



PetHouse LTD

Managing Enterprise in the 21st Century – BMSW4006

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70 million visits
overseas in 2018



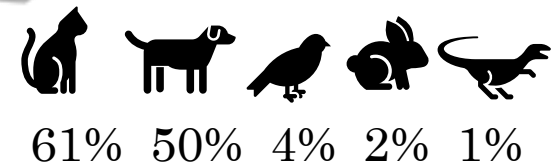
15 million made by
London residents



Almost 50% of UK
residents have a
pet.



In London are about
732K dogs, 976K
cats, and 16K
rabbits.



Products and services

PetHouse is an animal boarding establishment that offers a range of services:

- Day and night care;
- Professional grooming;
- Wash your own pet;
- Animal behaviour classes;
- Pet taxi;
- Events;
- Pet portraits;



PetHouse



Our Mission, Vision and Values

“We want to provide the means for everyone to be able to have a pet without worrying that it could limit their life choices, offering high-quality services and reasonable prices.”

“To create the biggest pet boarding establishment network in the United Kingdom.”

- ❖ Caring
- ❖ Responsibility
- ❖ Integrity



PetHouse



Employees - to hire young, passionate and enthusiastic people and provide development opportunities and professional training for them;



Clients – to be recommended by each client. To provide qualitative services and the possibility of staying in touch with their companions using modern technology;



Network - to open a new brunch after 3 years;



Revenues – to have a minimum of 30% revenue increase every year;

