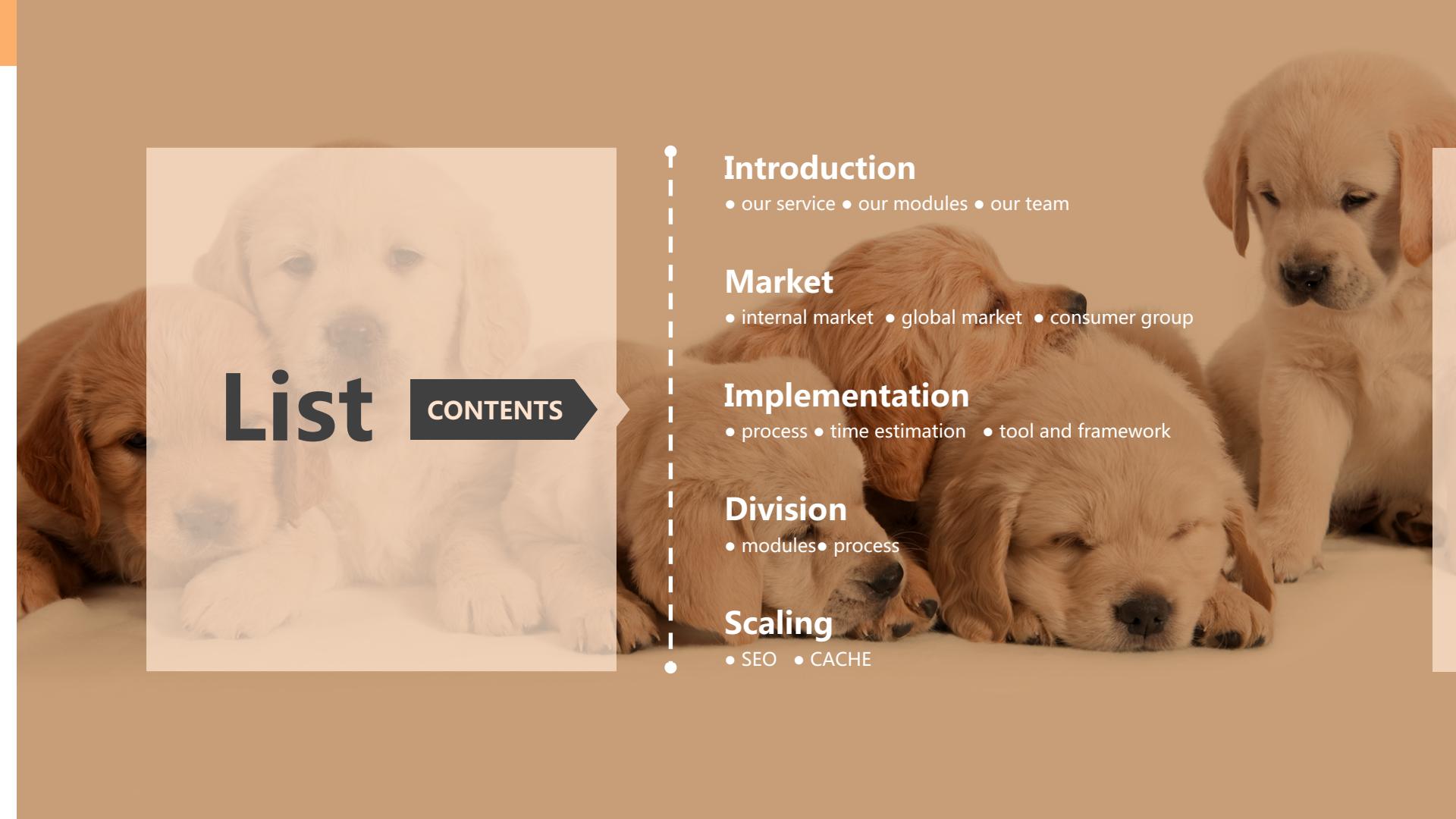




# Pet Party

Pet Birthday Party Service – More Than You Ever Know



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# Introduction

- Our Service • Our Feature • Our Team



## Pets Birthday Party Service

Your lovely pets' birthday are coming. No time? No ideas? No problem! We are good at holding party For Your Pets!

