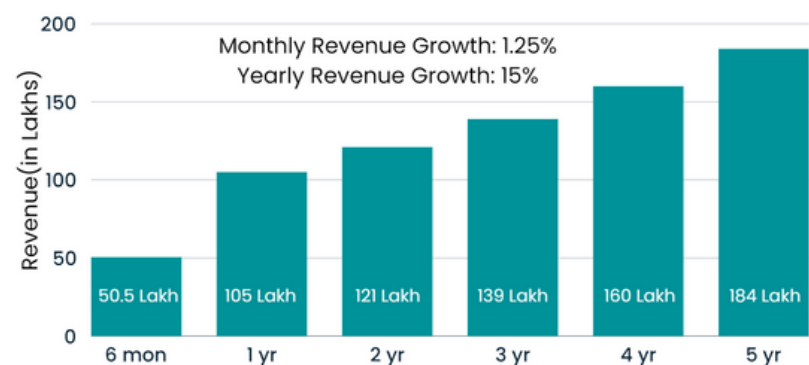
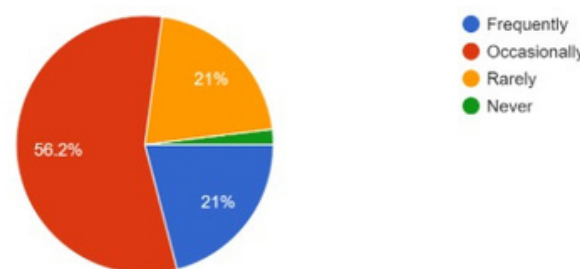


The problem lies in the absence of dependable, secure, and attentive care options for pets throughout the day and night, compounded by a deficiency in grooming services that cater to the needs of pet owners seeking holistic care. Our startup offers round-the-clock pet day and night care, coupled with professional grooming services, providing pet owners reliable, safe, and nurturing care for their furry and feathered companions.

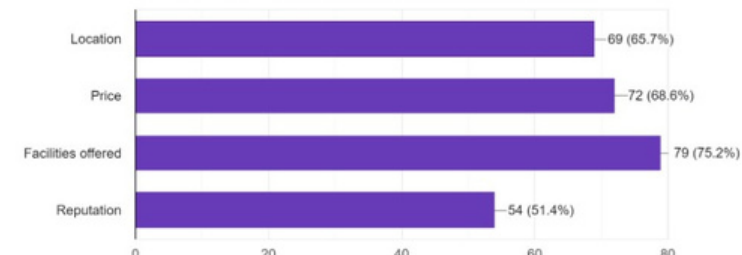
Anupriya Lathey (102103373)  
Nitleen Kaur (102103377)  
Jaisika Bhatia (102103378)  
Pia Gupta (102103394)  
Harshal Mehra (102103813)  
Nikhil Dev Goyal (102103733)



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



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



## Key Partners



- Local veterinary clinics for special emergencies and medical advice.
- Licensed pet service experts for various daycare and spa services.
- Grooming equipment suppliers for pet products.
- Pet food manufacturers for pet food and nutrition.
- Drivers, attendants and customer service experts.
- Marketing personnel.

## Key Activities



- Pick and drop facilities.
- Personalized pet care by understanding customer needs.
- Targeted marketing efforts.

## Key Resources



- Hiring certified groomers.
- Investing in grooming equipment and security.
- Developing a mobile app with features like real-time updates.
- Offering pocket friendly discounts

## Value Propositions



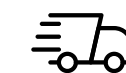
- Supervised activities tailored to each pet's personal needs.
- Grooming and training sessions.
- Pick and drop service.
- Prompt communication, responsiveness to inquiries and concerns, and regular updates on pet activities.
- Maintaining a clean, safe, and stimulating environment for pets.
- Value-based pricing for high-quality services.
- Benefit from discounted rates through membership plans or prepaid packages for frequent visitors.

## Customer Relationships



- Offer a membership program.
- Create personalized care plans for each customer.
- To implement easy scheduling, automatic reminders, and real-time updates.

## Channels



- Develop a user-friendly application.
- Encourage satisfied customers to refer their friends and family by offering referral discounts and loyalty rewards.
- Calls to database contacts.

## Customer Segments



- Primarily adults (25-55 age group) represents individuals 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 who prioritize convenience to manage pet care amidst their hectic schedules.
- Pet Enthusiasts who seek high-quality services to enhance their pets' lives.

## Cost Structure



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

## Revenue Streams



REVENUE STREAMS (per month)			
Pet Boarding Services		Veterinary Care and Medical Services	
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	
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	
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.			