Organizational Objectives



PetHouse

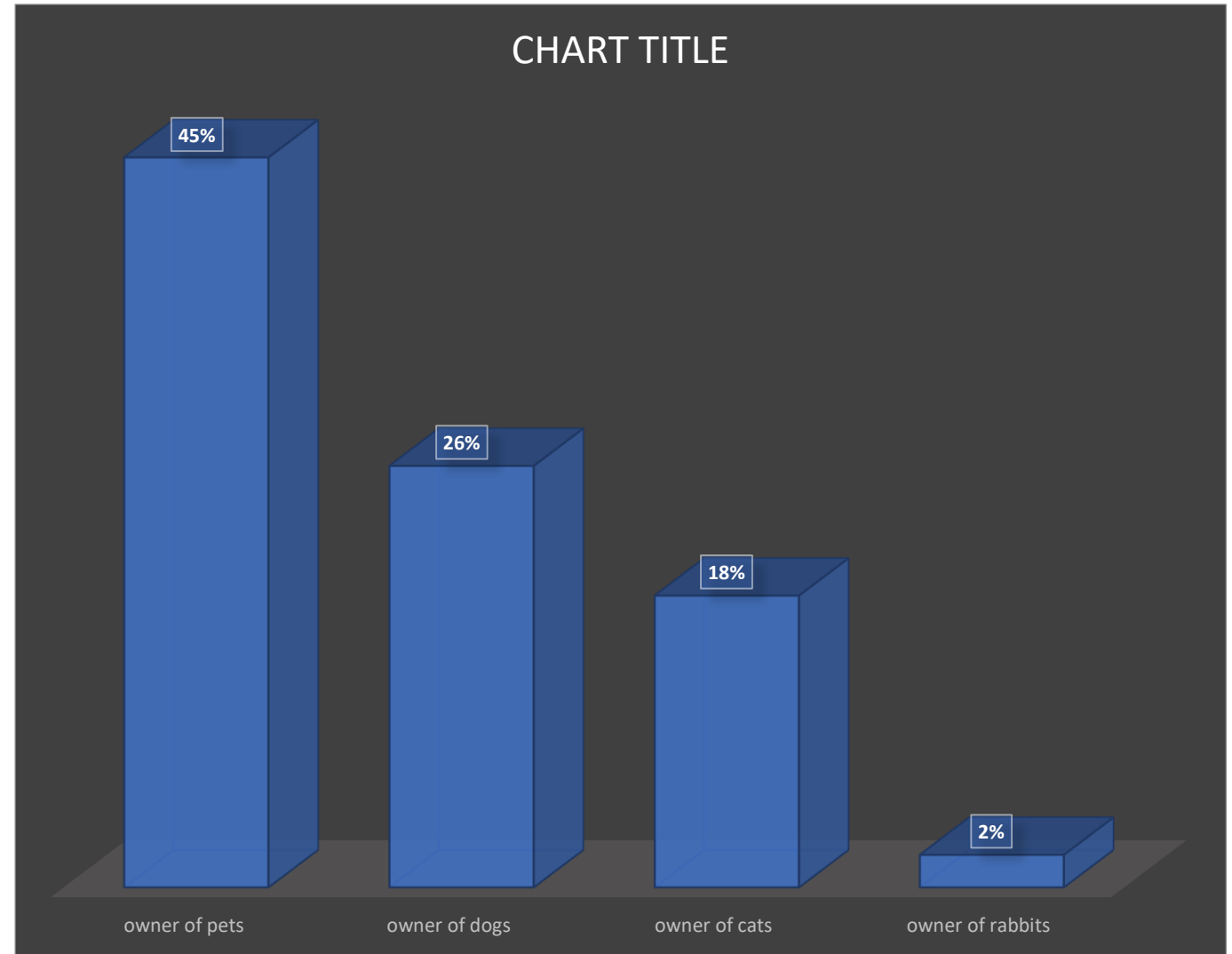




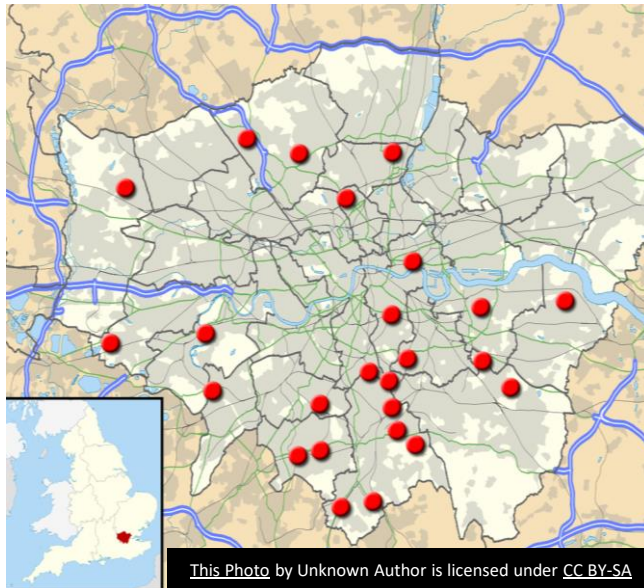
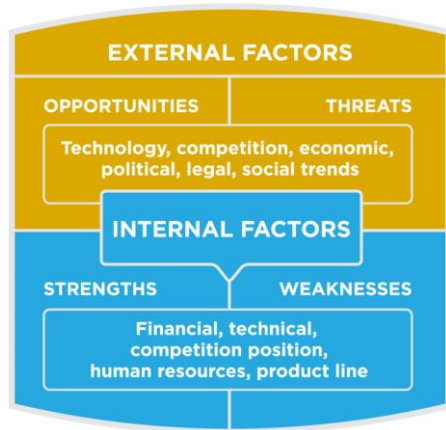
Pet House Swot Analysis

The swot analysis tools allows us to identity our strengths, weaknesses, opportunities and threats

