



Paws & Play

**Pet Day Care and Grooming
Services**

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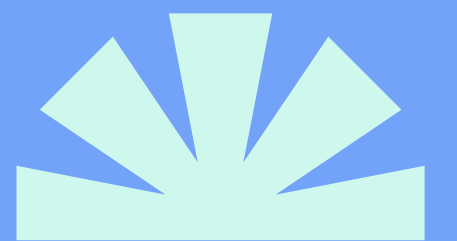
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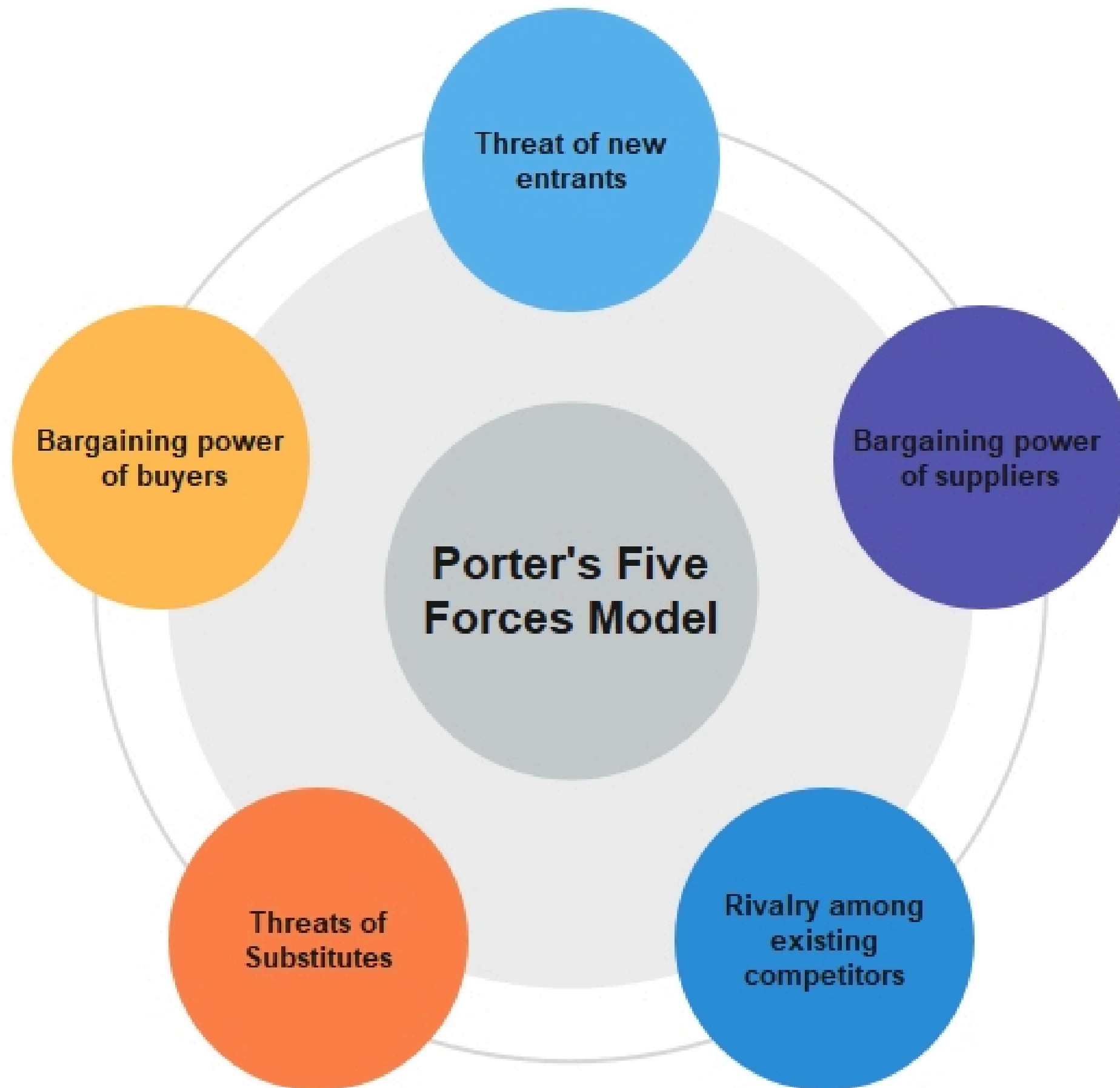


Paws & Play, an innovative startup, is dedicated to offering a secure, warm, and inviting environment tailored for the comfortable **grooming and daycare** of pets. Our mission is centered around the development of a user-friendly application that streamlines the pick-up and drop-off services for pet owners, addressing the challenge of caring for their furry companions when family obligations or other commitments arise. This is where Paws & Play steps in, providing a solution to ensure that pets receive the attention and care they deserve even in their owners' absence.

**Daycare | Grooming | Wellness | Training | Pick-up/Drop | Membership |
Socializing Activities | Quality Food | Regular Check-ups |
Healthy Environment | Free Trial | 24-hour service | Discount Packages**



Porter's Five Forces



Michael Porter's five-force strategic analysis model, introduced in a 1979 article published in the Harvard Business Review, remains a fundamental tool for strategic analysts plotting the competitive landscape of an industry. In a bid to mirror the complexity real strategists would face while keeping their strategic analysis manageable, Porter set out five forces at play in a given industry.



