

# Paws and Play Pet Care



SCHOOL AND DAYCARE



# Problem



## And Available Opportunity

'New-Aged Pet-Parenting' calls for a comprehensive pet care system.



Pets with working parents/families lack the care and companionship they deserve.

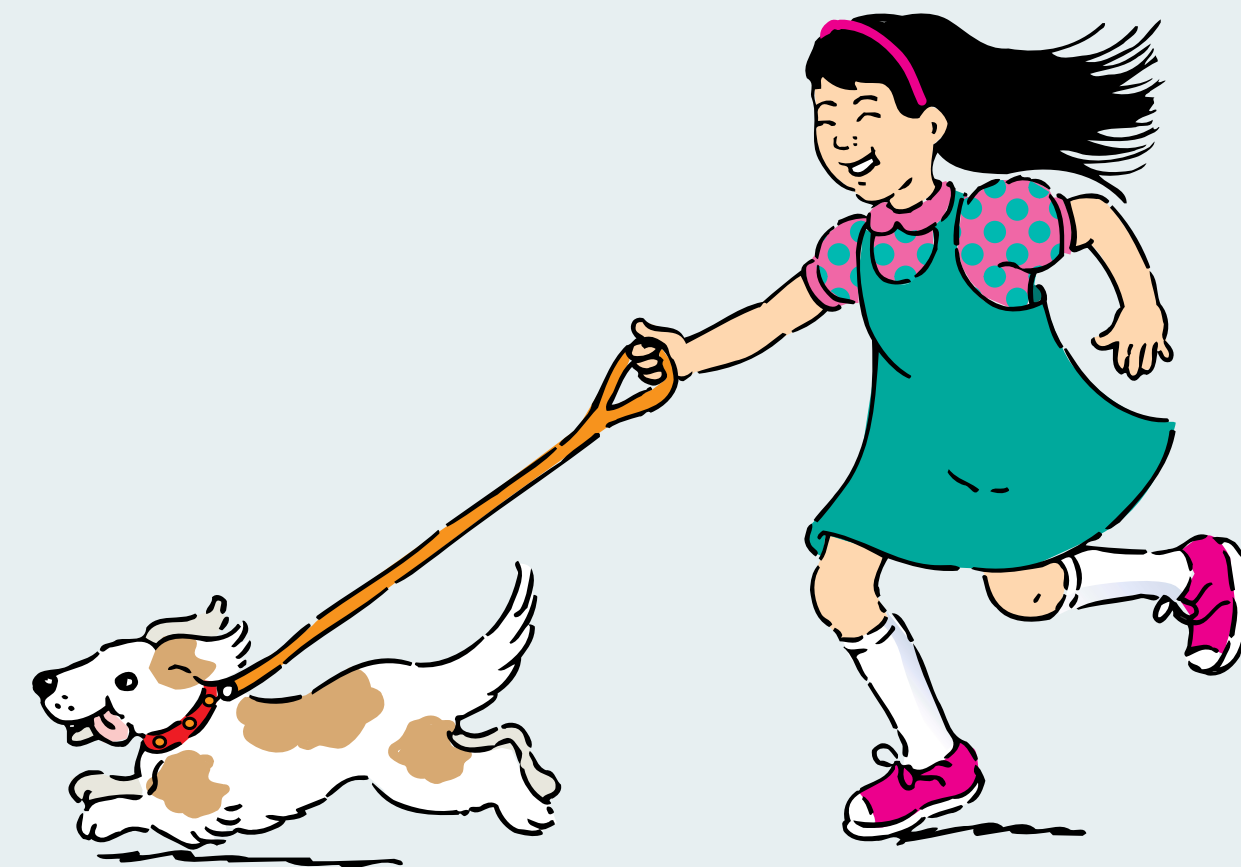
Pets also lack the company of other furry companions which can cause loneliness, behavioural problems and other health issues

Pet families often resort to multiple service providers (groomers, veterinarians, trainers, walkers), incurring higher costs and wasting significant time.

# Inspiration

## Why I've Chosen It

My strong commitment to addressing the issue of pets left alone stems from a personal connection as an avid animal lover. Experiencing the heartache of losing a pet to isolation heightened my awareness of the emotional challenges faced by pets in such situations. Driven by the belief that all pets deserve the highest care and companionship, I am motivated to provide solutions for their grooming, training, and attention needs.





