

BUSINESS PLAN

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AGENDA

- 01 Welcome
- 02 Overview of the business plan
- 03 Customer market research and application
- 04 PR and marketing strategy
- 05 Closing pitch
- 06 References



WELCOME

02

Hello dog lovers!



HAPPY DOGS GROOMING SERVICE



Our Mission

Using our products and services, we want to improve your dog's entire look and well-being to a high level.

Our services offerings

Happy Dogs is a grooming salon providing refinement for dogs with personalized products.

Our Aims and Objectives

To improve the brand's image and provide specific services for dogs with disabilities.

Our Vizion

To make your dog's time at our grooming facility unique and pleasurable

Financial overview

Last month was a performance month.



Our Pricing Strategy

Start with economy pricing

(What Is Pricing Strategies? Definition of Pricing Strategies, Pricing Strategies Meaning - The Economic Times, n.d.)

WHAT MAKES OUR SERVICE SPECIAL

Affordable personalized items

Best services for four-legged clients

We give more than simply a service; we provide care.



SERVICE AND PRODUCTS



Bath and brush
Tidy trim
Nail check&trim
Breed-specific haircuts
Complete Groom
Medicated-baths&relax
De-Shed-spa
Sensitive skin spa
Customized shampoos

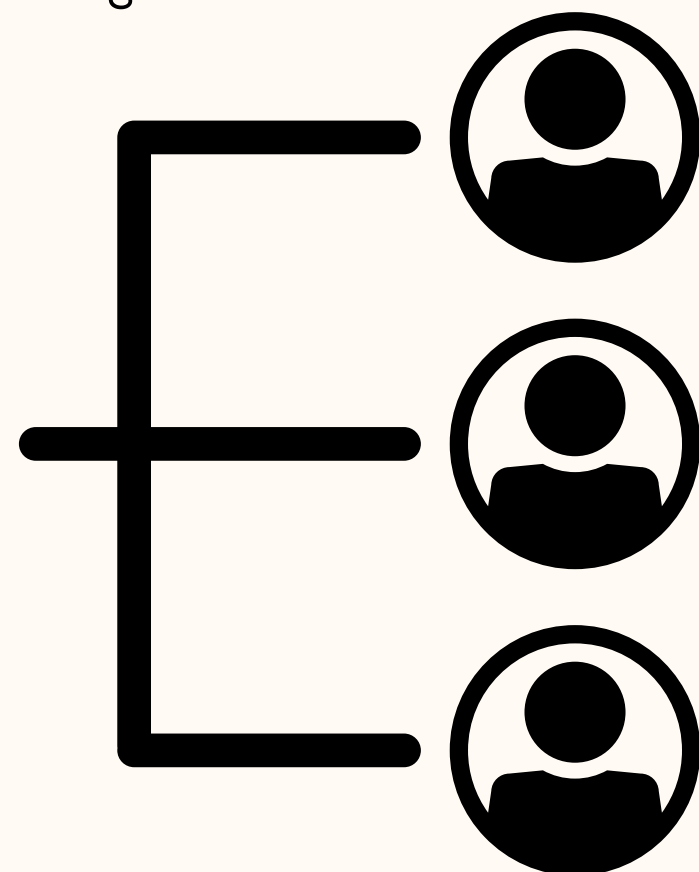
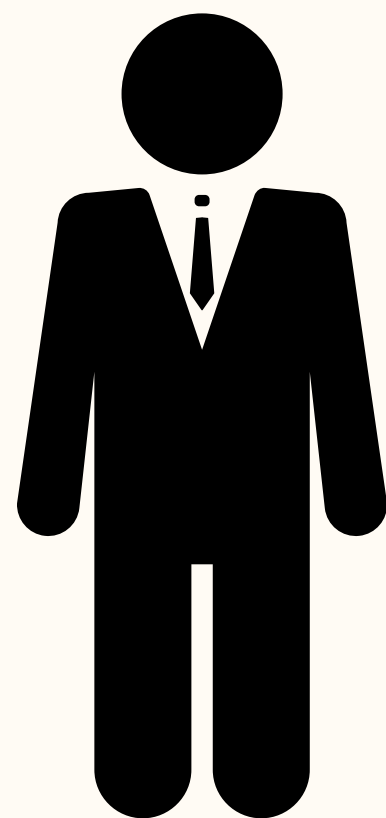
(Dog, Cat & Pet Grooming | Skewen, Neath, South Wales, 2022,online)

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02 OUR TEAM

Alina Mucenic

owner and experienced groomer



Assistant groomer

Accountant

Cleaner



SWOT ANALYSIS

STRENGTHS

High-end service for a better prevent serious issues like bacteria or parasites

Organic and personalized products for their pets

Passion-love for your job and pets will enhance the client experience and promote good comments, which is valuable publicity.

