Business Model Canvas



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Iteration No.:1

8=

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
- 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
- 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 stateof-the-art grooming equipment and installing CCTV cameras.
- Digital Platform: Developing a mobile app with features like realtime 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 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

owners



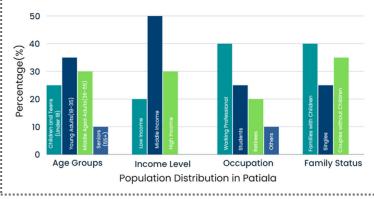
- Develop a user-friendly website where customers can explore your services.
- Create a mobile application for convenient booking and tracking pet care schedules...
- Encourage satisfied customers to refer their friends and family by offering referral discounts and loyalty rewards • Participate in community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

expos, and workshops to network with pet

Customer Segments



- 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
- o 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
 - o Driver(s) (3): ₹30k
 - Marketing/Sales Personnel(2): ₹36k
- Doctor(2): 70k
- Utilities: ₹20k
- Supplies and inventory: ₹60k

• Other Costs: ₹1.3 Lac / Month

- Marketing and advertising: ₹30k
- Maintenance and repairs: ₹12k
- Technology expenses: ₹2k Miscellaneous: 6k
- Monthly Revenue Growth: 1.25% Yearly Revenue Growth: 15%

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



