

# More for your paws – mobile pet grooming and animal care

## Business plan

Date: 31/05/2022

# Key details

## Registration details

<b>Business name</b> Registered or proposed name.	“More for your paws”
<b>Date registered</b>	15/06/2015
<b>State registered in</b>	Victoria
<b>Business structure</b>	Partnership
<b>Australian business number (ABN)</b>	1234 567 8901
<b>Tax File Number (TFN)</b>	109 876 543
<b>Registered for GST (Goods and Services Tax)</b>	17/06/15
<b>Address</b>	PO Box 000, Melbourne, Vic 3000

## Online and social media details

	<b>Address/details</b>
<b>Website</b>	<a href="http://www.moreforyourpaws.com.au">www.moreforyourpaws.com.au</a>

# Contents

Key details .....	2
Registration details.....	2
Online and social media details .....	2
The business .....	4
Plan summary .....	4
Our vision.....	5
Our mission.....	5
Operations.....	5
Key people.....	8
The market.....	10
The problem .....	10
Our solution .....	10
Our target market .....	10
Advertising and promotion.....	11
Pricing strategy .....	11
SWOT analysis.....	12
Risk management .....	14
Risk assessment .....	14
Insurance .....	15
Laws we'll need to comply with .....	16
Goals and actions.....	17
Goals and objectives for next year .....	17
The finances.....	18
Finance needed.....	18
Sources of funding.....	18
Policy and Procedures that require the business to have enough sources of funding for required liquidity.....	18
Supporting document checklist.....	19

# The business

## Plan summary

### What our business does

The business is a mobile pet grooming service. We travel to households and provide pet grooming in the animal's own home, offer dog walking services, and pet care at home for animals recovering and we sell pet grooming brushes.

### Our target market

- Single people with no kids that have limited time due to their work responsibilities
- Young families with children that have limited due to their work and family responsibilities
- Retirees that are unable to groom or walk their pets
- People living in apartments with limited space
- People with pets that recover from surgery

### Our unique selling point

- Offering post-operative care and administration of medication to animals.
- Dog walking services

### Our business goals

- Long term client contracts
- Expand operations
- Sustain brand presence

## Our vision

To become the best pet mobile pet grooming and animal care business in Australia

## Our mission

We provide full animal care by offering post-operative care and administration of medication to animals, dog walking services as well as pet grooming services saving pet owners time and money.

## Operations

### Products and services

Product/service	Description	Unit price (incl. GST)
Pet Grooming	Pert washing and grooming, including bathing, brushing, nail clipping, flea and tick rinse, dog hairstyling, and ear treatments	\$60
Massage	Massage for elderly dogs to ease arthritis	\$40
Dog walking	Walking the dog or dogs.	\$40
Wound and post-operative care	Care of wounds and advice for pets recovering after surgery	\$80
Administration of pet medication	Administering pet medication by a qualified veterinarian assistant	\$20
Small grooming brushes	Brushes designed specifically for smaller dogs	\$15
Medium and large grooming brushes	Brushes designed specifically for medium and large dogs	\$30

## Production

### Product supplier: "Pooch Products"

- Cost of brushes for small dogs \$7

Cost of brushes for medium and large dogs \$13

## Sales and distribution channels

Channel	Used for
Website	<ul style="list-style-type: none"><li>▪ To promote their business</li><li>▪ To book the appointments</li><li>▪ To sell the dog grooming brushes</li></ul>
Other	<ul style="list-style-type: none"><li>▪ They will offer their services by visiting the pet owner's home</li></ul>

## Digital technology

- Business's website to:
  - a. Book appointments online
  - b. Sell the dog grooming brushes
- Accounting system
- Inventory management system

*Social Media Platforms for promotion purposes*

## Information management

Client information will be stored automatically in our database from the website. For appointments booked over the phone, Melissa will have to enter the booking on our website. Financial transaction information will be managed and stored through our accounting system.

## Assets

### Premises

Any required operations will run out of Melissa's owned property such as administrative duties as well as storage and delivery of supplies, equipment, and inventory.

### Stock and inventory

- Shampoos
- Conditioners
- Clippers
- Flea and tick sprays
- Blow dryer
- Ear treatment oil
- Small and medium/ large brushes

They store stock on Melissa's property.

