by our pet care start-up not only meets the practical needs of pet owners but also enhances their overall experience by prioritizing convenience, quality, affordability, personalization, and trust.

1.7 How will users discover and adopt their solution?

Users will discover the solution through targeted marketing efforts that highlight the convenience, quality, and personalized care offered. Engaging in social media campaigns, online advertising, and community partnerships will effectively reach potential customers, positioning your pet care start-up as a trusted and reliable choice in the market.

Once users are aware of the solution, they will adopt it through user-friendly digital platforms. A well-designed mobile app and website will provide seamless access to information, online booking, scheduling, and real-time updates. Prioritizing search engine optimization (SEO) will ensure visibility when users search for pet care services online, facilitating easy adoption of the solution.

Additionally, community engagement will play a crucial role in user discovery and adoption. By participating in local events, pet expos, and workshops, your start-up can directly interact with pet owners, demonstrate your services, and build relationships. Positive experiences and personalized care provided during these engagements will encourage word-of-mouth referrals, further driving adoption of the solution among pet owners in the community.

1.8 How will the market segment be affected by our solution?

Our solution will revolutionize the pet care market segment by addressing key pain points and offering unparalleled convenience, quality, and personalized care. Through door-to-door drop-off and pick-up facilities, online booking, scheduling, and real-time updates, pet owners will find it easier than ever to manage their pets' care routines, attracting a wider audience of busy professionals, families, and pet enthusiasts.

Moreover, our commitment to partnering with reputable veterinary clinics, pet food and supply companies, and grooming equipment suppliers ensures that pets receive the highest standard of care

and products available. This emphasis on quality sets our solution apart from competitors, appealing to discerning pet owners who prioritize their pets' well-being.

By leveraging targeted marketing efforts and community engagement initiatives, our solution will reach pet owners across various demographics and geographic locations, expanding its market reach significantly. Through personalized care plans tailored to each pet's specific needs, our solution appeals to a diverse range of pet owners, fostering loyalty and trust within the market segment.

As satisfied customers share their positive experiences through word-of-mouth referrals and loyalty rewards programs, our solution's reputation will continue to grow, solidifying its position as a leader in the pet care industry. Overall, our solution will reshape the pet care market segment by setting new standards for accessibility, quality, and customer satisfaction.

