

## Sample Business Plan #3

### Business Description

Perfect Pet Sitters offers dog walking and pet sitting services to busy families in our neighbourhood who want their pets to be well-cared for while they are at work. Our company is run by two animal lovers, Dita Chaudry and Marie Reolin. The business is registered as a partnership. We started our company on January 1<sup>st</sup>, 2019. We currently have 30 clients.

### Vision Statement

Within the next five years, the Perfect Pet Sitters will have a large network of regular clients for dog walking and pet sitting, and will be the premier dog walking and pet sitting service in the neighbourhood.

### Mission Statement

Our mission is to provide dog walking and pet sitting services to busy pet-owning families in the local community to ensure that family pets are given the love and caring they need.

### Goals and Objectives

1. Add a minimum of two new customers each week for the first six months.
2. Identify a simple, practical accounting software package to use in the next month.
3. Create a simple service scheduling system to ensure that all dog walking and pet sitting events are scheduled and fulfilled each week.

### Market Research

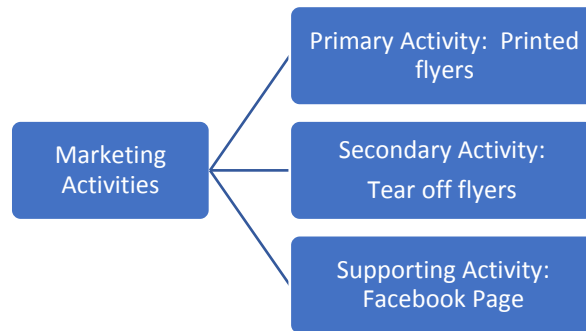
Our potential customers are pet owners whose pets need care throughout the day or who need pet care while they are on vacation. Our potential customers have busy professional or personal lives, leaving home early and returning home late. They do not have time to provide the regular care pets require. They travel frequently and do not want to put their pets in kennels. They also have the financial means to pay for pet services.

Our competitors are other individual pet service providers such as dog walkers. Pet day care centres are also competitors. They take pets on site during the day, with customers dropping the pets on site before and after work. They may also provide extended boarding while customers are on vacation.

Our business is different from our competitors. We provide other services in addition to dog walking, including taking care of other types of pets, and making sure the pets have food and water in the home. We are different from pet day care centres because we go to our customers' houses. They don't have to take the time to drop their pets off at a different site.

The number of pet owners is increasing steadily year over year. Pet owners are also spending more money on their pets. Pet services is a rapidly growing market segment. This provides an opportunity for our business. The main threat to our business is the number of individual competitors who have started part-time pet services businesses as a side hustle.

**Marketing**



**Primary Activity**

Black and white printed flyers distributed to mail boxes in the neighbourhood.

Once a week in different neighbourhoods each week. Repeating each neighbourhood every two months.

1000 black and white flyers costs approximately \$80.00.

Time to deliver costs approximately \$60.00 of our time.

Printed flyers.

Maps of neighbourhoods with target market demographics.

Number of inquiries per neighbourhood.

**Secondary Activity**

Posting flyers with tear off contact information on notice boards in grocery stores and other community locations

Once a week in the same locations.

30 black and white tear off flyers costs approximately \$5.00.

Time to post the flyers approximately \$60.00 of our time.

Printed tear off flyers.

List of grocery stores and community locations.

Number of inquiries per locaton.

**Supporting Activity**

Maintaining and posting to a Facebook page

New posts to the page a minimum of four times a week.

Responding to other pages a minimum of once a day.

No cost to establish a Facebook page.

Time to maintain the page approximately \$120.00 of our time each week.

Fun photographs and videos of us working with pets.

Testimonials from clients.

Number of inquiries from the page.

Number of followers and likes.

**Finance**

*Revenue*

Key Assumptions: We will start with 4 dog walking clients and 4 pet sitting clients in the first month. We assume that we will provide services each work day, for a total of 28 days each month. Each month’s revenue will be calculated using the formula: number of clients x 28 days x \$20.00 per service delivery. We will add 4 new clients a month for the first six months, two in each service. We have two owners so we can manage up to 28 clients a day, 14 each. Once we get to that number of clients we will only add new clients to replace clients who leave.

Revenue	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Dog Walking	\$2240	\$3360	\$4480	\$5600	\$6720	\$7840	\$7840	\$7840	\$7840	\$7840	\$7840	\$7840
Pet Sitting	\$2240	\$3360	\$4480	\$5600	\$6720	\$7840	\$7840	\$7840	\$7840	\$7840	\$7840	\$7840
<b>Total</b>	\$4480	\$6720	\$8960	\$11,200	\$13,440	\$15,680	\$15,680	\$15,680	\$15,680	\$15,680	\$15,680	\$15,680

*Expenses*

Expense	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Accounting												\$1700
Cell Phones	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Insurance												\$1200
Internet	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30
Motor Vehicles	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Office Supplies	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Dog Walking Supplies	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Print Advertising	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Website Hosting	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35
<b>Total</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$655</b>	<b>\$3555</b>

*Cash Flow*

Cash Flow	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	\$4480	\$6720	\$8960	\$11,200	\$13,440	\$15,680	\$15,680	\$15,680	\$15,680	\$15,680	\$15,680	\$15,680
Expenses	\$655	\$655	\$655	\$655	\$655	\$655	\$655	\$655	\$655	\$655	\$655	\$3555
<b>Cash Flow</b>	<b>\$3825</b>	<b>\$6065</b>	<b>\$8305</b>	<b>\$10,545</b>	<b>\$12,785</b>	<b>\$15,025</b>	<b>\$15,025</b>	<b>\$15,025</b>	<b>\$15,025</b>	<b>\$15,025</b>	<b>\$15,025</b>	<b>\$12,125</b>

**Operations**

We use an online booking system for clients to pay for and schedule their dog walking or pet sitting appointments. Clients pay one month in advance and schedule their appointments for the month with each payment. We also take bookings over the phone which we then put into the online booking system ourselves. Our online scheduling system creates a daily appointment schedule for us to follow. It includes the client name, contact information, address, pet name and type, and detailed instructions for pet care. At the end of each day, we go into the schedule and confirm completion of each appointment and note down any issues. We do not allow refunds on appointments that clients schedule but then cancel.

We have a basic service agreement, reviewed by our lawyer, that both we and the client sign. Our main business risk is should anything happen to the well-being of the pets while they are under our care. Our service agreement includes the steps we take to ensure the well-being of pets in our care. Clients are required to provide us with information about any health issues the pets have as part of the service agreement as well as detailed instructions to follow for their pet care. The service agreement also includes a waiver that we are not responsible for events

that happen that are out of our control. We have current business insurance to mitigate the risk of operating our business.