# Buisness Idea



## Proposed Solution

**01** Providing completely customizable & need based packages for schooling and daycare



## AVAILABLE SERVICES

- Training
- Grooming
- Veterinarian services
- Daycare & boarding
- Dog walking & sitting
- Breeding
- Special events
- Dietary Guidance
- Custom Pet Store

**02** One-Stop Solution to all pet care services

**03** Tailoring specialized one-on-one care for each dog, fostering their holistic development.

# Pupstomer Segmentation



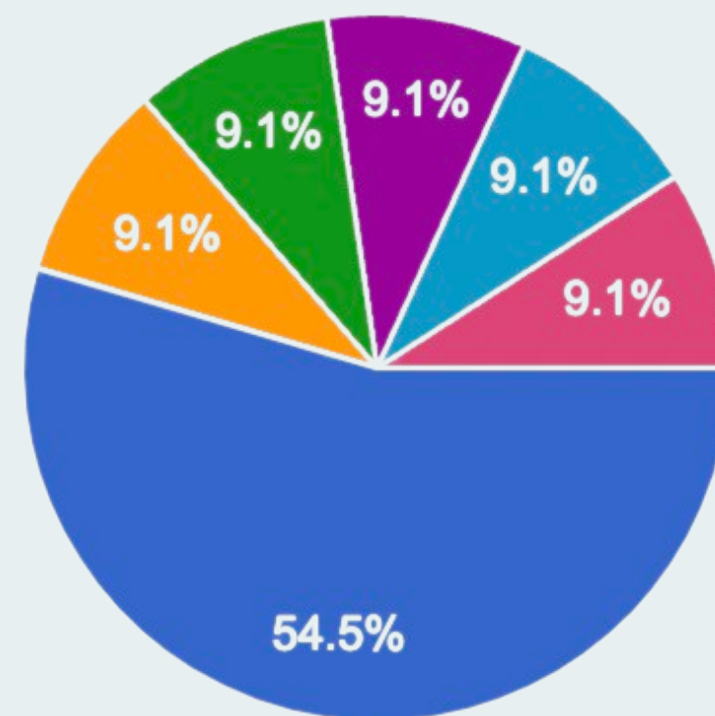
## And Market Research

### TARGET CONSUMER MIDDLE & UPPER- MIDDLE-CLASS FAMILIES

- New dog parents
- Families with dogs and 50%+ working individuals.
- Families with dogs and no house help

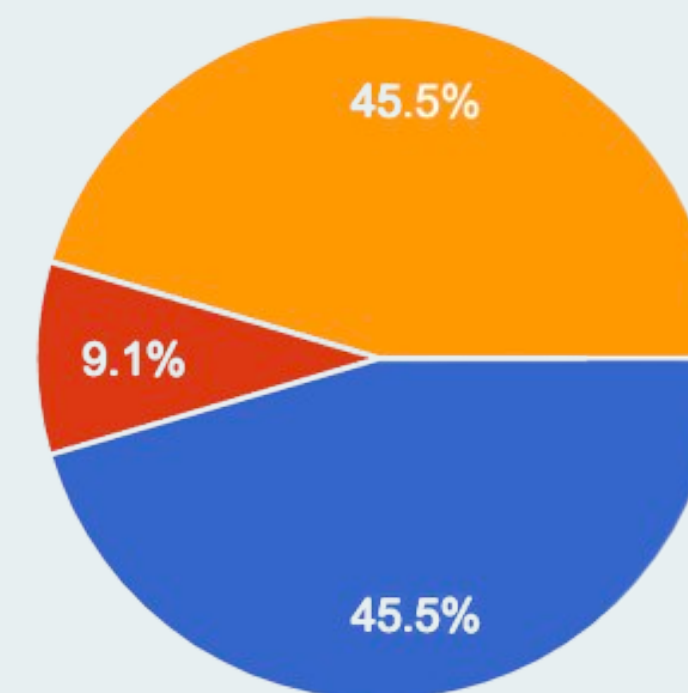
### RESEARCH PLAN

- Qualitative Analysis: In-Person Interviews (8-10 Pet Parents)
- Quantitative Analysis: Online Survey (30 Participants)



DOG BREED

- Shih Tzu
- Golden Retriever
- Labrador
- Poodle
- Cocker Spaniel
- Pug
- German Shephard