WEAKNESSES

As a beginning business, it's hard to attract funds and find customers.

Low market knowledge.

Insufficient previous experience with grooming business.

OPPORTUNITIES

The provision of knowledge-intensive training for workers and employees in order to gain the skills essential to providing excellent services.

Dog grooming competition

THREATS

Customers may post negative reviews online, affecting the brand's reputation.

Issues with the economy

Costs and utilities rising.



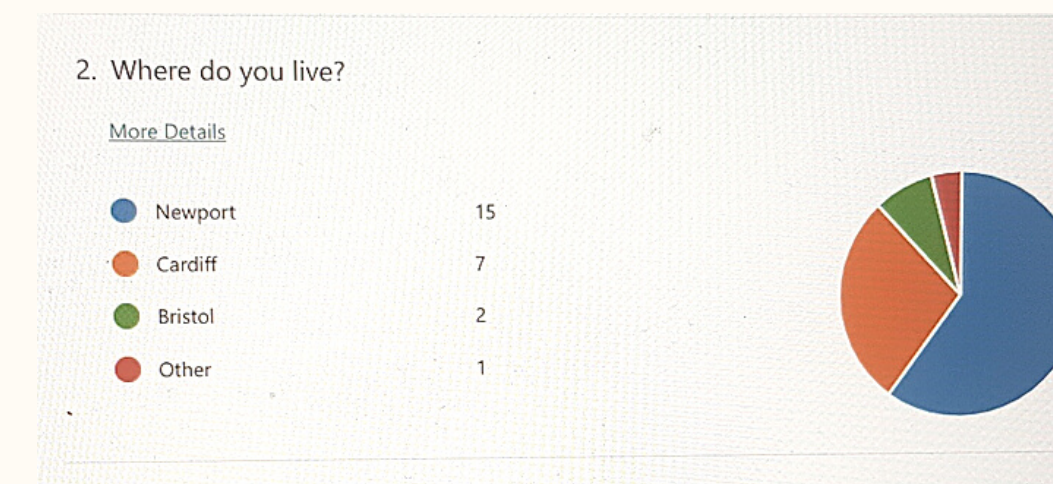
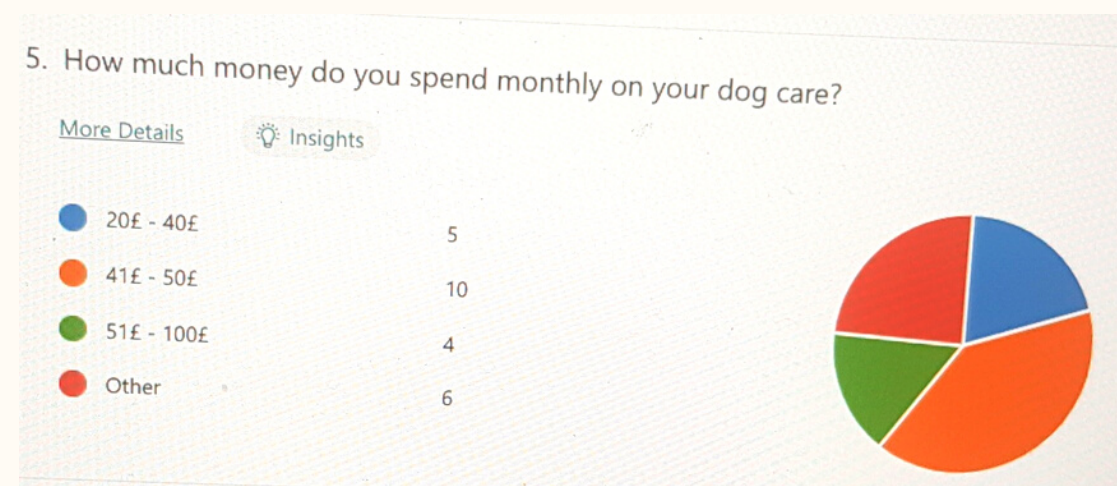
MISSION STATEMENT



Maybe your life is not perfect, but your dog's can be.