1.9 Opportunity Canvas

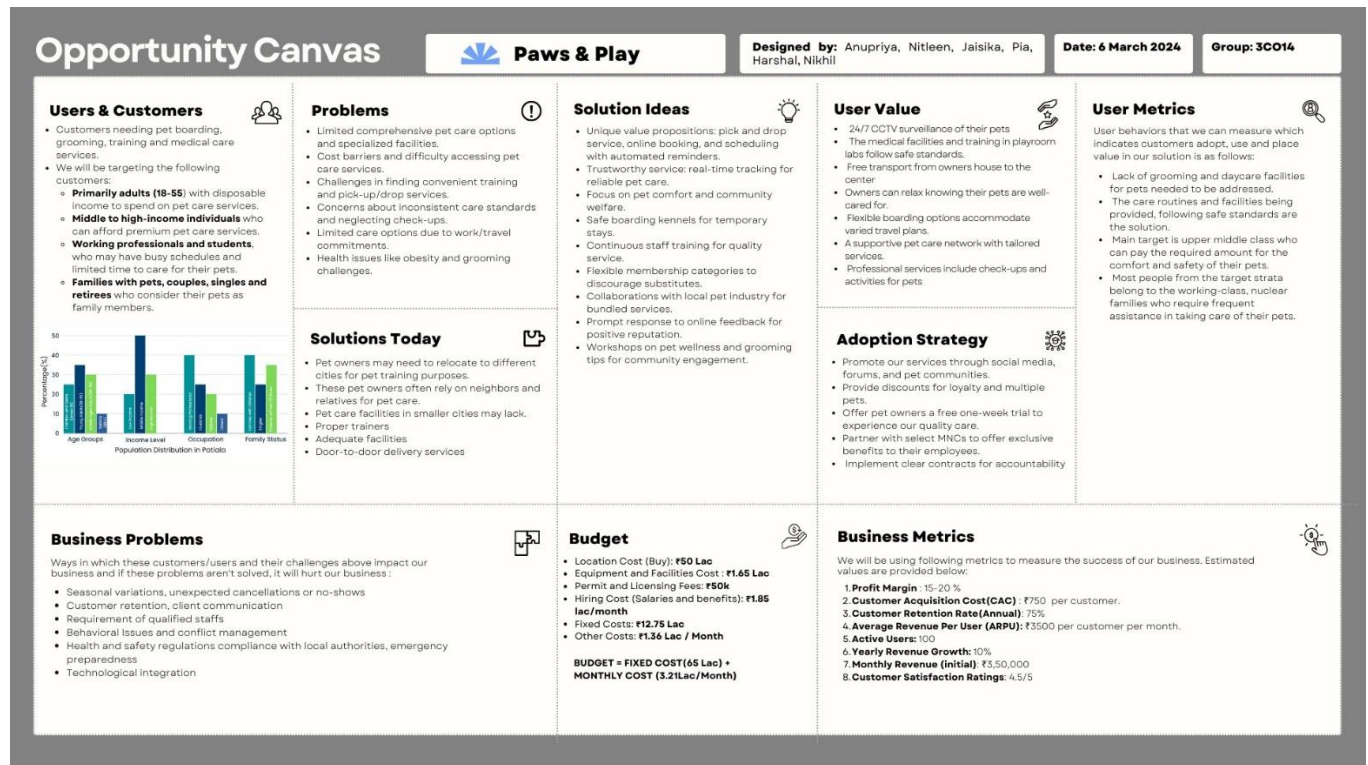




Figure 1: Opportunity Canvas

2.1 Sample form used for customer survey

Paws & Play : Pet Day Care and Grooming Services

B *I* U  

Welcome to Paws & Play, where we prioritize your pet's well-being and happiness! Our startup is committed to providing a secure, warm, and inviting environment tailored for the comfortable grooming and daycare of pets. Our comprehensive services include daycare, grooming, wellness checks, training sessions, pick-up/drop-off convenience, and membership benefits. We also offer socializing activities, quality food, and round-the-clock care to ensure your pet's needs are met at all times. Our innovative approach includes a user-friendly application that simplifies pick-up and drop-off services, making it easier for pet owners to manage their furry companions' care even during busy times. Join Paws & Play today and experience the ultimate solution for your pet's care needs!

Name *

Short answer text

Email *

Short answer text

Phone Number

Short answer text

Do you own any pets? *

- ☐ Yes - one pet
- ☐ Yes - more than one pet
- ☐ No

Have you ever used a professional pet care service before? *

- ☐ Yes
- ☐ No

Have you ever boarded your pets while you were away from home? *

- ☐ Yes
- ☐ No

How often do you travel for work or leisure? *

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

Do you find it challenging to find reliable care for your pet when you are away from home? *

- ☐ Yes, it's challenging.
- ☐ No, it's not challenging.

Would you be interested in services such as boarding, grooming and medical care for your pet? *

☐ Yes, I would be interested.

☐ No, I would not be interested.

How much importance do you place on the socialization and exercise of your pet? *

☐ Very important

☐ Somewhat important

☐ Not important

What factors would influence your decision to choose a pet day care service? *

☐ Location

☐ Price

☐ Facilities offered

☐ Reputation

If a pet care service offered discounts or loyalty programs, would you be more likely to use their service? *

☐ Yes

☐ No

How likely are you to recommend a Pet day care service to a friend or family member? *

☐ Very likely

☐ Somewhat likely

☐ Not likely

Figure 2: Customer survey form

2.2 Size of the customer survey and its documentary proof

To generate a customer survey, we generated a form that we made available to everyone online, from which we have recorded 106 responses. From these 106 responses, around 80% were within the campus and the rest 20% were from outside. All of these were from the age group of 20 to 40 years.