Internal
factors:
strengths



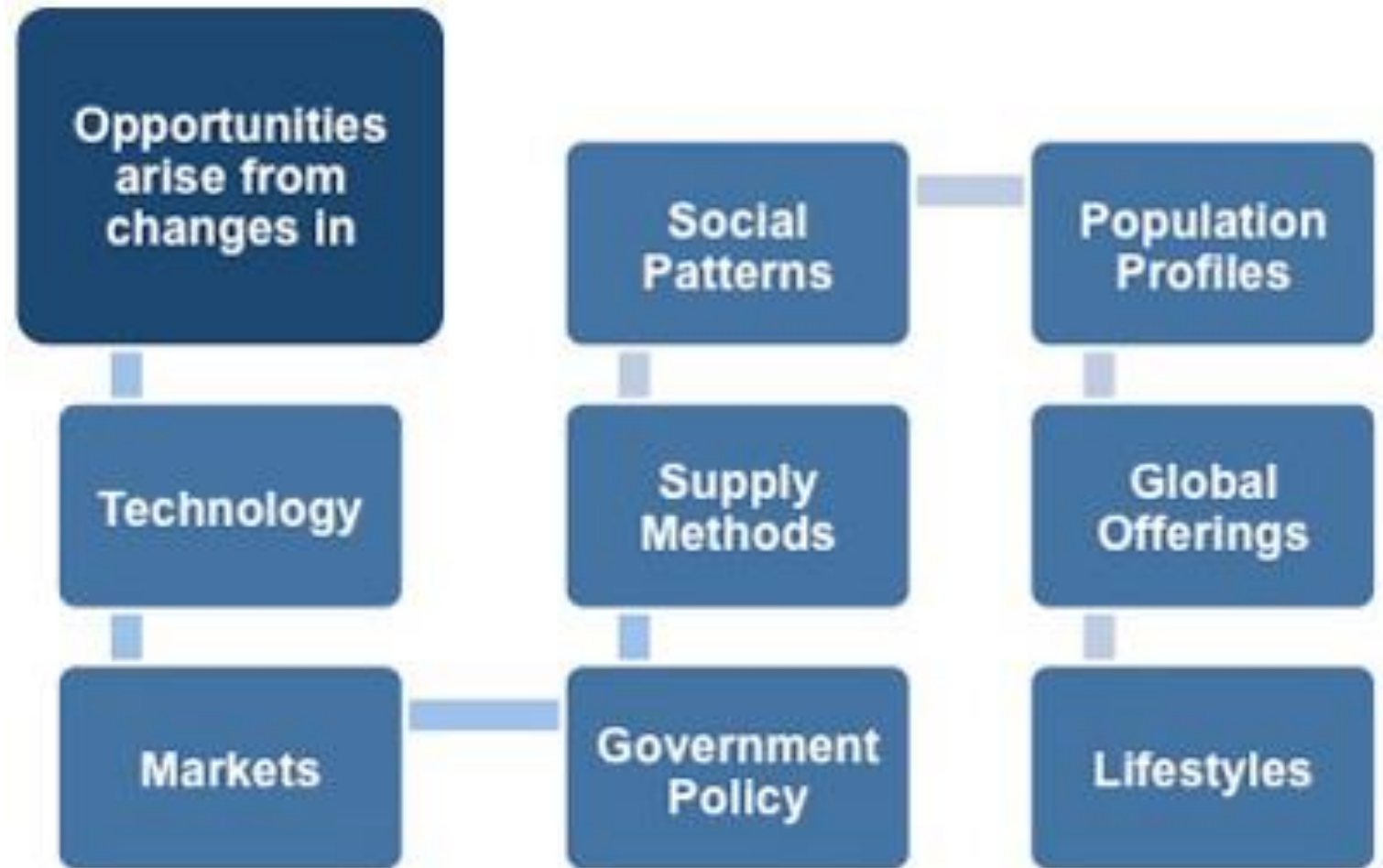
SWOT ANALYSIS



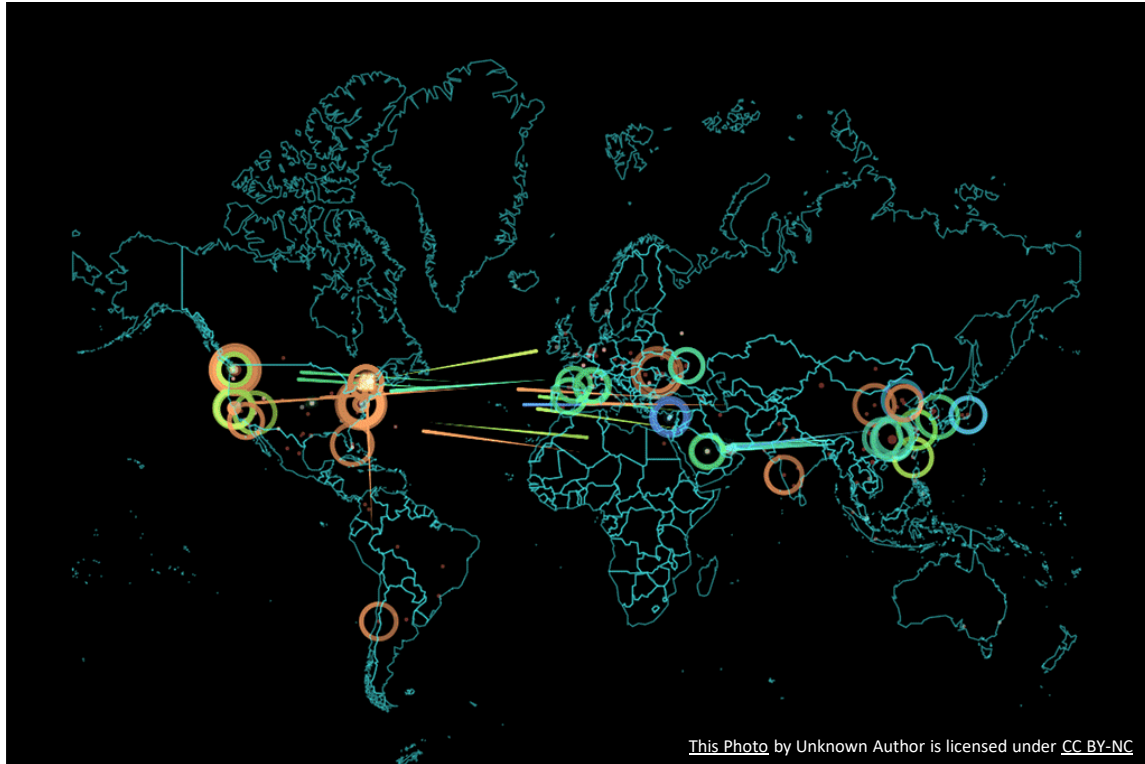
Swot analysis - weaknesses

- Being a new business, we will not have reputation or real market for the beginning
- Possibility of animal illness
- Dependency on vets and trainers when they are required

External
factors -
opportunities



Threats



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Threats

Competitors reducing prices

