Box o’ Woof is a monthly subscription service where you pay $9.99 a month and get a box of dog treats and/or toys. The company is headquartered in Tampa, Florida. One of the main differentiators of this company is that they find cool and new dog products from local and independent business. 30% of all profits are donated to helping and saving rescue dogs all over the country. The startup was founded in 2008 by two entrepreneurial women named Sam and Connie who have dogs that have a passion for tearing up toys quickly and easily getting tired of the treats they have.

When opening an account, customers must fill out a personality test for their dogs where questions such as favorite flavor, for treats and dog foods, and favorite color, for clothing items, are asked to create the best box for each dog. Box o’ Woof keeps payment information stored so that the card is charged automatically each month. There are 3 items per box, 1 toy, 1 treat, and 1 article of clothing. They are delivered on the 1st of every month.

The company is very small as it is made up of 15 employees and interns. The most notable team is comprised of the two Co-Founders, the VP of Finance, VP of Marketing, VP of Sales and Operations, and the office dogs Rex, Barb, and Skippy.

Assumption:

* Only one credit card is used and kept on file
* The box data is for one specific month, as the contents of each box changes each month  
    
  