ENROLMENT IN PROGRAM

- Yes
- No
- Maybe



# Pawckages

Need based & Customizable

## BARK BUNDLE

Basic

- Training
- Grooming
- Vet

## PAWSOME PLAY

Medium

- Training
- Grooming
- Vet
- Day care
- Dog walking & sitting
- Breeding

## PAWFECTLY PAMPERED

High

- Training
- Grooming
- Vet
- Day Care
- Dog Walking and sitting
- Breeding
- Birthday Parties
- Dietary Guidance
- Custom Pet Store

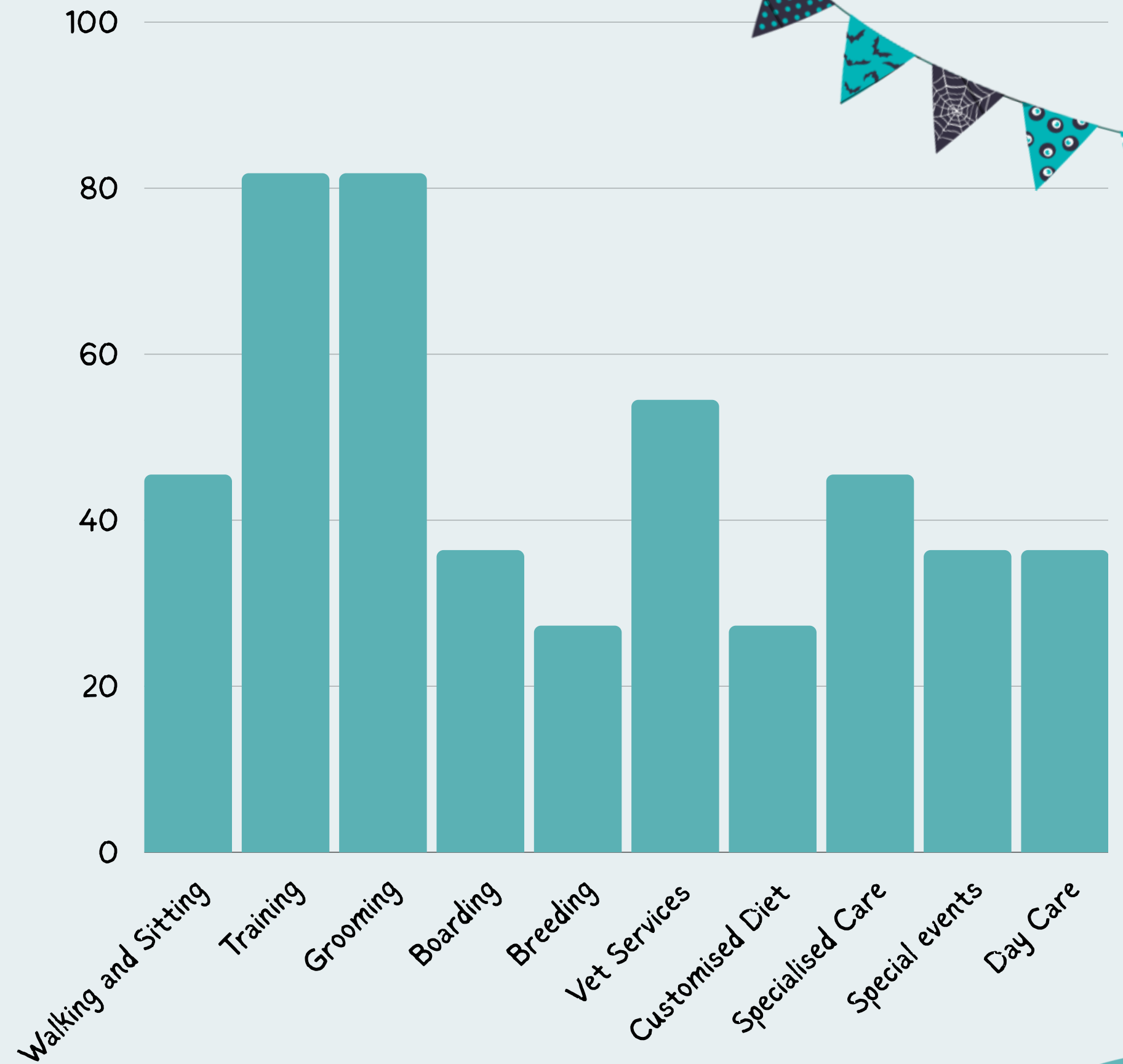




Batches will be curated, considering compatibility, age, and behavior.