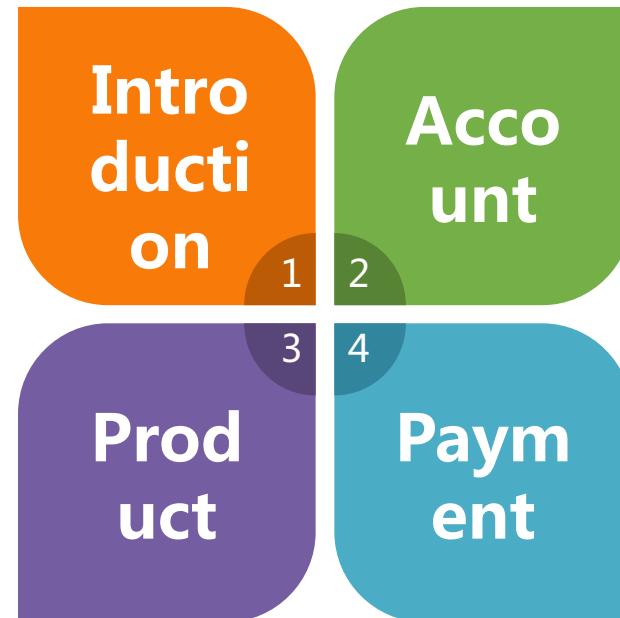
Our service includes birthday theme design, party room lay out, dress rental, all day shuttle service, birthday cake baking, birthday gift purchasing, birthday song compose, video and photo album making, etc.

Click in our website to find What's new to celebrate pets birthday. Log in to customized the surprise to your pets. We hope this is the most special birthday for You and Your Pets.

## Core Modules

This is a static introduction page. It displays what we are selling, how to join us and some comments maybe.

A simple Product and Order system, like suppose we have only 3 different classic products and all of them are unlimited.



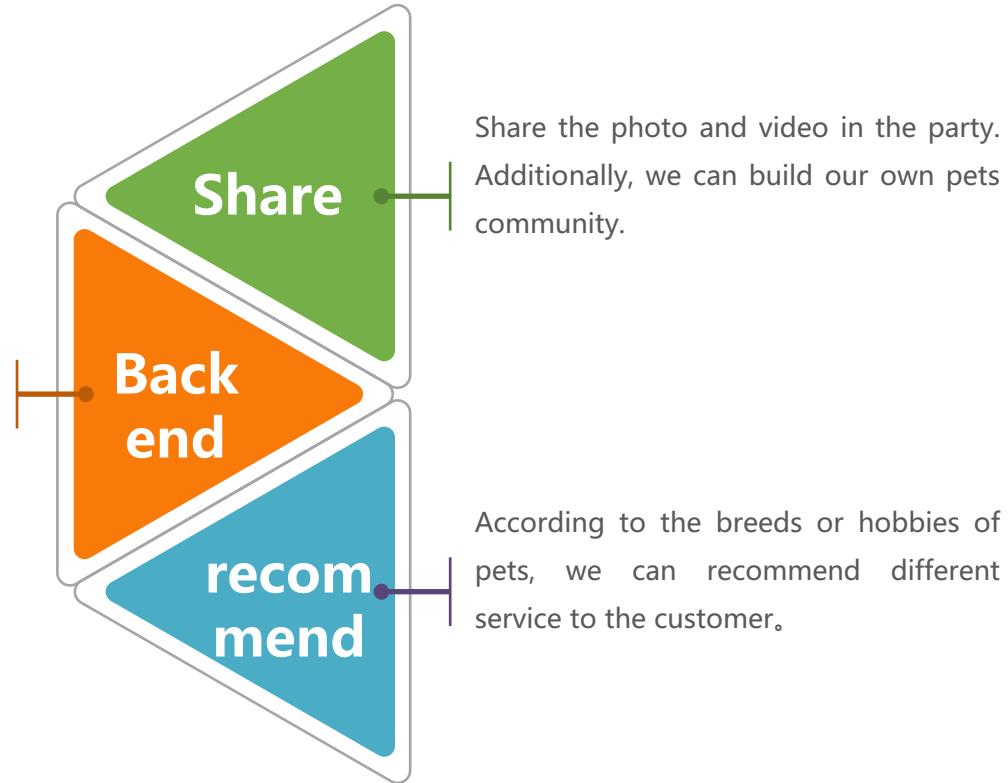
A simple register-login and user account system.

Since we can not pass the application of using payment API, we will simulate a result maybe.