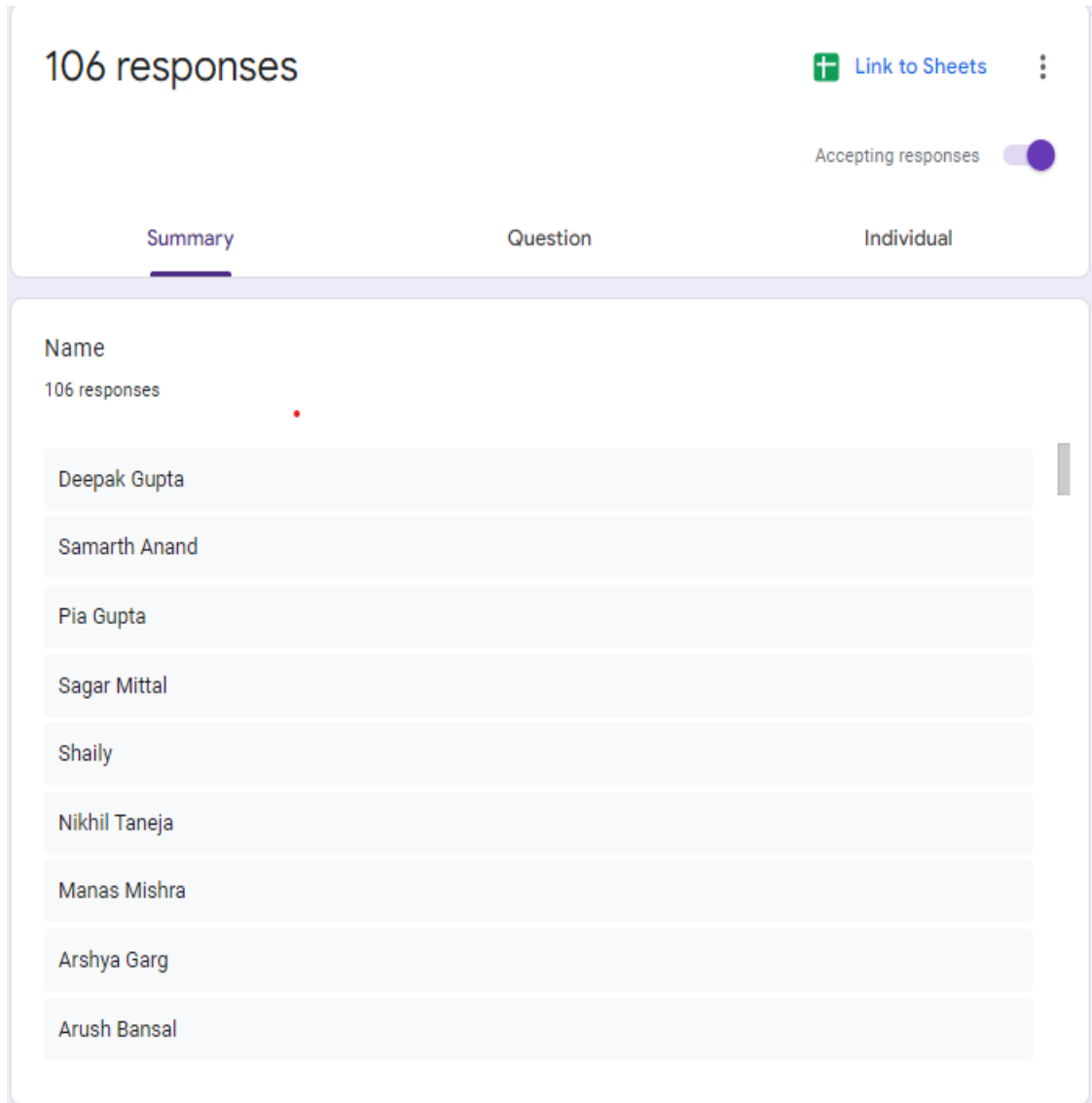


Figure 3: Proof of customer survey

2.3 Results of the survey

Question 1: Do you own any pets?

Do you own any pets?