Supply costs increase

New technology

Government regulations

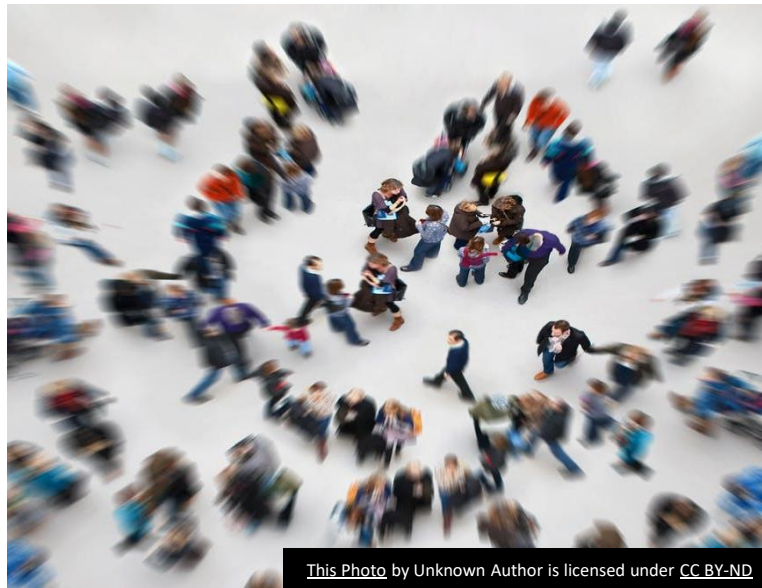
Economic slumps or recessions

Demographics alter

Changes in consumer behavior

Pet Hous - Pastel Analysis





Political

- Employment laws
- Environmental regulations could increase regarding animal waste
- Taxation could change for pet boarding establishments
- Health and safety
- Brexit could affect economical, social and legal factors.