## Extra Modules

Manipulate the product and order frontend shows. It supposed to be included to the core modules, but maybe we are short of time.

Customer Service: we are not going to cover this module even in the second stage, we will leave a email address and phone number instead.



# Login Our Website



Bailey\*4

If me **dog** likes it, me **dog** gets it.



Tora

cats play jenga now



Teddy

Teddy is much more than a hound **dog**!



Rosie

WTF MY CAT WHO WENT MISSING 6 YEARS AGO HAS BEEN FOUND IN BOGNOR REGIS WE ARE GETTING HIM BACK IM SO HAPPY



## Place An Order

We provide 3 different price services package to choose – Standard, VIP and VVIP. Each one has the basic service like birthday cake and birthday gift. After placing order we start to arrange the unique party for your pets.

## Schedule

## Party Day

After placing the order, we will send you a list which includes the Schedule and Receipt. If you want to have a surprise, you can just press the bottom "Keep Secret" and we won't tell you details.

Nothing need to prepare that day, all you and your dog need to do is just enjoy the very moment, the music and the delicious cake.



# Team Members



Zijing Huang

My little golden retriever loves  
dish washing.

Shizhe zhou

Muscle Genius

Jiao Wang

Shy and Quiet girl



**TWO**  
Part Two

## Market and Competitors

- internal market • global market • consumer group

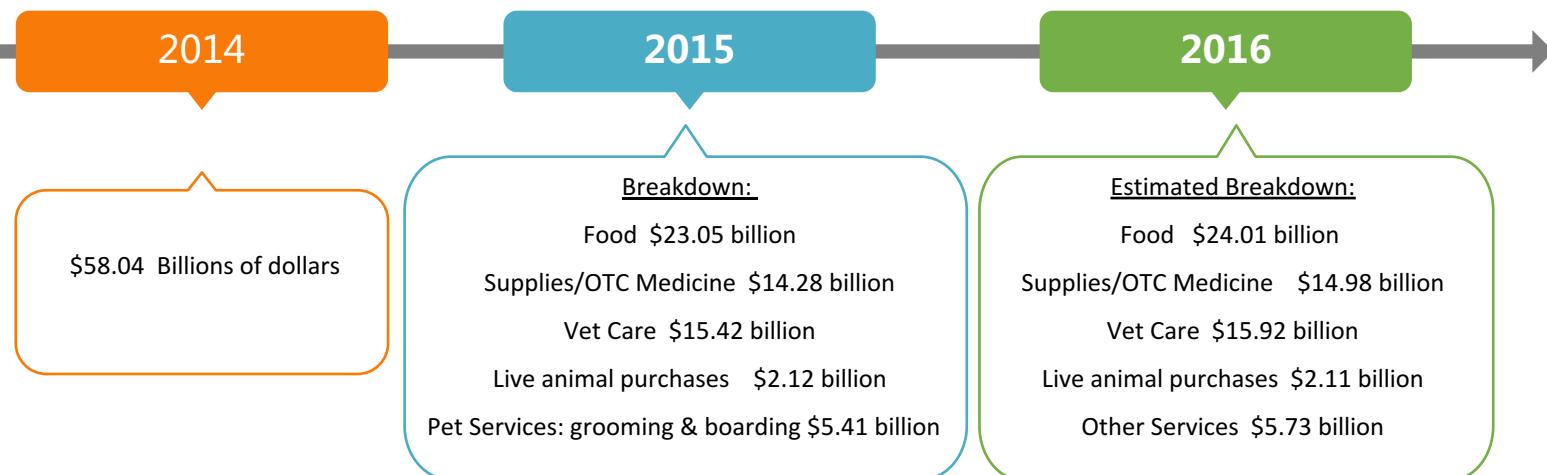
## Internal Market

The following spending statistics are gathered by APPA from various market research sources and are not included in the organization's bi-annual National Pet Owners Survey.

In 2015, \$60.28 billion was spent on our pets in the U.S.