105 responses

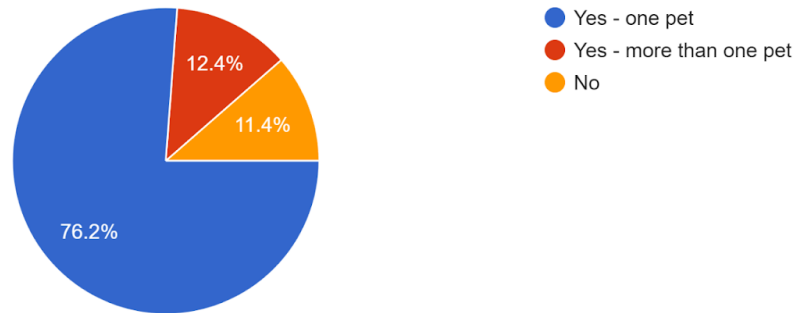


Figure 4: Question 1 responses

Question 2: Have you ever used a professional pet care service before?

Have you ever used a professional pet care service before?

105 responses

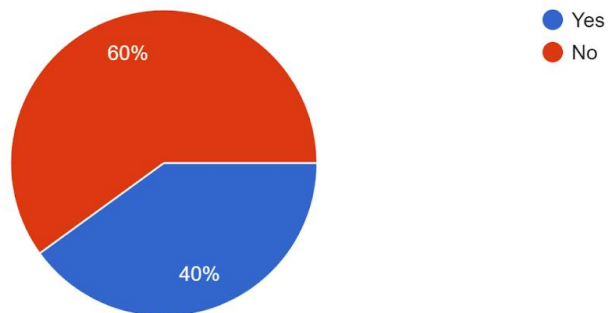


Figure 5: Question 2 responses

Question 3: Have you ever boarded your pets while you were away from home?

Have you ever boarded your pets while you were away from home?
105 responses

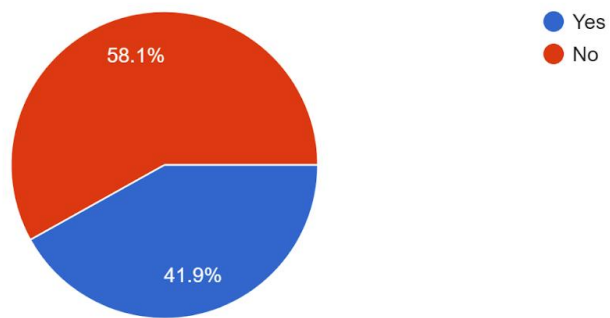


Figure 6: Question 3 responses

Question 4: How often do you travel for work or leisure?

How often do you travel for work or leisure?
105 responses

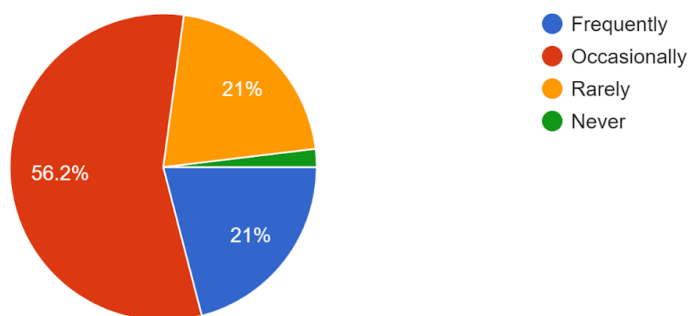


Figure 7: Question 4 responses

Question 5: Do you find it challenging to find reliable care for your pet when you are away from home?

Do you find it challenging to find reliable care for your pet when you are away from home?
105 responses

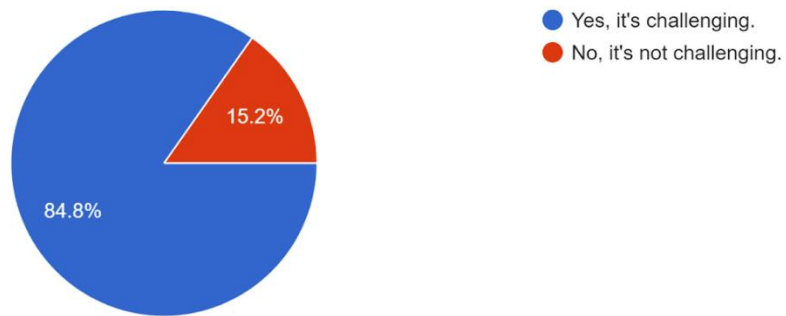


Figure 8: Question 5 responses

Question 6: Would you be interested in services such as boarding, grooming and medical care for your pet?

