Healthy Pets

By:
Taylour Redmond- Manager
Ibrahim Elliott- Treasurer
Albert Bratton- Marketing
Leslie Chavez- Dog specialist
Yuristika Salsabila- Cat specialist
Concept

Fitness center for cats and dogs near a big beautiful park. All dog and cat products, such as food & shampoo, are organic.

Our services include:
• 1 - 3 hours workout sessions
• Spa
• Field
• Pet store
• Gym
Target Market

- **Geographic**
  - Suburb pet owners (Eagan) (population: 50,000)

- **Demographic**
  - Single or family pet owners.
  - Middle class +

- **Psychographic**
  - Busy people.
  - Family friendly
  - People who care about their pets.
GREAT J.O.B GUYS
albert bratton,

boii stop ctfu
albert bratton,

this is very cool
albert bratton,

lame
Ibrahim Elliott,
Statistics

- 78.2 million dogs owned in the U.S.
  - 53% of dogs are overweight
- 86.4 million cats owned in the U.S.
  - 55% of cats are overweight
- 93% of pet owners say they realize animal obesity is a problem.

Our service will help your pet be in shape and decrease the cat/dog obesity rate in the U.S.

Where else will you find a gym for cats & dogs?

A healthy pet is a happy pet.
Operation tactics

This service will operate by time and scheduling. Our hours: 6:30am - 6:30pm

• First floor layout:
  - half dogs only
  - half cats only
  - training
  - spa/grooming
  - pet store

• Second floor layout:
  - offices
  - appointment making
  - purchasing
  - marketing
  - hiring
Layout: Field
Marketing

Total sales & marketing expenses $51,100

• Social media
  o Facebook
  o Instagram
  o Twitter

• Media Advertisements
  o Early morning commercials
  o Highway billboards

• Flyers/posters
  o Local Stores
Competitors

- Petsmart
- Petco
- Petlife
- Other pet stores and pet spas

Our store is different because we have a spa, gym and pet store for dogs & cats. Also most "Training" centers are for obedience purposes only, our center is like a Weight Watchers program for cats & dogs.
How Will The Business Make Money...

• Number of cats/dogs serviced per day to make our financial projections in year 1: 8

• We will make money by selling
  o Grooming services ($50 per session, 50% margin) (optional)
  o Training services (400 per month, 50% margin)
  o Pet food ($40 basket, 40% margin)
  o Pet products ($25 basket, 40% margin)
First year revenue/Business Start Up

$371,775 in total general & Administrative expenses

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue Projection by Year</strong></td>
<td>$1,725,000</td>
<td>$2,440,000</td>
<td>$3,225,000</td>
</tr>
<tr>
<td><strong>Net Income Project by Year</strong></td>
<td>$22,100</td>
<td>$479,445</td>
<td>$975,590</td>
</tr>
</tbody>
</table>
Total capital needs

- Capital needed $490,000
- Equity of $122,500
- Bank borrowing $367,500

Equipment $55,000
Furniture $65,000
Computers $16,250
Software $50,000
Facility $250,000
Facility $250,000
Inventory $48,750
Cash $5,000

Total $490,000
Thank you!