Threat of New Entrants

- Understanding the specific **regulations and licensing** requirements in the target market might prove to be a hindrance for new entrants.
- Existing businesses may benefit from **economies of scale**, allowing them to achieve cost efficiencies in purchasing supplies, marketing, and operations.
- Once established, pet daycare and grooming businesses have **loyal customer** bases built over years of service.
- Securing suitable **real estate** with adequate space, parking, and zoning permissions can be a challenge for new entrants, further reducing the likelihood of competition.
- Such services are not commonly available yet. The **customer reaction** is subject to uncertainty.





Bargaining Power of Suppliers

- The bargaining power of suppliers is **low** in this industry.
- A **weaker** supplier position can make an industry more attractive with higher profitability and growth potential.
- We benefit from factors like readily available **substitute products** and **low switching costs**, making us resilient in the market.
- Our industry benefits from **low supplier concentration**, low switching costs, and a product landscape with little differentiation.
- The availability of substitute products enhances our **adaptability**. Paws & Play, with its **price sensitivity** and market knowledge, minimizes the threat of suppliers integrating forward.
- To address supplier power, Paws & Play can strengthen its position by **reducing reliance on a few suppliers**, enhancing price sensitivity and resilience.





Bargaining Power of Buyers

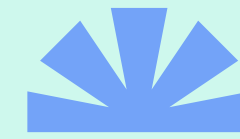
- Bargaining power is **low** in **small cities** where the number of such pet care services is less so people will not be able to compare the prices with other **competitors**.
- The bargaining power of buyers is very high in metropolitan cities which is not our target audience.
- Ideal places for this business to grow are **small towns and cities** according to a survey we did.
- Bargaining Power can further be minimized by differentiating our services by providing door to door services, **building strong relationships**, increasing switching costs, horizontal and vertical integration, monitoring industry trends, collaborating with other businesses and leveraging technology by offering **online booking, appointment reminders** and **digital payment options**.



Rivalry Among Existing Competitors

- In metropolitan cities, competitors like **FuzzyWuzzy**, **DogSpot**, and **Waggle.in** intensify rivalry for market share and resources.
- The best target area for this business to work is **small towns and cities** where people do not have much choice for getting these facilities.
- Paws & Care can differentiate itself through its unique value proposition, such as the convenience of **pick and drop service**, seamless integration with **online platforms** for **booking and scheduling** with a focus on both pet comfort and community welfare.





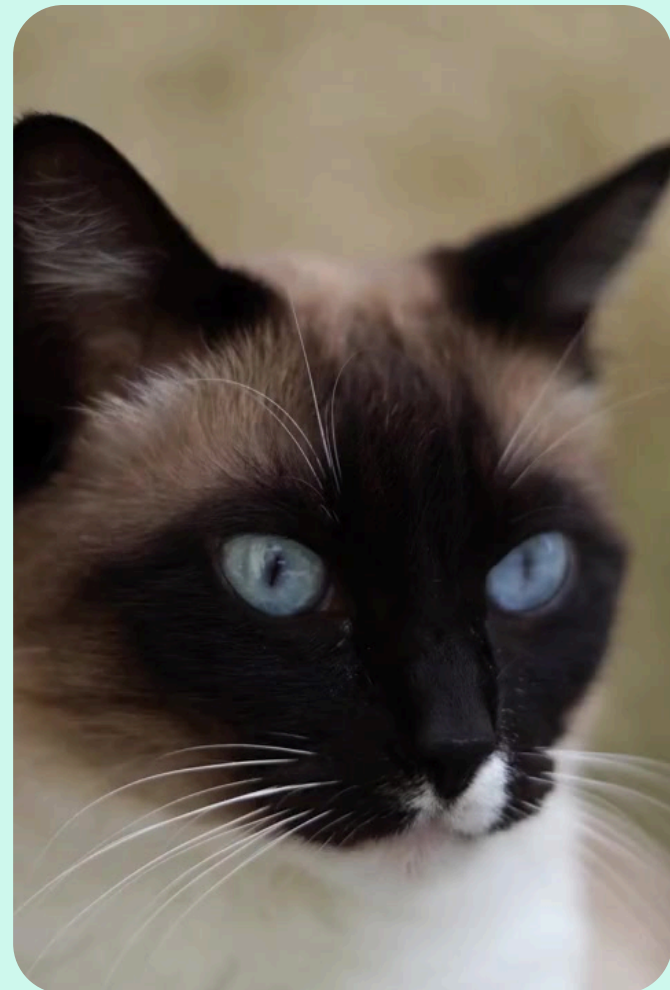
Threats of Substitutes

- **Economical services** deter substitutes by providing cost-effective pet care options.
- Through our app's **real-time tracking feature**, we offer trustworthy service. This enhances reliability, making it less likely for pet owners to consider alternatives that lack such assurances.
- In addition to daycare services, offering **professional grooming services** such as baths, haircuts, nail trims, and ear cleaning
- Various **membership categories** offered adding flexibility, further discouraging pet owners from seeking substitutes.

Conclusion

We are an inclusive workplace. We admit pets of all species, breeds, sizes, colors, and cuteness levels.

Guide dogs are also always welcome.



The threat of entry is moderate while the threat of substitutes is Low. The bargaining power of suppliers, as well as the bargaining power of buyers, is Low. Industrial rivalry varies from Low to Average. This business idea is appropriate for small towns and cities which turns out to be the best target market.

*Bring your pets
to visit us soon!*