Economical

- Exchange rates changing due to Brexit or future economical crisis
- Inflation over a longer period of time
- Taxes could change
- Demand / Supply



Social

- *Factors that have an impact on your market:*



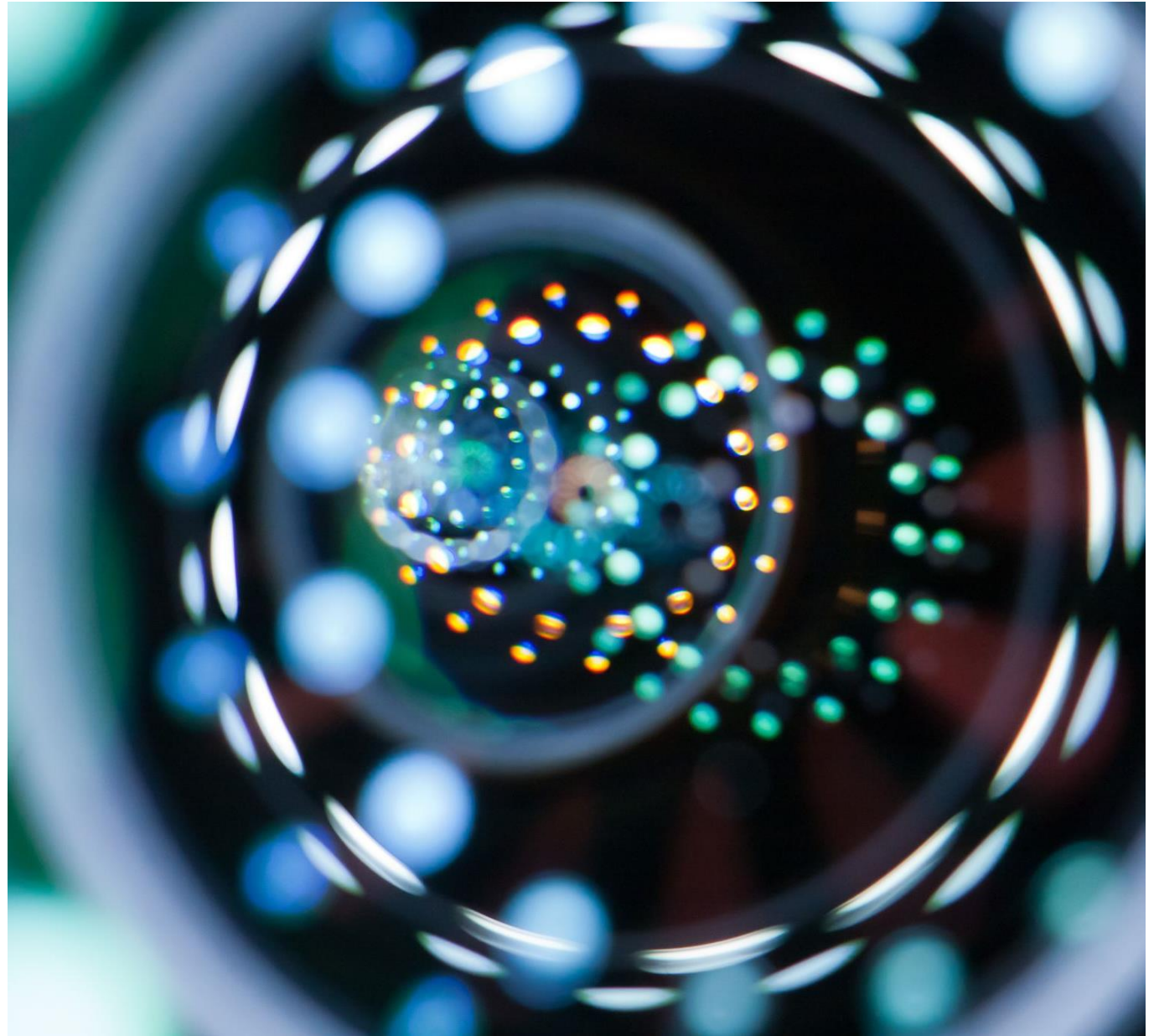
- *Age distribution*
- *Population growth rate decreasing*
- *Employment levels will influence revenue*
- *Pet ownership trends*
- *Cultural and social conventions.*