All Packages can be customised for 3/5/7 day programs

On-Demand Boarding & Individualized Report Cards for all pups



# Investment & Marketing



## Cost Estimates and Pilot

### INVESTMENT (IN INR)

- Furnishing and Construction: 4-5L
- Play area: 20-25K
- Utility deposits, Permits and Website: 60-70K
- Operational & Rent costs: ~1L pm
- Electricity and water Bills: 20K
- Grocery for dog food: 7-10K
- Staffing: 70k-1L
- Marketing: 12-15K pm



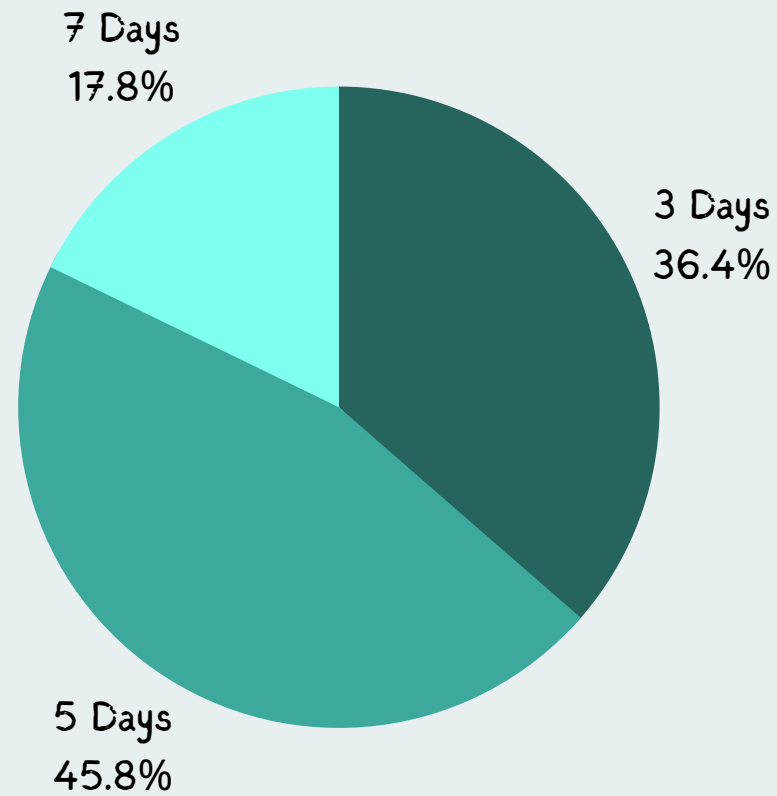
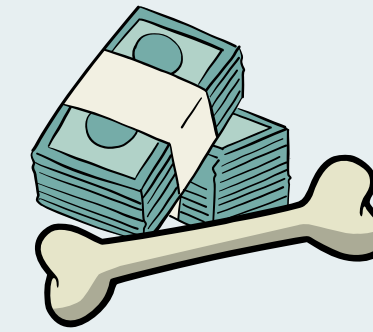
### PILOT PROJECT

- Location: A Residential Complex with ~150-200 households.
- Organize Batches: Groups of 10-15 dogs in different time slots according to behaviour.
- Marketing Technique: Door-to-Door enquiry, word of mouth, MyGate App, Pamphlets/Flyers.
- Promotional Offers: One-month free trial for all pet parents, discounts on pet products