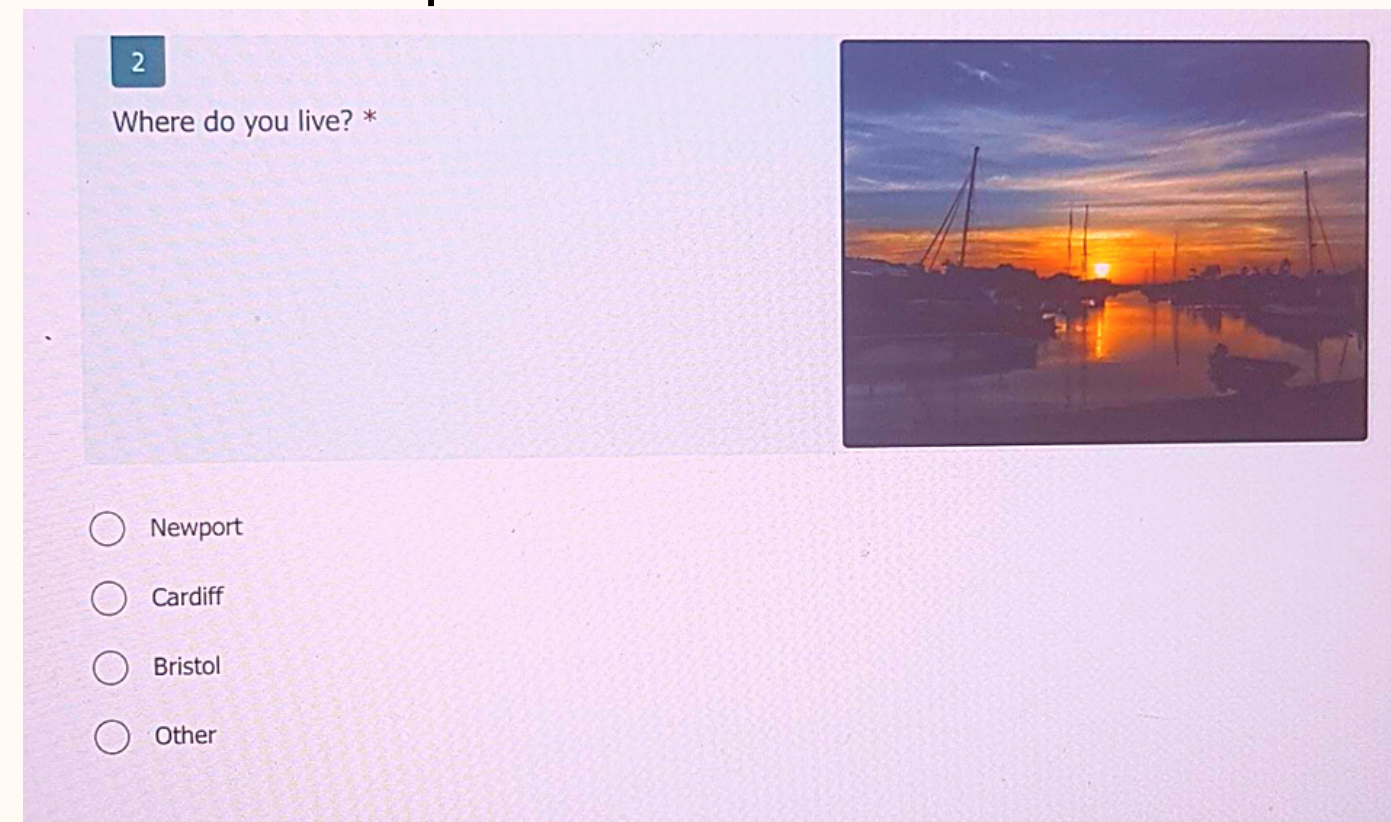
CUSTOMER MARKET RESEARCH AND APPLICATION

As our first step in market research, we made a marketing plan based on a survey that asked potential customers about the dog's services, where they lived, and how much money they spend in grooming at the moment.



APPLICATION

We decide on the exact location of our business and the suitable charges for the services based on the responses we collected.