Technological

New competitors can appear rapidly

Significant cost savings

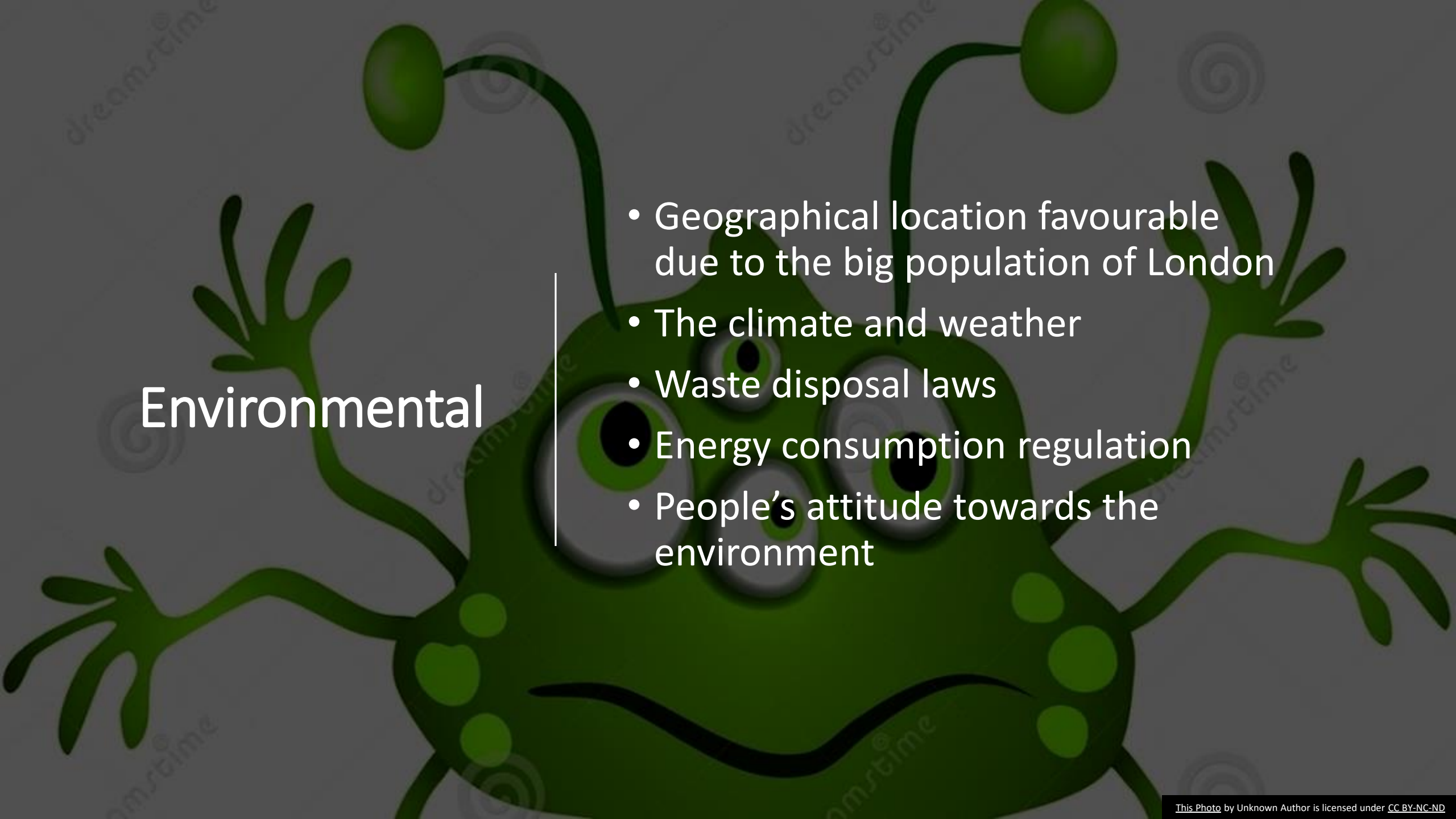
Use of outsourcing to control costs and offer greater flexibility