Would you be interested in services such as boarding, grooming and medical care for your pet?
105 responses

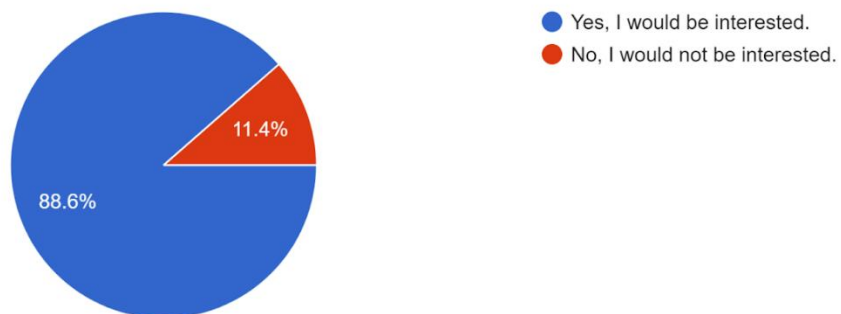


Figure 9: Question 6 responses

Question 7: How much importance do you place on the socialization and exercise of your pet?

How much importance do you place on the socialization and exercise of your pet?

105 responses

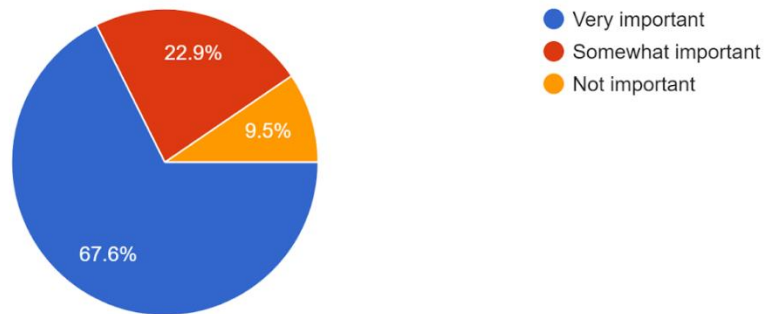


Figure 10: Question 7 responses

Question 8: What factors would influence your decision to choose a pet day care service?

What factors would influence your decision to choose a pet day care service?

105 responses

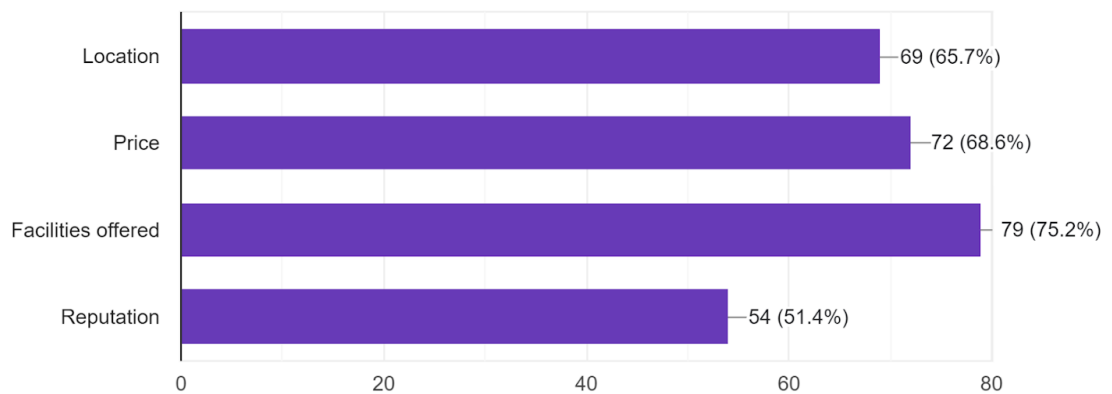


Figure 11: Question 8 responses

Question 9: If a pet care service offered discounts or loyalty programs, would you be more likely to use their service?