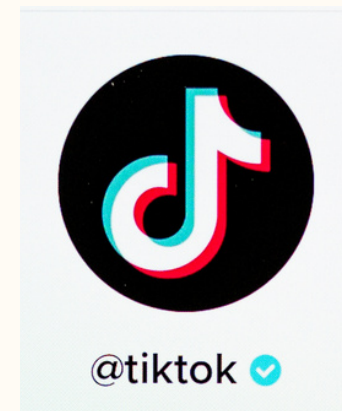
A screenshot of a survey interface. On the left, a question "Where do you live? *" is displayed with a small blue square containing the number "2" above it. To the right of the question is a rectangular image showing a sunset over a body of water with several sailboats. Below the question, there are four radio button options: "Newport", "Cardiff", "Bristol", and "Other".

(How Well Do You Understand Your Prospects and Customers?, n.d.)

PR AND MARKETING STRATEGY

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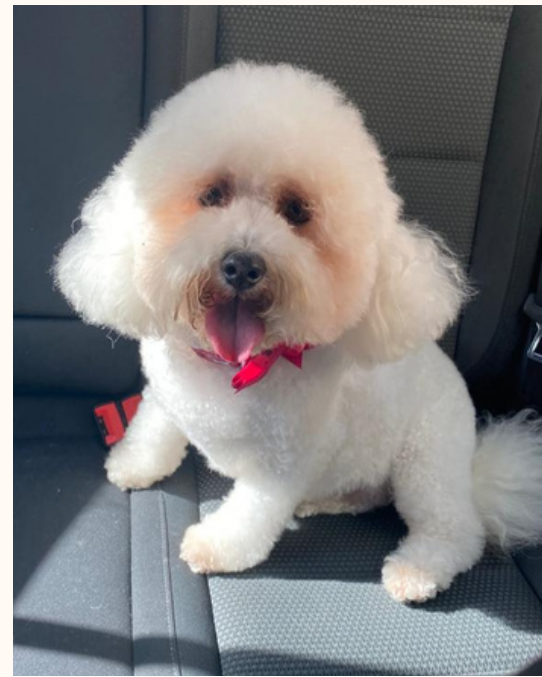
We create a variety of social media profiles to promote our company, completet with images, videos, pricing, and addresses, as well as customer service representatives to answer questions.



We also produced a promotional leaflet that included competitive pricing for our services and business cards to facilitate communication and our company's image to inspire confidence.

(10 Advantages Of Business Cards | Solopress, 2019, online)

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When Roxy went to the brand-new grooming salon in Newport for the first time, she left the experience looking absolutely stunning. She had a fantastic day and was so excited when we picked her up that it completely all but eliminated my concerns about how she would respond to being left in a new place. Happy Dogs is the only place I will take her for any and all of her grooming needs, and I definitely recommend them. *****



LEAFLET

04

Happy Dogs is a leading pet grooming in Newport.

We are particular in giving excellent quality care service to your pet.

Equipped with a team of exceptional pet groomers.

Welcome package

Bath and brush £10

Tidy trim £10

Nail check&trim £10

Breed-specific haircuts £15

Complete Groom £20

Medicated-baths £21

De-Shed-spa £19

Sensitive skin spa £22

Visit us at 480 Corporation Road
Newport, NP19 0GP
For more info 07471484052
www.happydogs.com
480happydogs@gmail.com

(Pet Grooming Leaflet Template -, n.d.)



HAPPY DOGS



480 Corporation Road

Newport, NP19 0GP

For more info

07471484052

www.happydogs.com

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GROOMING SERVICE

Closing pitch



We are now the most professional and reliable grooming service available in the Newport region.

The company's profits are excellent, in the last 12 months.