Legal

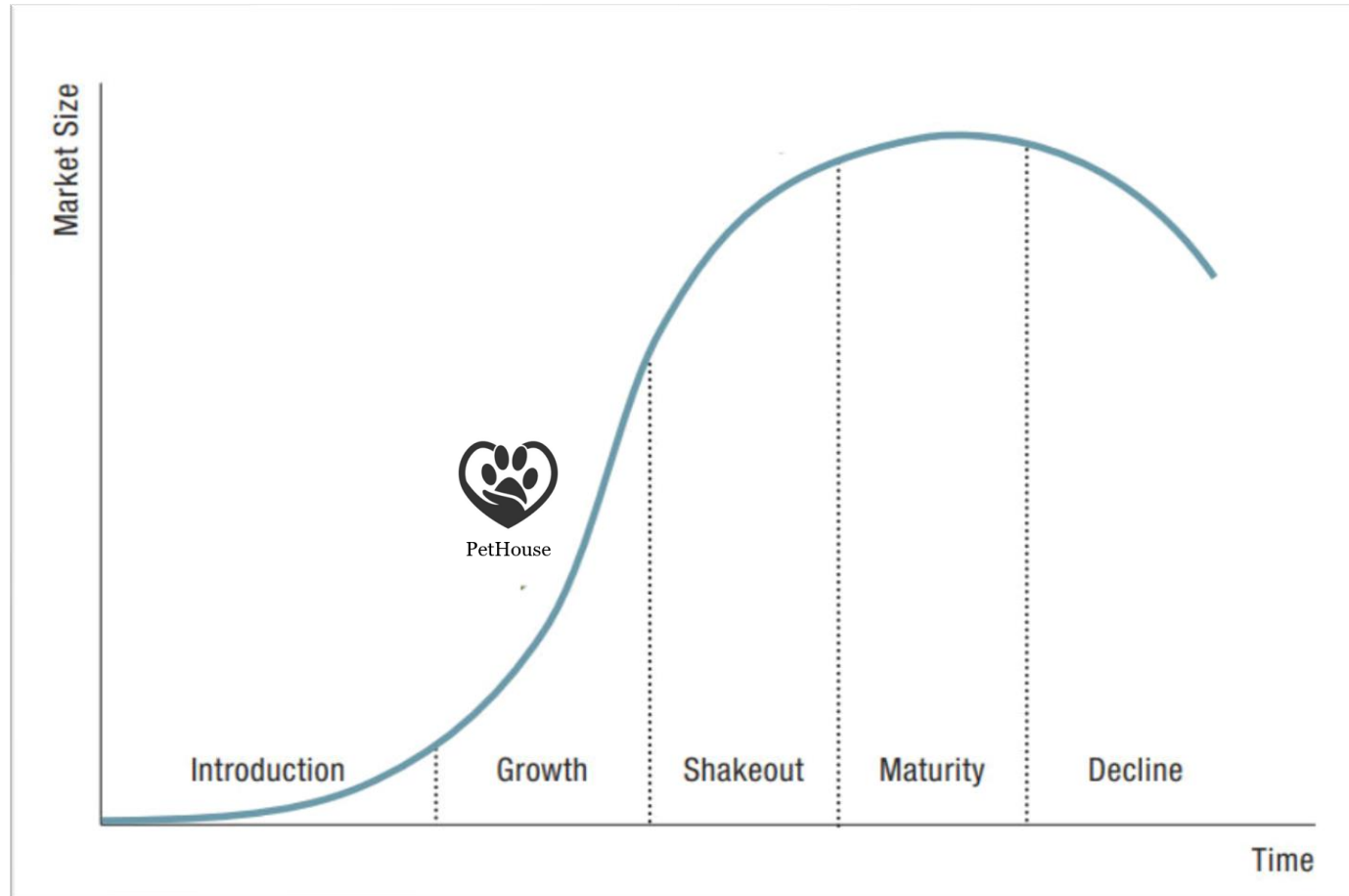
- Legal stability
- Full clarity
- Legal point of view
- Consumer law
- Discrimination law
- Copyright law
- Health and Safety law
- Employment law
- Legal instability can lead to quick changes in the business model
- Pyramid scheme legality
- Import/Export law





Environmental

- Geographical location favourable due to the big population of London
- The climate and weather
- Waste disposal laws
- Energy consumption regulation
- People's attitude towards the environment