Estimated 2016 Sales within the U.S. Market

[http://www.americanpetproducts.org/press\\_industrytrends.asp](http://www.americanpetproducts.org/press_industrytrends.asp)

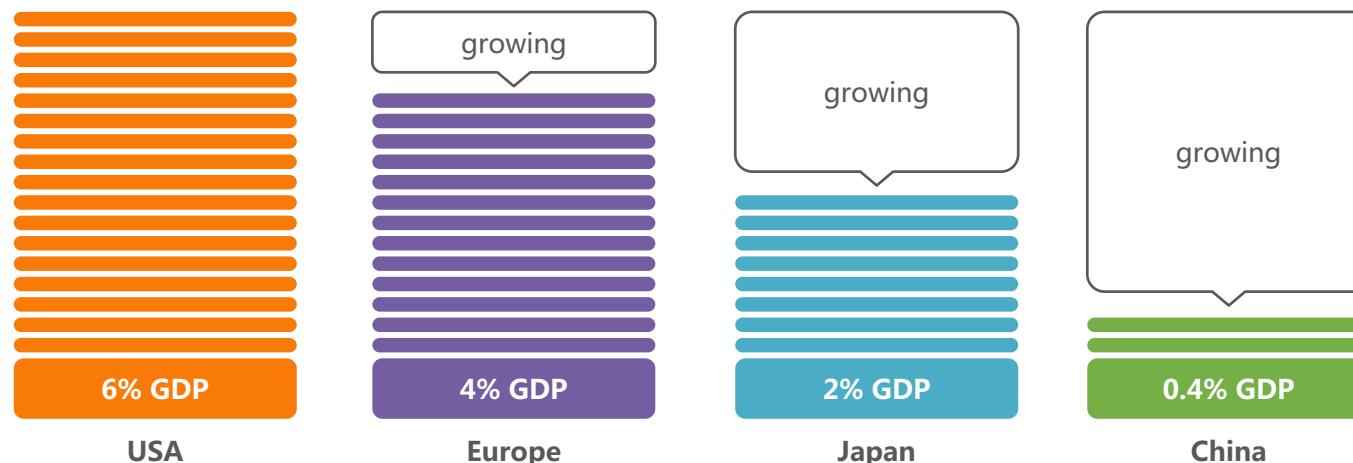


# Global Market

The latest survey done by Colin Siren of Ipsos Reid estimates 35% of **Canadian** households have a dog, while 38% have a cat.

A 2007 survey by the found that 26% of **UK** households owned cats and 31% owned dogs, estimating total domestic populations of approximately 10.3 million cats and 10.5 million dogs in 2006.

Household animals in **Italy** are about 45 million in number, according to a survey promoted by Italian family associations in 2009: 7 million dogs, 7.5 million cats, 16 million fishes, 12 million birds, 10 million snakes plus 3,000 wild animals held as "pets", mainly lions, panthers and cheetahs.



# Pet Owner Analysis

## Old People

For elderly pet owners, who often live alone or in group facilities, pets can help reduce stress, lower blood stress, increase social interaction and physical activity and help them learn.

## Children

Children love their pets -- and for good reason. Creatures large and small teach, delight, and offer a special kind of companionship.



## The White Collars

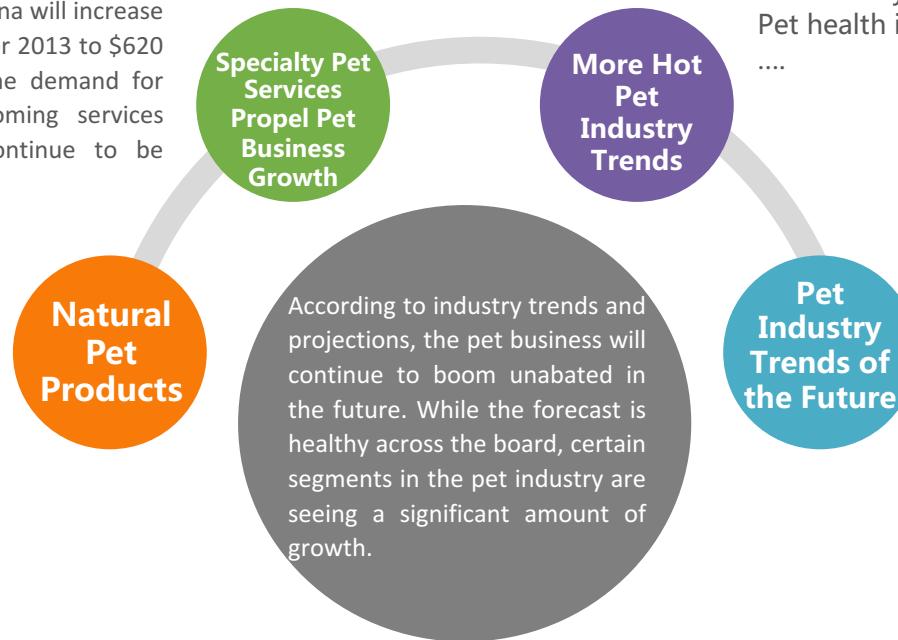
LOWER STRESS AT WORK!  
BE HAPPIER!  
MORE EXERCISE

Couples who don't want kids  
Companion  
Happiness  
....