### Equipment

Equipment	Cost (\$)
Two [2] Laptops	\$4,000
Van	\$32,000

## Key people

### Our staff

Role	Name	Skills and experience
<ul style="list-style-type: none"> <li>• Pet groomer and animal care consultant</li> <li>• Resourcing and procurement</li> <li>• Administration</li> <li>• Business development and sales</li> </ul>	<p>If role is filled.</p> <p>Melissa Mitchell</p>	<ul style="list-style-type: none"> <li>• Qualification as a veterinarian assistant</li> <li>• Three years as a pet shop assistant</li> <li>• Four years as a veterinarian assistant</li> <li>• Certificate in Business Administration</li> <li>• Fluent in 2 languages outside English</li> <li>• Sales training experience</li> </ul>
<ul style="list-style-type: none"> <li>• Pet groomer and dog walker</li> <li>• Project Manager</li> <li>• Business development and sales</li> <li>• Accounting and Finance</li> </ul>	<p>Liam Simpson</p>	<ul style="list-style-type: none"> <li>• Five years working in a pet shop</li> <li>• Also specialises in animal behaviour</li> <li>• Qualified carpenter</li> <li>• Certified Project Manager – Prince2 training</li> <li>• Sales skills</li> </ul>
<ul style="list-style-type: none"> <li>• Treating therapist</li> <li>• Branding and innovation</li> <li>• Marketing and execution</li> <li>• Relationship management</li> <li>• Training staff and maintaining staff skills</li> </ul>	<p>Yoseph Barak</p>	<ul style="list-style-type: none"> <li>• Trainer/assessor</li> <li>• Five years working in a shelter for abandoned animals</li> <li>• Certificate in Training and Education</li> <li>• Trainer/Facilitator</li> <li>• Instructional designer</li> <li>• Branding and design experience</li> </ul>

### Sources of advice and support

Support type	Skills and experience	Why does “More for paws” need it?	Cost
Accountant	Experience managing the financial side of the business, accounts payable and receivable, payroll	None of the business owners has experience in managing finances.	\$52 / hour
Business consultant	Business development and sales experience	All three business owners were previously employees of different organisations and do not have business development and sales experience.	\$100 / hour
Marketing Specialist	At least 3 years of experience managing social media campaigns	Although Yoseph seems to be familiar with different social media platforms and could potentially create some content, “More for Paws” will require specialist advice to encounter the competitor’s social media presence.	\$34 / hour

### Skill and staff retention strategies

Yoseph Barak, one of the owners is a qualified trainer and assessor. He will:

- regularly check in with the staff to ensure their needs are being met
- offer courses to maintain staff skills

# The market

## The problem

There are other pet groomers that cover the area but none of the competitors offers:

- pet care at home for animals recovering from veterinarian surgery, offering post-operative care and administration of medication to animals
- dog walking services

## Our solution

Melissa, one of the business owners has the experience and a qualification as a veterinarian assistant and can offer post-operative care and also administer medication to animals.

Liam will take care of dog walking services.

## Our target market

Our services are targeting:

- Single people with no kids that have limited time due to their work responsibilities
- Young families with children that have limited due to their work and family responsibilities
- Retirees that are unable to groom or walk their pets
- People living in apartments with limited space

People with pets that recover from surgery

## Advertising and promotion

Channel	Used for	Budget
Mail	To advertise their business locally	Flyer creation: Free with online tools Flyer distribution: Free
Social media [unpaid]	To reach out to the target market organically	Free
Paid advertising	Facebook and Instagram: To reach out to the target market specifically	\$3,000
Email	To send offers and discounts to the client database monthly	Free

## Pricing strategy

The owners decided they chose the premium pricing strategy for their unique services and the competitive pricing strategy for the services that their competitors offer as well.

For the grooming brushes, they chose the cost-based pricing strategy where they added a mark-up on the cost of the brushes.

## SWOT analysis

### Strengths

- We offer services that none of the competitors is currently offering
- We have a variety of skills and knowledge
- Excellent customer service
- 27 years of combined experience

### Weaknesses

#### Internal Risks

- Limited number of treatments per day due to a small team
- Only one vehicle available
- The storage area is limited and eventually, it will not be enough for our inventory
- According to our Policies and Procedures, current vaccination is compulsory to groom or treat animals

### Opportunities

- The market is growing rapidly
- Good model to franchise
- We can expand our products

### Threats

#### External risks

- There are two other pet groomers covering the same area
- Other vet professionals in the area that can offer post-operative assistance
- There are other people offering dog-walking services
- According to our Policies and Procedures, the payment is due before or during the service. The client might refuse to pay.
- Extreme weather conditions
- Changes in the economy impacting clients' disposal income

## How we will address each weakness (internal risk) and threat (external risk)

- Hire more team members as the business grows
- Purchase more vans
- Lease bigger premises
- Ensure you request proof of vaccination when booking the appointment to avoid last-minute cancellations and waste of time
- Be competitive and ensure we offer great service to beat the other pet groomers in the area
- Advertise the fact that we are a “one-stop” shop offering post-operative assistance as well as pet grooming services and dog walking services
- Ensure you discuss the payment policy with the client prior to arriving at their home. Offer EFTPOS option to cover all payment options.

