Description of the Chosen Business

The Pet Adoption and Rescue Database is a centralized system designed to streamline operations across multiple animal shelters. It tracks critical data, including pet profiles, medical history, adoption processes, and resource allocation. The database enhances transparency, improves adoption rates, and supports shelter management with actionable insights.

Justification for the Choice

The pet adoption and rescue sector faces challenges such as disorganized data management, inefficient resource utilization, and delayed adoption processes.

A centralized database mitigates these issues by providing:

- Enhanced Adoption Processes: Faster and more personalized pet matching for adopters.
- Operational Efficiency: Reduced redundancy in data entry and tracking.
- Improved Pet Care: Accurate tracking of medical and behavioral needs.

The database aligns with the mission of creating better outcomes for pets and adopters while improving shelter operations.

Goals Framework

Strategic Goals (5 Years):

Improve database functionality, expand shelter partnerships, and enhance user engagement through personalized pet-matching algorithms to increase the adoption rate by 50% over the next five years.

Tactical Goals (1-3 Years):

Within 18 months, implement a data analytics dashboard that tracks adoption trends, return rates, and pet health data to help shelters optimize their operations.

Operational Goals (6-12 Months):

Pet Profile Management: Ensure that pet profiles are updated with accurate medical history, vaccination records, and behavior notes within 24 hours of any changes to ensure the database is current and reliable.

Adoption Request Management: To maintain a fast and responsive adoption process, process and review 95% of adoption requests within 48 hours.

Customer Engagement: Respond to all user inquiries related to pet adoption within 12 hours and ensure potential adopters receive relevant, personalized recommendations based on their preferences.