# Pet Industry Trend

The American Pet Services Product Association(APPA) predicts that spending in this arena will increase from \$510 billion for 2013 to \$620 billion by 2016. The demand for high-end pet grooming services is expected to continue to be particularly brisk.

Natural products, in general, are gaining wide-spread popularity. This is because people have become more conscious about improving and sustaining the health of the planet.



Mobile pet grooming.  
Pet-friendly travel.  
Pet health insurance.  
....

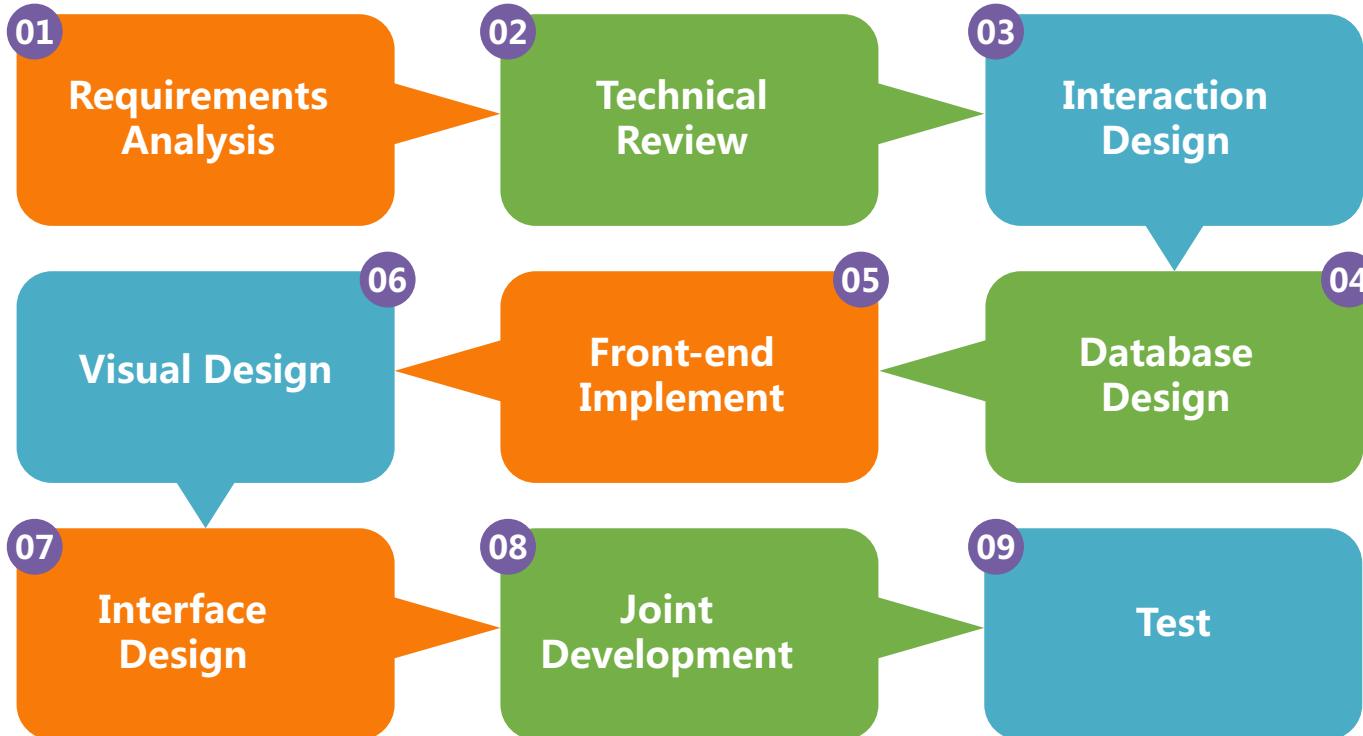
These are just some examples of products, services, and concepts that offer great potential for business growth. Considering that American pet parents are expected to spend even more on their companion animals in the future, the sky's the limit for those who have a good head for business and genuine love of critters.