If a pet care service offered discounts or loyalty programs, would you be more likely to use their service?

105 responses

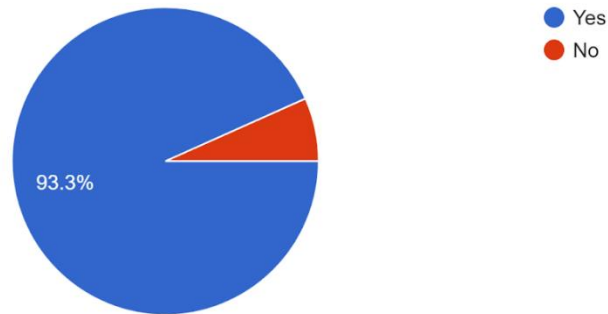


Figure 12: Question 9 responses

Question 10: How likely are you to recommend a Pet day care service to a friend or family member?

How likely are you to recommend a Pet day care service to a friend or family member?

105 responses

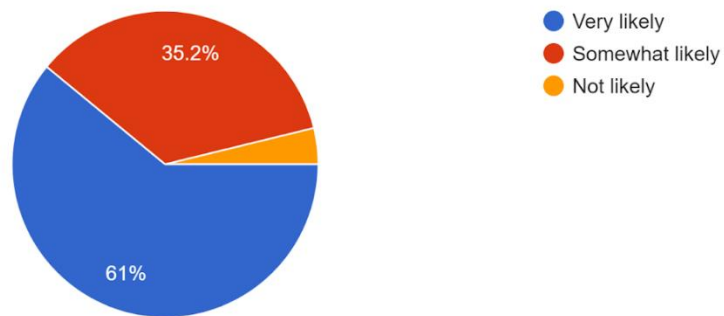


Figure 13: Question 10 responses

2.4 Detailed Analysis of the survey

The form was designed to help us understand the various aspects of our market survey:

Pet Ownership:

- The majority of respondents (76.2%) have one pet, indicating that single-pet households are prevalent among the surveyed population.
- A significant portion (12.4%) of respondents have more than one pet, suggesting a sizable market for services catering to multiple-pet households.
- About 11.4% of respondents do not have any pets, indicating a potential secondary market for products or services targeting non-pet owners.

Experience with Professional Pet Care Services:

- 40% of respondents have used professional pet care services before, while 60% have not. This suggests that there is a substantial market already familiar with such services, but there is still a significant portion that may be open to trying them in the future.

Boarding Pets While Away:

- A slight majority (58.1%) of respondents have not boarded their pets while away from home, indicating that pet owners may prefer alternative care arrangements or have not faced the need for boarding services yet.
- However, 41.9% have boarded their pets, suggesting a demand for reliable boarding options among pet owners who travel.

Travel Frequency:

- The majority of respondents (56.2%) travel occasionally, indicating a recurring need for pet care services during these times.
- A substantial portion (21%) travel frequently or rarely, suggesting a consistent demand for pet care services across different travel frequencies.
- Even though a small percentage (1.8%) never travel, local pet care services could still be relevant for occasional needs or emergencies.

Challenges in Finding Reliable Pet Care:

- A significant majority (84.8%) of respondents find it challenging to find reliable pet care when away from home. This underscores a key pain point in the market and highlights the importance of offering trustworthy and dependable pet care services.

Interest in Comprehensive Pet Care Services:

- The vast majority (88.6%) of respondent's express interest in services such as boarding, grooming, and medical care for their pets. This indicates a strong demand for comprehensive pet care solutions that address various aspects of pet well-being and convenience.

Importance of Socialization and Exercise:

- Most respondents (67.6%) consider socialization and exercise for their pets to be very important, suggesting a preference for services that prioritize these aspects of pet care.
- A significant portion (22.9%) find it somewhat important, indicating varying degrees of emphasis on socialization and exercise among pet owners.
- However, a small percentage (9.5%) do not consider it important, suggesting differing priorities among a minority of respondents.

