

BUSINESS PLAN: Trained Paws

Assessment 2

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BUSINESS DESCRIPTION

Company Name: Trained Paws

About: Trained Paws is an animal welfare training organisation; the organisation is at the stage of starting up and the key objective of the company is to train dogs. The organisation focuses on saving animals, stray animals like dogs and cats lose their life due to being hit by a vehicle. Trained Paws is stepping to saving the lives of the street and providing training based on their strength and quality. The organisation aims to train the animal and make them ready to take action. The training includes teaching them to work for the arm forces like the Military and Police services. Trained Paw also believes in teaching basic training that will allow the animal to become a therapy animal, and mature adaptation for families.

Mission statement

Creating a safe place for stray animals and improving the quality of living.

Innovation element after COVID

COVID has disturbed the balance of nature, and the effect of COVID resulted in human life loss of their loved ones. The business has been affected, as COVID disrupted the flow chain, the cash flow, production, supply chain and purchasing behaviour. The guidelines of COVID made businesses lose jobs, maintain social distancing and maintain lockdown. The other effect on the ecosystem can be seen in the lives of the animals. The stray animals are affected by the lack of food and shelter (Choudhary, Singh and Gupta, 2020).

The organisation is trying to feel the gap, there are shelters for animals but they are for adoption purposes only. The other training academies are also for higher-end customers only. But Trained paws are making sure that they can meet the gap of this insignificance. The means of social media, we will try to bring out the skills of the animal through adequate training. This way the animal can get a better home, and become a service animal to serve in healthcare and for arm forces. The training of the animal will be done using the 'Talk Button'. These are some of the advanced voice system tools that help animals (DOGS) to communicate with their owners.

Design and delivery

Significantly, the company is aware of its customer. Design of the SOP of the organisation is significant here. Following are the design and delivery of the Trained Paws

- Local permits from the Govt. will allow us to take the stray animal to the shelter camp of Trained Paws. The animal will be treated with care and hospitality to gain trust and loyalty. The program will be designed to study the health condition of the animals.

- The testing and healthcare camp will determine if they are fit for the services. The unfit animal will be transferred to rescue dog centres for further treatments and programs (Parry, 2020).
- The animals that are qualified will be trained with special care to develop a routine. This way when the animals are ready, they can take part in completing their duties as service animals.

Ownership structure

The ownership of the company will be a sole proprietorship. This way the organisation will be in complete control of the owner. The process of decision-making will be streamlined and the governing will be based on hierarchical organisation structures.

INDUSTRY ANALYSIS

Industry analysis

The industry of animal welfare is significant. According to the UK parliament 2019, there are “*1,000 organisations operating in England that rehome and rescue dogs, cats and equines*”. The number is significant compared to the size of the nation. The study of industry analysis will help to evaluate the present condition of this industry. The competitive environment of the industry will be determined in this section.

The threat of new entry

The industry of animal welfare carries a lot of responsibilities. With limited resources and funding capacity, there is a limited number of animal welfare. The threat of new entry is significant in England. There is evidence in the number and size of the new organization that can support the argument. An organization with defined goals and objectives to improve the condition of the animals is entering this industry.

Threat of substitutes

The threat of getting substitutes in the UK is medium; the model of the company is significantly different from the competitors in the market. All of the companies and firms are particular about the services. The major services in the market are veterinary services, rescue and shelter services, and adoption services (Powell et al., 2021). The training of the dog is specialised and provides for specifics only. The competition in the marketplace is just significant as the services are scattered.

Bargaining power of customers

The bargaining power of the customer is medium. The total number of animals adopted in the UK is 1 million; this is equivalent to 11,000 animal adoptions per day (UK Councils. 2017). The number is significantly low compared to the number of animals that are present in the street. But awareness of animals has improved over the decade and the process is still in progress.

Bargaining power of suppliers

The bargaining power of suppliers is low; the major supplier is the animal welfare-local councils (Cosgrove, 2022). This is the government. bodies that look after the animal and provide permission for the company to raise awareness and rescue dogs from the street. Also, the other supplier can provide an animal rescue centre, they can provide animals that are fit to participate in the services. The

Competitive Rivalry

Name of competitor	Differentiation
Briar House Veterinary Surgery	Trained Paws provide a clinic for assistance but it is specialised in veterinary work. The company provides clinical services but specialises in training for a special service provider.
Second Chance Animal Rescue	Trained Paws also helps provide a rescue shelter but the adaptation process is different. As the rescued animal is being trained for special services.
APDT	APDT is an association animal trainer, the trainer is skilful but practices with a pet animal (RSPCA, 2022). Trained Paws provide training to sheltered animals. Later, the trained animals are delivered to respective special services.

