

Opportunity Canvas



Paws & Play

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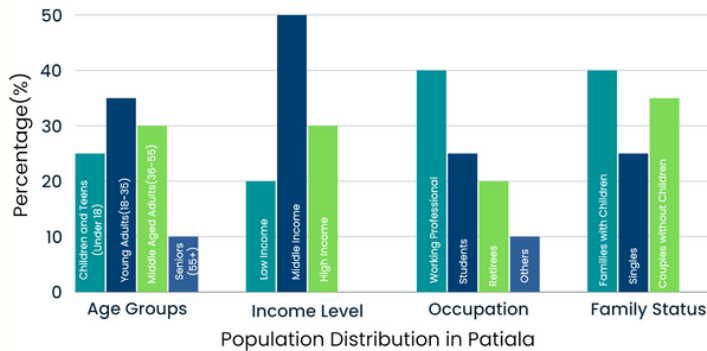
Date: 6 March 2024

Group: 3CO14

Users & Customers



- Customers needing pet boarding, grooming, training and medical care services.
- We will be targeting the following customers:
 - Primarily adults (18-55)** with disposable income to spend on pet care services.
 - Middle to high-income individuals** who can afford premium pet care services.
 - Working professionals and students**, who may have busy schedules and limited time to care for their pets.
 - Families with pets, couples, singles and retirees** who consider their pets as family members.



Problems



- Limited comprehensive pet care options and specialized facilities.
- Cost barriers and difficulty accessing pet care services.
- Challenges in finding convenient training and pick-up/drop services.
- Concerns about inconsistent care standards and neglecting check-ups.
- Limited care options due to work/travel commitments.
- Health issues like obesity and grooming challenges.

Solutions Today



- Pet owners may need to relocate to different cities for pet training purposes.
- These pet owners often rely on neighbors and relatives for pet care.
- Pet care facilities in smaller cities may lack.
- Proper trainers
- Adequate facilities
- Door-to-door delivery services

Solution Ideas



- Unique value propositions: pick and drop service, online booking, and scheduling with automated reminders.
- Trustworthy service: real-time tracking for reliable pet care.
- Focus on pet comfort and community welfare.
- Safe boarding kennels for temporary stays.
- Continuous staff training for quality service.
- Flexible membership categories to discourage substitutes.
- Collaborations with local pet industry for bundled services.
- Prompt response to online feedback for positive reputation.
- Workshops on pet wellness and grooming tips for community engagement.

User Value



- 24/7 CCTV surveillance of their pets
- The medical facilities and training in playroom labs follow safe standards.
- Free transport from owners house to the center
- Owners can relax knowing their pets are well-cared for.
- Flexible boarding options accommodate varied travel plans.
- A supportive pet care network with tailored services.
- Professional services include check-ups and activities for pets

Adoption Strategy



- Promote our services through social media, forums, and pet communities.
- Provide discounts for loyalty and multiple pets.
- Offer pet owners a free one-week trial to experience our quality care.
- Partner with select MNCs to offer exclusive benefits to their employees.
- Implement clear contracts for accountability

User Metrics



User behaviors that we can measure which indicates customers adopt, use and place value in our solution is as follows:

- Lack of grooming and daycare facilities for pets needed to be addressed.
- The care routines and facilities being provided, following safe standards are the solution.
- Main target is upper middle class who can pay the required amount for the comfort and safety of their pets.
- Most people from the target strata belong to the working-class, nuclear families who require frequent assistance in taking care of their pets.

Business Problems



Ways in which these customers/users and their challenges above impact our business and if these problems aren't solved, it will hurt our business :

- Seasonal variations, unexpected cancellations or no-shows
- Customer retention, client communication
- Requirement of qualified staffs
- Behavioral Issues and conflict management
- Health and safety regulations compliance with local authorities, emergency preparedness
- Technological integration

Budget



- Location Cost (Buy): ₹50 Lac
- Equipment and Facilities Cost : ₹1.65 Lac
- Permit and Licensing Fees: ₹50k
- Hiring Cost (Salaries and benefits): ₹1.85 lac/month
- Fixed Costs: ₹12.75 Lac
- Other Costs: ₹1.36 Lac / Month

BUDGET = FIXED COST (65 Lac) + MONTHLY COST (3.21Lac/Month)

Business Metrics



We will be using following metrics to measure the success of our business. Estimated values are provided below:

- Profit Margin** : 15-20 %
- Customer Acquisition Cost(CAC)** : ₹750 per customer.
- Customer Retention Rate(Annual)**: 75%
- Average Revenue Per User (ARPU)**: ₹3500 per customer per month.
- Active Users**: 100
- Yearly Revenue Growth**: 10%
- Monthly Revenue (initial)**: ₹3,50,000
- Customer Satisfaction Ratings**: 4.5/5