Influence of Discounts and Loyalty Programs:

- The overwhelming majority (93.3%) of respondents would be more likely to use a pet care service if discounts or loyalty programs were offered. This highlights the significant impact of incentives in attracting customers and suggests that implementing such programs could be highly effective in driving usage of pet care services.

Likelihood of Recommendation:

- A majority (61%) of respondents are very likely to recommend a pet day-care service to a friend or family member, indicating a potential for positive word-of-mouth referrals.
- Additionally, 35.2% are somewhat likely to recommend, further indicating a generally positive sentiment towards pet day-care services among respondents.
- However, 3.8% are not likely to recommend, suggesting a minority of respondents who may have had negative experiences or reservations about recommending such services.

2.5 Conclusion of the survey

The survey reveals a robust demand for pet care services, with a majority of respondents expressing ownership of at least one pet and a significant portion having utilized professional pet care services before. Despite this, many face challenges in finding reliable care for their pets when away from home, indicating a clear market need for trustworthy and comprehensive pet care solutions. The frequency of travel among respondents underscores the recurring nature of this demand, with most traveling occasionally and expressing interest in services such as boarding, grooming, and medical care for their pets. The importance placed on socialization and exercise highlights a desire for holistic pet care experiences that prioritize the well-being of their furry companions. Moreover, the overwhelming preference for discounts and loyalty programs suggests that incentives play a crucial role in influencing consumer behaviour in this sector. Overall, the survey underscores the opportunity for pet care service providers to meet the needs of pet owners by offering reliable, comprehensive, and incentivized solutions that enhance the overall pet care experience.

3.1 Cost Structure

COST STRUCTURE	
INITIAL COSTS:	
Equipment and Facilities Cost	
○ Cages/Crates	₹50k
○ Food and Water Bowls	₹10k
○ Bedding/Mats	₹6k
○ Toys and Enrichment Items	₹10k
○ Cleaning and Sanitization Supplies	₹10k
○ Medical and First Aid Supplies	₹5k
○ Office Supplies	₹20k
○ Security Equipment	₹50k
○ Miscellaneous Equipment	₹4k
Permit and Licensing Fees	₹50k
Fixed Costs	
○ Renovations and setup	₹7.5 lac
○ Technology development	₹3.75 Lac
○ Initial promotional expenses	₹1.5 lac
Total: -	₹15 Lac
RECURRING COST (Monthly):	
Location Cost (Rent)	₹50k
Hiring Cost (Salaries and benefits)	
○ Facility Manager (1)	₹40k
○ Pet Care Attendants (7)	₹70k
○ Receptionist/Customer Service (2)	₹36k
○ Driver(s) (3)	₹30k
○ Marketing/Sales Personnel (2)	₹36k
○ Doctor (2)	70k
Other Costs	
○ Utilities	₹20k
○ Supplies and inventory	₹60k
○ Marketing and advertising	₹30k
○ Maintenance and repairs	₹12k
○ Technology expenses	₹10k
○ Miscellaneous	6k
Total: -	₹4.7 Lac

3.2 Revenue Structure

REVENUE STREAMS (per month)			
Pet Boarding Services	₹1.2Lac	Veterinary Care and Medical Services	₹1.5Lac
o Cost per day per pet	₹500	o Basic check-up fee	₹200 per visit
o Number of pets per day	8	o Vaccinations and treatments	₹500 per visit average
Pet Daycare Services:	₹1.35Lac	o Number of veterinary visits per day	5
o Cost per half-day per pet	₹250	Membership Subscriptions	₹1.1Lac
o Cost per full-day per pet	₹400	o Basic membership	₹1000 per month per pet
o Number of half-day pets per day	10	o Premium membership	₹2000 per month per pet
o Number of full-day pets per day	5	o Number of basic members	50
Pet Grooming and Spa Services	₹2.7Lac	o Number of premium members	20
o Basic grooming package	₹300 per pet	Pickup/Drop Service	₹30k
o Premium spa package	₹600 per pet	o Cost per trip	₹100
o Number of pets for grooming per day	10	o Number of trips per day	10
TOTAL MONTHLY REVENUE = ₹8.15Lakh			
BREAK EVEN PERIOD = 5 months approx.			