**THREE**  
Part Three

# Implementation

- process • time estimation • tool and framework



## Time Estimate

**10.17  
requirements**

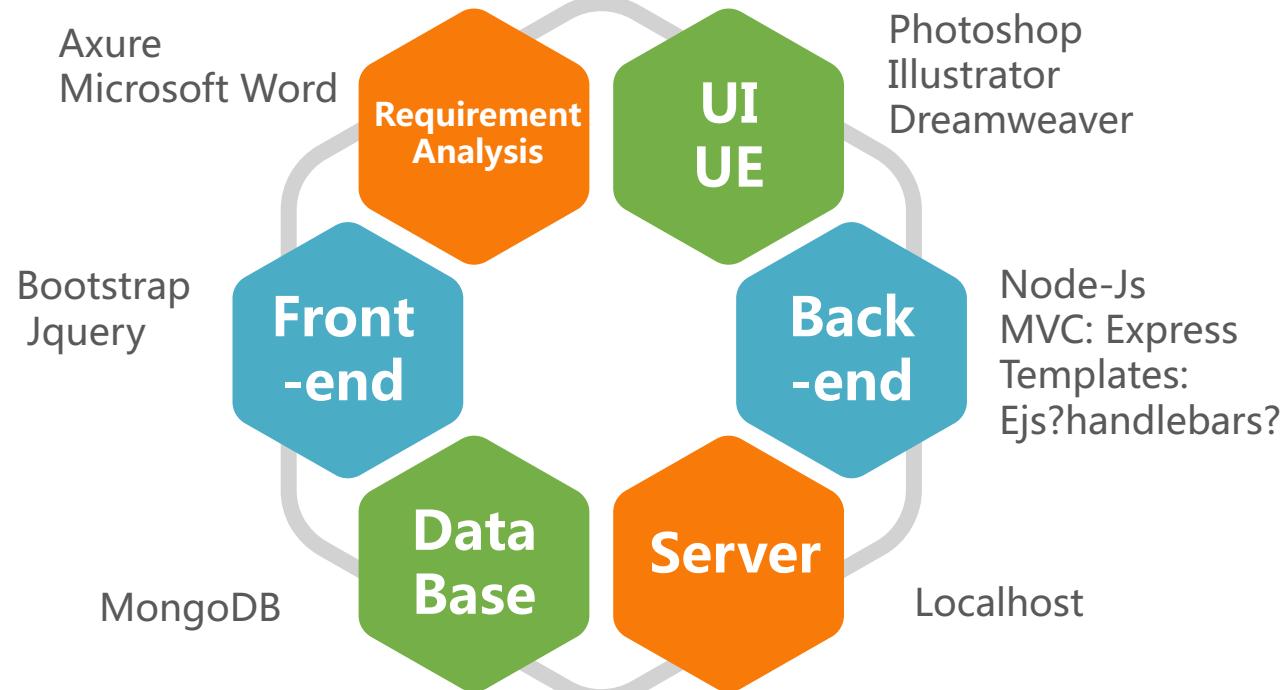
This is the most important part. Most of the unsuccessful software result from unclear requirements.

**11.7  
front-end**

Design and Implement the static website.

**12.7  
back-end**

Finish the back-end development.  
Includes the

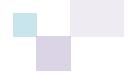




**FOUR**  
Part Four

# Division

● modules ● process



Jiao Wang

Introd  
uction

Shizhe Zhou

Acc  
ount

Product  
and  
Order

Paym  
ent

Zijing Huang





**FIVE**  
Part five

# Promotion

• SEO • CACHE

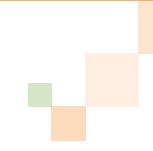
# SEO

Improve ranking on  
Google, Bing and  
Baidu.

**External  
SEO**

**Internal  
SEO**

Use Elasticsearch or  
Solr remodel SEO.

- 
- 01 Vanish and CDN.
  - 02 Memcache and Redis
  - 03 Disaster recovery and DB optimize etc...



# Thank you



Pet Par

Zijing Huang zhuang21@stevens.edu

Shizhe Zhou

Jiao Wang