OPERATIONS AND MANAGEMENT TEAM

OPERATIONS

Trained Paws is providing special services for stray animals. Thus, the operations of the company play a significant role. The organisation is at the beginning phase, the major operation that is significant for the company is hiring trainers and experts for animal care. Our service quality will be determined based on the quality of training we can provide to the animals on the street.

Business process

The process adopted for the business operation is also significant for the company. The significant steps involved in this business include

- Taking ownership of an animal that is rescued from the street and taken from the shelter place. This will include licensing and getting a permit to take custody of the animal for taking care of the animals and taking care of them.
- The next step is to work on developing the training program from the basics. More than 4 months of training will be taken to make sure that the animal is under control.
- The training will majorly include commands and communicating using buttons. The success of the program will be measured by the performance criteria program.
- The next step is cold calling and advertising the trained animal using social media and another advertising process. The authority and concern will be contacted to evaluate the animal, the fit animal will be delivered and the project will start again.

Our customers

The organisation is focused on four types of customers, which includes

- Defence service: Dogs are the main candidate animal, the trained dogs will be submitted to the defence academy to serve with the police force. The advanced training will be carried out in their academy.
- Private defence: Private defence also needs to be trained animals, mainly dogs for safety and security purposes. The certified dogs can be used for the guarding purpose of the private guard body.
- Therapy service: Medical and Cafeteria provide services for assisting humans and children to engage with animals. The body and organisation can adopt trained cats and dogs to meet their objectives.
- Families: Many families look for a trained animal, this helps to feel more secure about the pet they want to have. Trained Paws also provide adoption for animals to families.

Our partners

A business can sustain and measure its growth by collaboration with partners. Some key partners for the business operations include veterinary clinics, food and other training equipment suppliers and animal trainers. Collaborating and partnering with animal welfare groups will bring more engagement and develop communities.

Revenue model

The company revenue will be generated after the animal is taken by the key bodies and families who have adopted the animals. The company's target is to train animals for the defence sector and therapy animals. This is the major revenue mainstream of the organization. The other source of revenue is training and other social media videos (Pawar, Tawde and Mane, 2020). The organization also believes in outsourcing skills to teach how to tame and commands their pets. The organization will take part with NGOs and animal welfare associations to support each other.

To prevent loss of revenue, contracts with govt. will take place to provide the trained animals for their services. Also, the company will focus on its growth based on the investment capacity. Before taking animals into custody, the end body will be determined.

MANAGEMENT TEAM

Name	Skills	What do they bring to the firm
Member 1	Revenue manager	Manage the revenue management, cash flow and forecasting the sale and profits.

Member 2	Admin	Handling all the equipment, food and security support for the company.
Member 3	Sale	Advertising, creating content and cold calling to bring high-end clients and big bodies into the business.
Member 4	Trainer	Dog trainer, an expert in teaching commands and button-based taking.
Member 5	Trainer	Cat trainer, commands and engaging.
Member 6	Rescuer	Expert to handle critical situations while rescuing animals.

MARKETING:

Product: The products of the organisation are trained shelter animals. The major focus is working with the common breed for families, guard dogs. Also, cats for family and other therapy services.

Price: The price of the animal will be based on the level of training and skill they can provide for the services (Ganesh, 2019). This price will come inside the high end; it might be beyond 25% based on the comparative market price as the quality of the service is particularly for the company.

Promotion: The Company will focus on the development of the organisation by focusing on effective marketing. The major making process will be social media and the development of entertainment content. The organisation will focus on engagement particularly to showcase the talents of the animals (Thoma et al., 2018). The strategy is to connect the welfare programs and promote the standard the organisation is focused on.

Place: The process of distribution is very particular; the organisation is focused on developing its outlets based on the areas and size. This way the company can develop a network to be able to build networks. But the point of sales will be from our authorised palaces only.

FINANCIALS

The sources of funds

- NGOS
- Donations
- Venture capitalist
- Bank

Use of funds

All values in (£)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Revenue (from your operations and marketing section)	156000	165000	176000	177000	189000	200000
Fixed Costs						
Rent	12000	12000	12000	12000	12000	12000
Salaries	6700	6700	6700	6700	6700	6700
Insurance premium	10500	10500	10500	10500	10500	10500
Variable Costs						
permits	1200	1500	1700	2000	2500	3000
Maintenance	4000	4500	5000	6000	6500	7000
Other office expenses	8000	8500	7500	9600	7320	8624
Total expenses	42400	43700	43400	46800	45520	47824
Profit	113600	121300	132600	130200	143480	152176

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