3.3 Profit & Loss Statement

Monthly Profit Loss Statement												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
No of customers(Average)	1510	1530	1550	1570	1590	1610	1630	1650	1670	1690	1710	1730
Cost per customer	540	540	540	540	540	540	540	540	540	540	540	540
Total Revenue	815400	826200	837000	847800	858600	869400	880200	891000	901800	912600	923400	934200
Costs												
Rent	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Salaries	2,82,000	2,82,000	2,82,000	2,82,000	2,82,000	2,82,000	2,82,000	2,82,000	2,82,000	2,82,000	2,82,000	2,82,000
Utilities	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Supplies & Inventory	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000
Marketing & Advertising	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Maintenance & Repairs	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000
Technology Expenses	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Miscellaneous	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
Total Costs	4,70,000	4,70,000	4,70,000	4,70,000	4,70,000	4,70,000	4,70,000	4,70,000	4,70,000	4,70,000	4,70,000	4,70,000
Operating Income	3,45,400	3,56,200	3,67,000	3,77,800	3,88,600	3,99,400	4,10,200	4,21,000	4,31,800	4,42,600	4,53,400	4,64,200
Income Tax	65,232	66,096	66,960	67,824	68,688	69,552	70,416	71,280	72,144	73,008	73,872	74,736
Net Profit (loss)	2,80,168	2,90,104	3,00,040	3,09,976	3,19,912	3,29,848	3,39,784	3,49,720	3,59,656	3,69,592	3,79,528	3,89,464

3.4 Cash Flow

Cash Flow Statement												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Operating Activities												
Net Profit (loss)	2,80,168	2,90,104	3,00,040	3,09,976	3,19,912	3,29,848	3,39,784	3,49,720	3,59,656	3,69,592	3,79,528	3,89,464
Depreciation	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Net CF from Operating Activities	2,75,168	2,85,104	2,95,040	3,04,976	3,14,912	3,24,848	3,34,784	3,44,720	3,54,656	3,64,592	3,74,528	3,84,464
Investment Activities												
Equipment, Facilities & Licensing	15,00,000	0	0	0	0	0	0	0	0	0	0	0
Net CF from Investing Activities	-15,00,000	0	0	0	0	0	0	0	0	0	0	0
Financing Activities												
Personal Cash	3,00,000											
Seed Money	12,00,000											
Net CF from Financing Activities	15,00,000	0	0	0	0	0	0	0	0	0	0	0
Cash Inflow/Outflow	2,75,168	2,85,104	2,95,040	3,04,976	3,14,912	3,24,848	3,34,784	3,44,720	3,54,656	3,64,592	3,74,528	3,84,464

Our journey as entrepreneurs with Paws & Play has provided us with valuable insights into pet ownership trends in India. According to estimates, there are approximately 19 million pets in the country, predominantly dogs. Each year, around 600,000 pets are adopted (source: India International Pet Trade Fair). We recognized the shifting dynamics of modern lifestyles, the rise of nuclear families, and urbanization, which have led to more pets living indoors or within homes.

In developing our start-up concept, we realized the importance of scrutinizing every detail of our environment to identify business opportunities. By understanding the specific challenges faced by our target market, we sought to create solutions that would benefit both pet owners and our entrepreneurial venture. Our experience has taught us the importance of maintaining robust financial management and fostering enduring relationships with our customers.

Launching and running Paws & Play demanded considerable patience, precision, and hard work. Despite encountering various obstacles, we have persevered with dedication, continuously refining our strategies to overcome challenges and deliver superior solutions.

With the invaluable guidance of our mentors and the unwavering support of our friends, we successfully crafted a model designed to streamline pet care services. We believe in the transformative power of our ideas and are committed to realizing them through a stable and scalable business model. We are confident that our efforts will not only benefit pet owners but also contribute to the growth of the pet care industry in India.