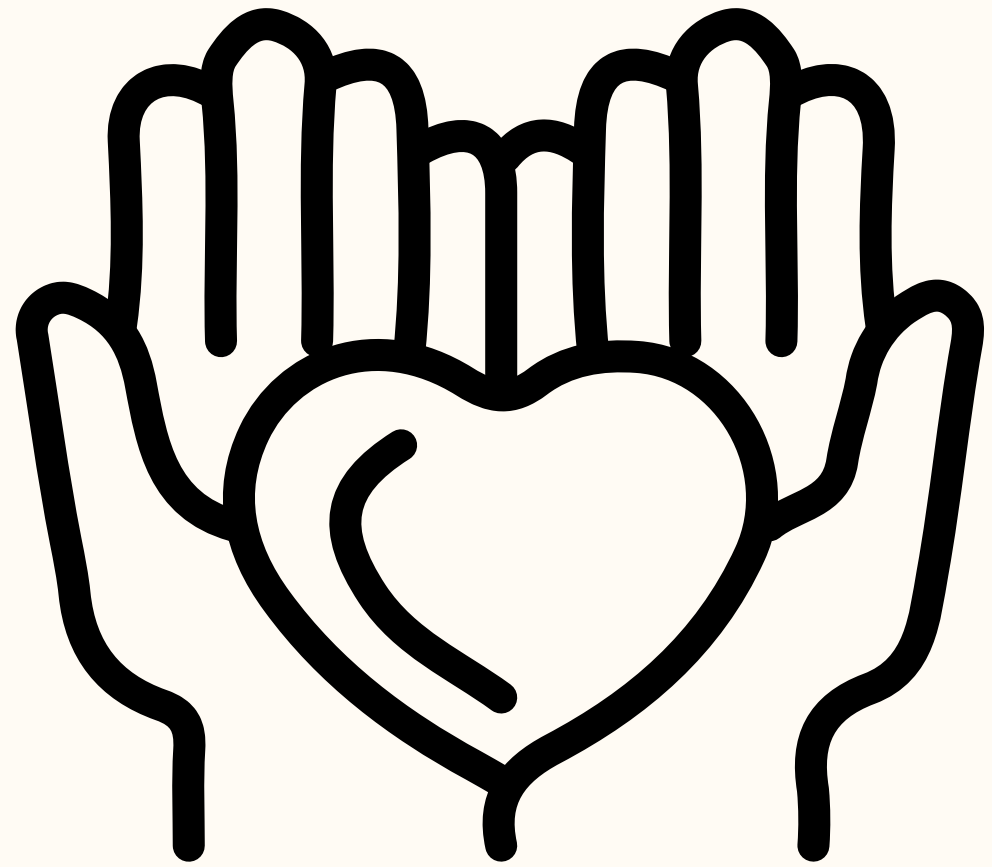
We are the only company that provides services for disabled dogs.



(Brudner, online, n.d.)

Closing pitch

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We provide our services with passion and care.

I look forward to collaborating with you.

