



Prifysgol Cymru
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For the optimal safety of your fur
babies.

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Introduction

I am Sahil. And I want to propose a business plan which requires investment for its market growth. I am here to present “Wiggles” a collar-based GPS tracking business to monitor pets and decrease the number of pet missing cases in the UK.

SWOT

Strength:- “Wiggles” is a collar-based GPS-tracking devices manufacturing company for pets. It offers an effective and authentic technique to monitor the activities of pets in indoor and outdoor areas.

Weakness:- The pricing system is at the higher end for GPS tracking devices. It prevents potential consumers from purchasing the devices and is disadvantageous for the company. Unethical business practices are also unfavourable for the development of business and revenue (Kliestik *et al.* 2021).

Opportunities:- In the market of the UK and around the globe, demand for GPS tracking devices has increased drastically nowadays. The GPS tracking devices market is estimated to be worth 5.7 billion USD by the end of 2028 (Sharma *et al.* 2023). The high requirement of GPS tracking devices can effectively initiate swift development for the company “Wiggles”.

Threat:- In the UK the high requirement of GPS-tracking devices for pets staged a market opportunity for the brand “Wiggles”. The company “Safer Pet” has a similar business and is already known in the UK market

Business Overview

The company “Wiggles” is based on a GPS tracking system that is going to be attached to the pets and can be beneficial for the track-down process when they go missing. The obtainment of geographical area tracking is an effective way to maintain the security of the pets. The present digital era of GPS-tracking devices is quite effective and beneficial for locating lost animals (Herlin *et al.* 2021).



Management Team Plan

Serial Number	Management Team	Education	Experience
1	CEO (Chief Executive Officer)	BA in Business Management	Experience in business management, animal care and dog training
2	Marketing Manager	BA in Marketing	Prior experience as a marketing coordinator, digital marketer and team management
3	Sales Manager	BA in Marketing	Prior experience as a sales coordinator and team management
4	Sales Team	Diploma in sales and Marketing	Prior experience in sales
5	Administrative	BA in Business Management	Consumer support

Target market and Marketing strategies

Pet owners in the UK seeking advanced pet monitoring solutions will be the target audience of “Wiggles”. The core target will be the population whose pets are more at risk.

Competition and Differentiation Strategies

Direct Competitors

“Oscar & Hooch”, the “COLLAR Company” and “Holly & Lil”.

Indirect Competitors

“Pets Choice”, “GA Pet Food Partners” and “Canagan Group”.

Funding requirement and allocation (In Pounds)

Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
<i>“Credit Sales”</i>	48441.00	50055.70	51670.40	46826.30	45211.60	48441.00
<i>“Credit Purchases”</i>	29064.60	30679.30	26642.55	28257.25	31486.65	27449.90
<i>“Wages”</i>	72661.50	6458.80	8073.50	68624.75	76698.25	6458.80
<i>“Manufacturing Expenses”</i>	8073.50	7266.15	8477.17	7669.82	8073.50	7266.15
<i>“Office Expenses”</i>	4036.75	36330.75	4440.43	4036.75	3229.40	3633.08
<i>“Selling Expenses”</i>	6458.80	7266.15	6862.48	6055.13	6862.48	6862.48

Conclusion

I would like to thank you for listening to my pitch for the new business. I can ensure that this business has the potential to grow in the market and get a high ROI. This business will obtain quality business practices along with ethical considerations.

References

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Thank You