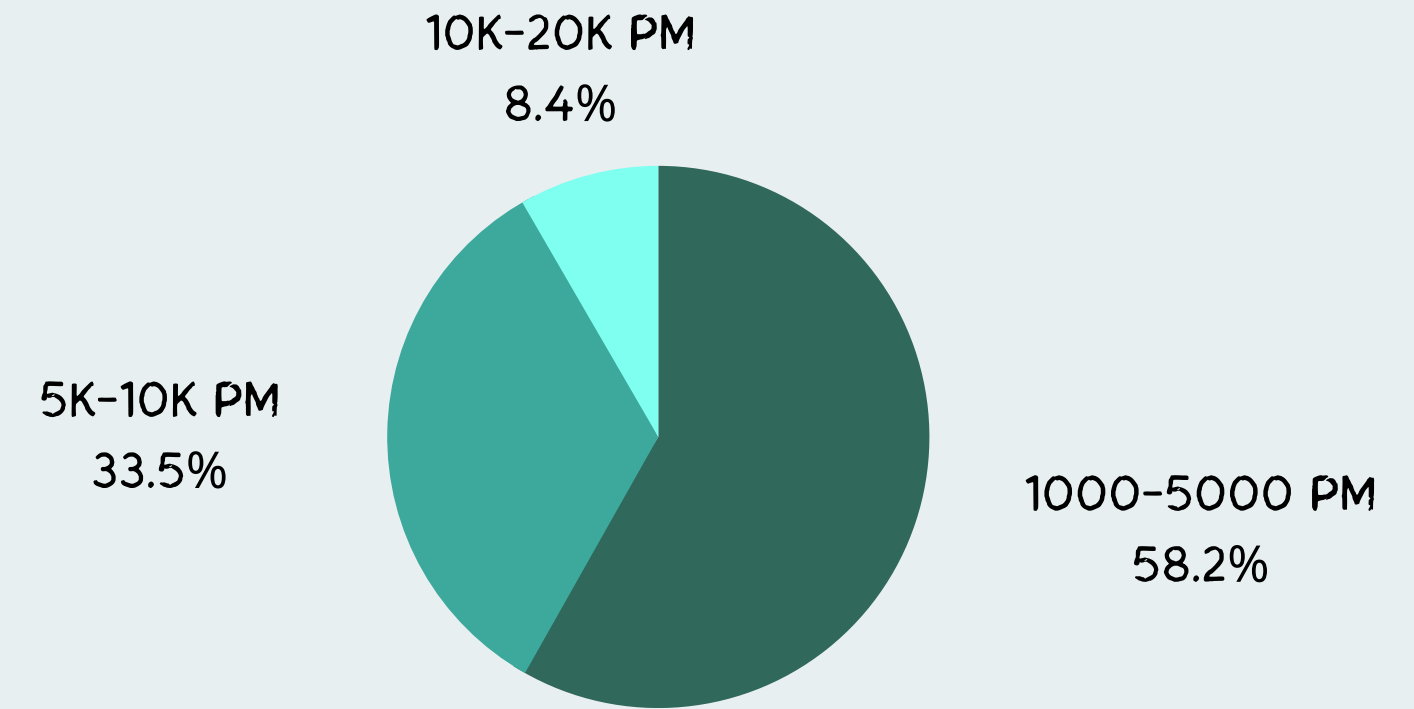
# Pricing & Cost

Acc. to Market Reserach



## PRICING (5 DAYS)

- Bark Bundle: ₹6999
- Pawsome Play: ₹10999
- Pawfectly Pampered: ₹16999



## ESTIMATED 4 YEARS COST & GROWTH IN CUSTOMER BASE

	150	450	750	1200
Cost	Y1 (pm per society)	Y2 (pm per society)	Y3 (pm per society)	Y4 (pm per society)
No of Dogs	150	450	750	1200
Furnishing/Construction	250000	0	0	0
Electricity	20000	20000	20000	20000
Website	15000	15000	15000	15000
Salary (Groomer + Vet + 2 staff)	175000	175000	175000	175000
Rent	50000	50000	50000	50000
Total	460000	260000	260000	260000



# Revenue & Profit

## Estimated Projections



### SCALE UP PLAN

- YEAR 1: 5 SOCIETIES
- YEAR 2: 15 SOCIETIES
- YEAR 3: 25 SOCIETIES
- YEAR 4: 40 SOCIETIES

Assumption according to market research:

- No of dogs that are in 5 day Bark Bundle: 5
- No of dogs that are in 5 day Bark Bundle: 20
- No of dogs that are in 5 day Bark Bundle: 5

$$\text{Revenue per society} = 5 \times 6999 + 20 \times 10999 + 5 \times 16999$$

	Y1	Y2	Y3	Y4
No of Dogs	150	450	750	1200
Revenue	20,398,200	61,194,600	101,991,000	163,185,600
Cost	27,600,000	46,800,000	78,000,000	124,800,000
Profitability	-7,201,800	14,394,600	23,991,000	38,385,600





**Thank You**

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