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Enterprise and entrepreneurship

Political Factors

- The business must follow local council rules and animal welfare laws in the UK.
- This can be difficult at first, but it helps make the business safe and trusted.
- Overall, the impact is medium because rules must be followed to operate.

Strategy:

Make sure all licenses are ready and follow animal care rules to avoid problems.

Economic Factors

- The cost of living may affect how much people spend on pet services.
- However, many people still spend money on their pets even during tough times.
- Fuel costs for the van may also increase expenses.

Strategy:

Offer different pricing options and monthly plans to keep customers.

Social Factors

- More people own pets and treat them like family.
- Busy lifestyles mean people need help caring for pets.
- Some customers may worry about trusting someone with their pet.

Strategy:

Build trust through reviews, social media, and offering trial sessions.

Technological Factors

- Technology can help with booking and tracking pet activities.
- Apps and GPS can improve customer experience.
- However, technology can cost money to set up.

Strategy:

Use simple booking systems and basic tracking to keep costs low.

Environmental Factors

- Fuel use can affect the environment and costs.
- Weather can also impact daily operations.
- Customers may prefer eco-friendly services.

Strategy:

Plan routes carefully and consider eco-friendly transport options.

Legal Factors

- The business must follow animal safety laws and have insurance.
- There is risk if a pet gets injured during service.
- Data protection laws must also be followed.

Strategy:

Get proper insurance, train staff, and follow all legal rules carefully.