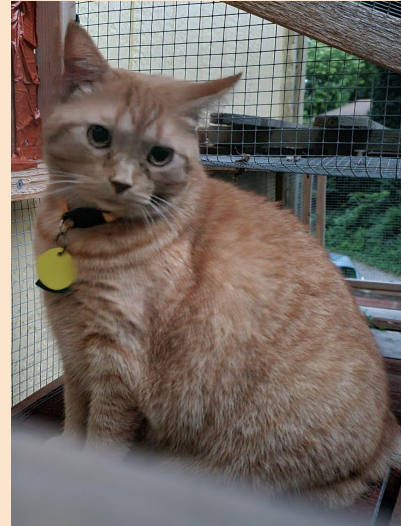




# Pet Cleaning Products



Presented by:  
Group C

# The Team

- Angelina Barone
- Mira Faizul
- Dan Haikal
- Ranga Rutiser Sundar



# College Pet Owners

- College students are busy!
- Survey: 37.9% dislike cleaning up after their pets
- Survey: easy, reliable, helpful, and pet safe pet products most important



Average ratings of various needs in a pet cleaning product (1 to 5 scale)

Easy	Low Cost	Reliable	Helpful	Fast	Pet Safe
4.68	3.98	4.79	4.82	4.20	4.96

# A Large Industry

- The pet industry is very large (\$3.87 billion per year) - and growing [1]
- 70% of U.S. households own one or more pets [2].
- Pet owners dislike cleaning up after pets (survey data)
  - Unpleasant
  - Takes time
- Frustration with existing cleaning products



# Competitive Advantage

- Solve some frustrations of existing products
- Reliability - it should last for a long time
- Ease of use - it should not be too complicated
- Litter boxes, nail trimmers, etc. are inconvenient and difficult



# References

[1] S. Bhandalkar and D. Das. "Pet grooming products market size & growth." Allied Market Research.

<https://www.alliedmarketresearch.com/pet-grooming-products-market> (accessed Feb. 9, 2022).

[2] "Facts + statistics: pet ownership and insurance." Insurance Information Institute.

<https://www.iii.org/fact-statistic/facts-statistics-pet-ownership-and-insurance> (accessed Feb 9, 2022).