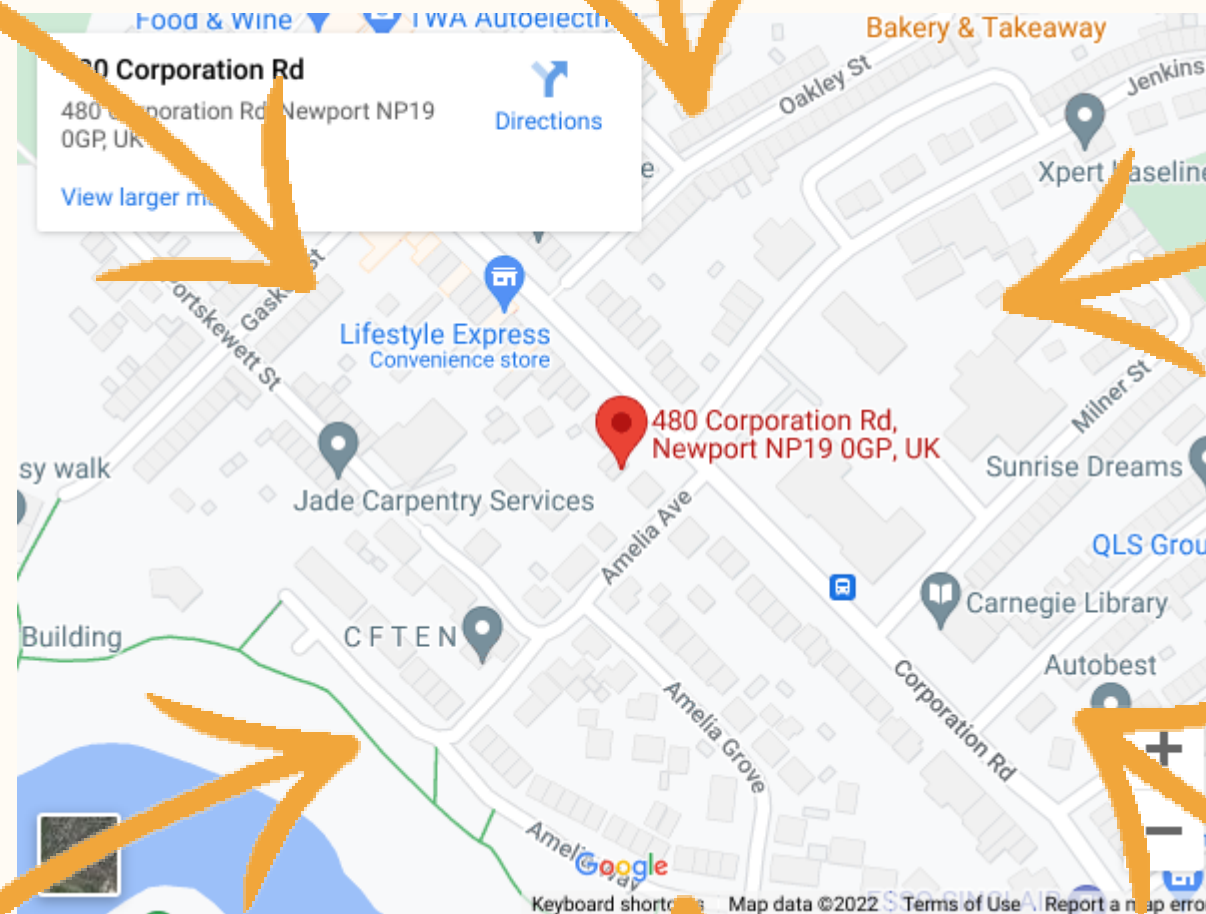


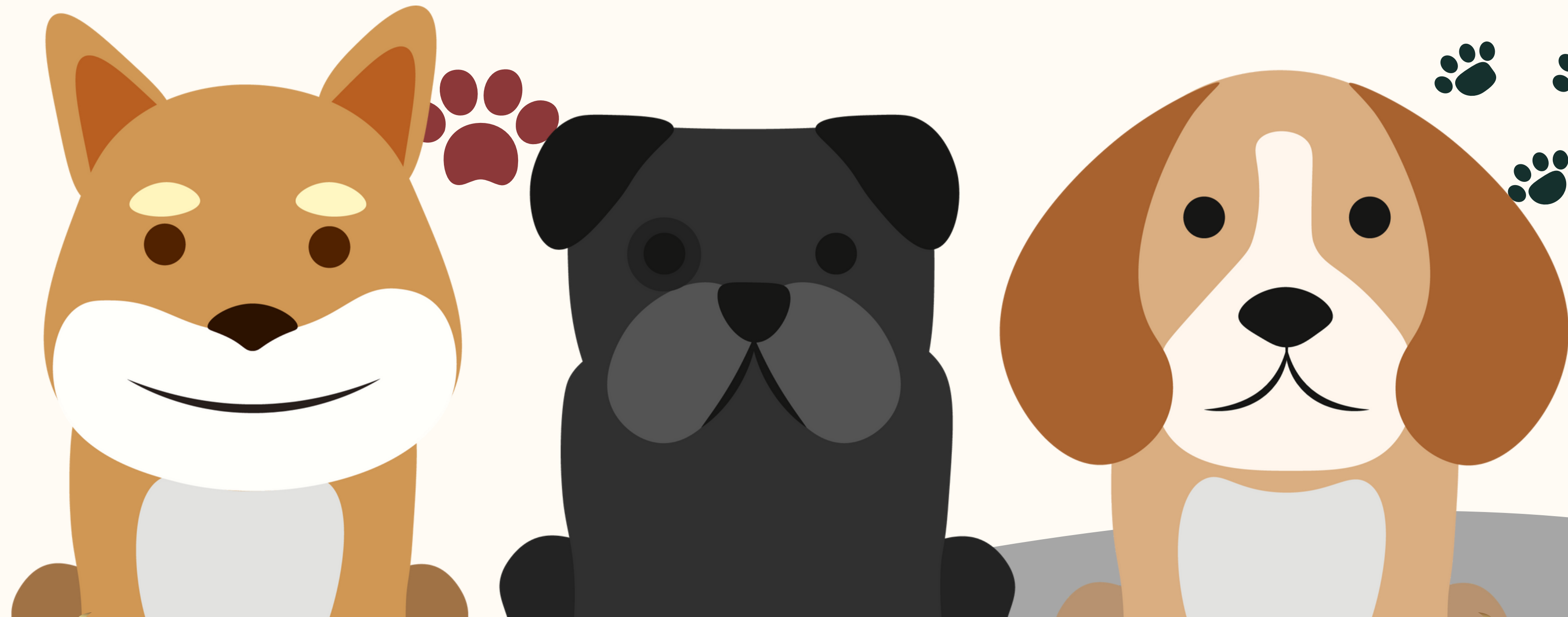
ADDRESS AND CONTACT INFORMATION

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THANK YOU!

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