# Risk management

## Risk assessment

Risk	Impact	Likelihood	What we will do to reduce this risk
Extreme weather	High	Medium	Ensure that the temperature of the vehicle can be adjusted
Vehicle breakdown	High	Low	Conduct all maintenance checks Service the car regularly following all compliance requirements
Injury of a staff member while using pet grooming equipment	High	Low	Train all staff members to use the equipment required for pet grooming appropriately Wear PPE (Personal Protective Equipment) where necessary
Injury of an animal during the grooming	High	Low	Train all staff members to use the equipment required for pet grooming appropriately and provide exposure to animal handling
Extreme weather	High	Medium	Ensure that the temperature of the vehicle can be adjusted

## Insurance

Insurance type	Details
Public liability insurance	<p>Public liability insurance is useful for any business that interacts face-to-face with customers.</p> <p>It covers your potential liabilities to members of the public for personal injury or property damage if you or your business is found to be negligent.</p> <p>You should consider getting public liability insurance if your organisation requires that:</p> <ul style="list-style-type: none"><li>• your customers or the general public visit your home or business, or</li><li>• you visit customers' premises</li></ul> <p>Owners and operators of organisations have a responsibility to those visiting or engaging in activities on their premises. This is called a 'duty of care'.</p>
Workers compensation	<p>Workers' compensation is a form of insurance payment to employees if they are injured at work or become sick due to their work.</p>
Professional indemnity	<p>Professional indemnity insurance protects professionals in many industries against negligence claims made by a client. It covers the costs and expenses of defending a legal claim and any damages payable.</p>
Product liability	<p>Product liability insurance covers you against claims for injury or damage as a result the failure of any of your products.</p> <p>This type of insurance might be required if your business sells, supplies or delivers goods, even if you are just repairing or servicing those products.</p>
Other	<p>Vehicle insurance for businesses</p> <p>If your business uses motor vehicles, it is compulsory to insure the vehicles for third-party injury liability. Your cover must also be for commercial or business use.</p>

## Laws we'll need to comply with

Animal Welfare Act 1992 Australian Capital Territory

Occupational Health and Safety Act 2004 (Vic)

Australian Privacy Principles/Privacy Act 1988

Competition and Consumer Act 2010

Australian Consumer Law and Fair Trading Act 2012

Fair Work Act 2009

# Goals and actions

## Goals and objectives for next year

Goals	Objectives	How they plan to achieve them
Long term client contracts	Aim for three clients per day each	Work efficiently and maintain good relationships with the clients
Expand operations	Get at least one referral from each client	Offer a discount for referrals to both the referrer and the new client
Sustain brand presence	Keep the user-base engaged across forums online, email, media	Engage with the client to provide feedback and obtain testimonials for promotional use

# The finances

## Finance needed

Seeking a loan of \$20,000 to cover our start-up costs

## Sources of funding

The three [3] owners have invested \$10,000 each to cover the initial business expenses.

## Policy and Procedures that require the business to have enough sources of funding for required liquidity

Refund Policy: we need to have enough cash to ensure you can provide refunds when required.

Price and Payment Policy

Clients Cancellation Policy

Product/Service Costs	
Product/ Service	Cost of production/delivery
Pet washing and grooming including bathing, brushing, nail clipping, flea and tick rinse, dog hairstyling, and ear treatments	\$ 18 for products used \$ 40 for the service
Massage for elderly dogs to ease arthritis	\$ 7 for the products \$ 35 for the service
Dog walking	\$ 35 for the service
Wound care and advice for pets recovering post-operatively	\$ 16 for the products \$ 30 for the service
Administering of pet medication by a qualified veterinarian assistant	\$ 15 for the service [Medication will be provided by the pet owner]

Grooming brushes for small dogs	\$ 7
Grooming brushes for medium and large dogs	\$ 13

Price Calculation			
Product/ Service	Cost	Add profit margin	Final Price
Pet washing and grooming including bathing, brushing, nail clipping, flea and tick rinse, dog hairstyling, and ear treatments	\$18 + \$40 = \$58	\$58 + 20% = \$69.60	\$70
Massage for elderly dogs to ease arthritis	\$7 + \$35	\$42 + 20% = 50.4	\$50
Dog walking	\$35	\$35 + 20% = \$42	\$42
Wound care and advice for pets recovering post-operatively	\$16 + \$30	\$46 + 20% = \$55.2	\$55
Administering of pet medication by a qualified veterinarian assistant	\$15	\$15 + 20% = \$18	\$18
Grooming brushes for small dogs	\$7	\$7 + 30% = \$9.1	\$9
Grooming brushes for medium and large dogs	\$13	\$13 + 30% = \$16.9	\$17

## Supporting document checklist

Attached documents:

- Cash flow statement forecast template
- Profit and loss forecast sheets template
- Contingency plan template