

Business Model Canvas



Paws & Play

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Date: 6th April 2024

Iteration No. : 1

Key Partners



- Collaborating with local veterinary clinics for health check-ups and emergencies.
- Partnering with pet food and supply companies for discounts and special offers for customers.
- Sourcing grooming equipment from reputable suppliers to ensure quality and safety.
- Partnering with pet food manufacturers to provide nutritious meals tailored to pets' dietary needs.
- Providing veterinary consultations and medical care for pets as needed
- Access to high-quality grooming products for maintaining pet hygiene and appearance.
- Supply of nutritious and balanced pet food options to meet dietary requirements and preferences

Key Activities



- Door to door drop-off and pick-up facilities.
- Providing personalized care for pets by understanding their needs from the customers.
- Building trust and credibility through targeted marketing efforts.
- Ensuring competent and compassionate pet caregivers.

Key Resources



- Professional Staff: Hiring certified groomers with at least 2 years of experience in pet care.
- Quality Facilities: Investing in state-of-the-art grooming equipment and installing CCTV cameras.
- Digital Platform: Developing a mobile app with features like real-time updates.
- Service Packages: Offering a monthly package for Rs 2000 with grooming sessions and daycare, and a VIP annual subscription with an additional 30 % off

Value Propositions



- We'll be providing supervised activities tailored to each pet's personal needs.
- Grooming and training sessions provided.
- Facilities like pick and drop service, online booking, and scheduling with automated reminders are provided.
- Prompt communication, responsiveness to inquiries and concerns, and regular updates on pet activities.
- Maintaining a clean, safe, and stimulating environment for pets.
- We'll be providing value-based pricing for high-quality services.
- Tiered service packages with option for add-on services thus enhancing client experience and increasing revenue.
- Customers can benefit from discounted rates through membership plans or prepaid packages for frequent visitors.

Customer Relationships



- Membership Rewards Program**
Offer a tiered membership program where customers earn points for every service they use.
- Loyalty Discounts and Referral Program**
Cashback rewards for repeat customers who regularly use multiple services/refer new customers to your business.
- Personalized Pet Care Plans**
Create personalized care plans for each customer's pet based on their age, breed, health conditions, and specific needs.
- Online Booking Convenience**
To implement easy scheduling, automatic reminders, and real-time updates on their pet's activities and appointments along with customer feedback and support.

Channels



- Develop a user-friendly website where customers can explore your services.
- Create a mobile application for convenient booking and tracking pet care schedules..
- Encourage satisfied customers to refer their friends and family by offering referral discounts and loyalty rewards
- Participate in community events, pet expos, and workshops to network with pet owners

Customer Segments



We prioritize in targeting the following category of customers:

- Primarily adults (25-55 age group)**
represents individuals in their prime working years with disposable income to spend on premium services.
- Middle to high-income individuals** with the financial capacity to afford premium pet care services.
- Busy professionals and students** who prioritize convenience and seek efficient solutions to manage pet care amidst their hectic schedules.
- Pet Enthusiasts** who deeply care about their pets' well-being and seek high-quality services to enhance their pets' lives.
- Tech-savvy consumers** who prefer online platforms for researching and booking pet care services, emphasizing the importance of a strong digital presence.



Cost Structure

We take a loan of ₹15 Lac for 5 years at 12 percent interest for our business

INITIAL COST: ₹15 Lac

- Equipment and Facilities Cost :** ₹1.65 Lac
 - 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:** ₹12.75 Lac
 - Renovations and setup: ₹7.5 lac
 - Technology development: ₹3.75 Lac
 - Initial promotional expenses: ₹1.5 lac

RECURRING COST: ₹5 Lac/month

- Location Cost (Rent):** ₹50k/month
- Security Deposit(one-time) :** ₹15k
- EMI of Loan:** 33k/month
- Hiring Cost (Salaries and benefits):** ₹2.82 lac/month
 - 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:** ₹1.3 Lac / Month
 - Utilities: ₹20k
 - Supplies and inventory: ₹60k
 - Marketing and advertising: ₹30k
 - Maintenance and repairs: ₹12k
 - Technology expenses: ₹2k
 - Miscellaneous : 6k



Revenue Streams

- Pet Boarding Services:**
 - Cost per day per pet: ₹500 (food & bedding)
 - Number of pets per day: 8
 - Monthly Revenue = ₹1,20,000
- Pet Daycare Services:**
 - Cost per half-day per pet: ₹250
 - Cost per full-day per pet: ₹400
 - Number of half-day pets per day: 10
 - Number of full-day pets per day: 5
 - Monthly Revenue = ₹1,35,000
- Pet Grooming and Spa Services:**
 - Basic grooming package: ₹300 per pet
 - Premium spa package: ₹600 per pet
 - Number of pets for grooming per day: 10
 - Monthly Revenue = ₹2,70,000

Veterinary Care and Medical Services:

- Basic check-up fee: ₹200 per visit
- Vaccinations and treatments: Variable (average ₹500 per visit)
- Number of veterinary visits per day: 5
- Monthly Revenue = ₹1,50,000

Membership Subscriptions:

- Basic membership: ₹1000 per month per pet
- Premium membership: ₹2000 per month per pet
- Number of basic members: 50
- Number of premium members: 20
- Monthly Revenue = ₹1,10,000

Pickup/Drop Service:

- Cost per trip: ₹100
- Number of trips per day: 10
- Monthly Revenue = ₹30,000

Total Monthly Revenue = ₹8,15,00
Break even period = 5 months approx