Industry Analysis

Industry life cycle

Pet House

Competition with the industry

Licensed &
approved
business

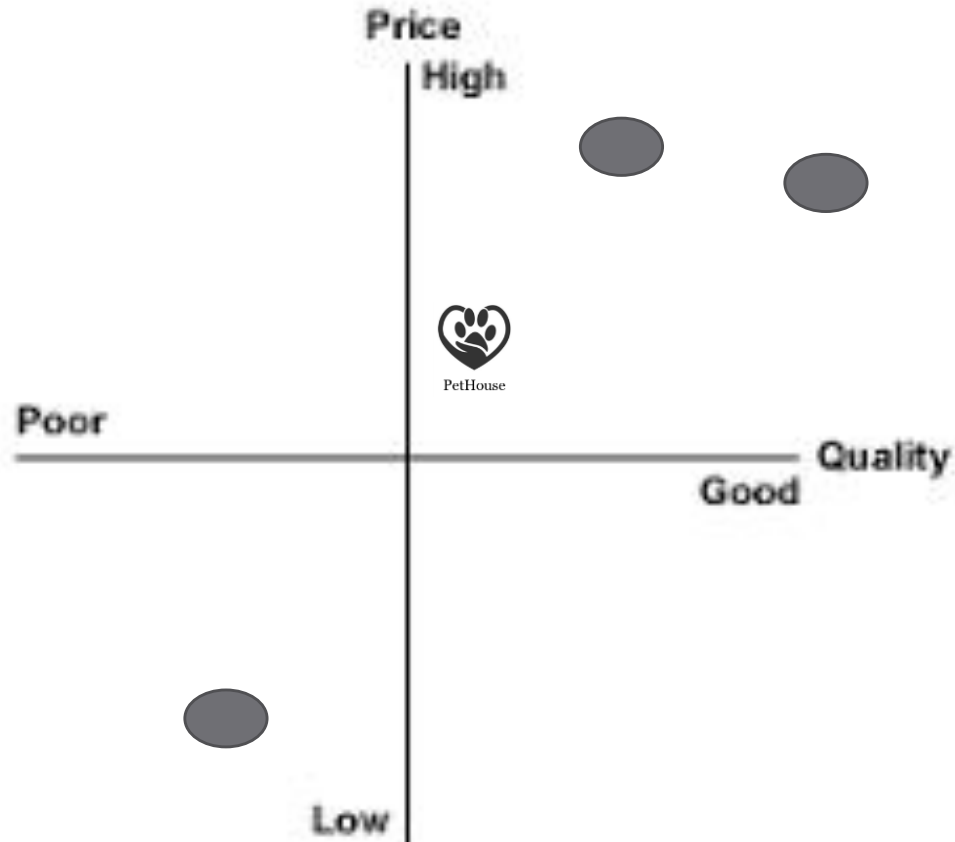
Professional
trained staff

Vaccination
requirements

Availability
24 hours

Other offers

Product positioning map



Market analysis

- Our prices are relevant with costumers needs
- The quality of our services is high

Competitors

In North London we have another three competitors:

Now Boarding Pet Hotel are not a big competitor because they offer services only for small pets such as reptiles, rabbits , Guinea pig..

Elmtree Pet Hotel is a Luxury Pet Hotel which offer their services only for dog

Pet Sanctuary their prices are higher than ours and they have pet home sitting

Marketing Plan and Strategy



STP



Marketing
Mix



Branding



Pricing

Operational Strategy



Location



People

STP



Segment



Targeting



Positioning

Segment



Budget Friendly

Accommodation + Food + Care + Walks



Medium-high

Everything above + Grooming



Pet paradise

Everything above + Training

Targeting



Budget Friendly

Accommodation + Food + Care + Walks



Medium-high

Everything above + Grooming



Pet paradise

Everything above + Training

Positioning

Social Media Marketing

- Payed
- Organic
 - Facebook groups
 - Personal Facebook, Instagram, YouTube and Twitter, TikTok

Website

Vet clinics

Printed materials

- Animal shaped origami flyers

Marketing Mix

Product

- Need: Safe and trustworthy place
- When: Holidays + Business + Special Events
- Experience: Human and Animal care
- Name of focus product: Optimal+
- Different: Experience + Professional care

Price

- Lower than competition for basic products
- Covers many categories of clients
- How we keep price low:
 - Targeted marketing
 - Partnerships to reduce costs

Promotion

- Strong campaigns in holiday season
- Clients will get discounts for next times
- Referral models
- 3rd time you bring the same pet it gets Medium-High for Budget Friendly price
- Discount for feedback on Maps and Trustpilot

Place

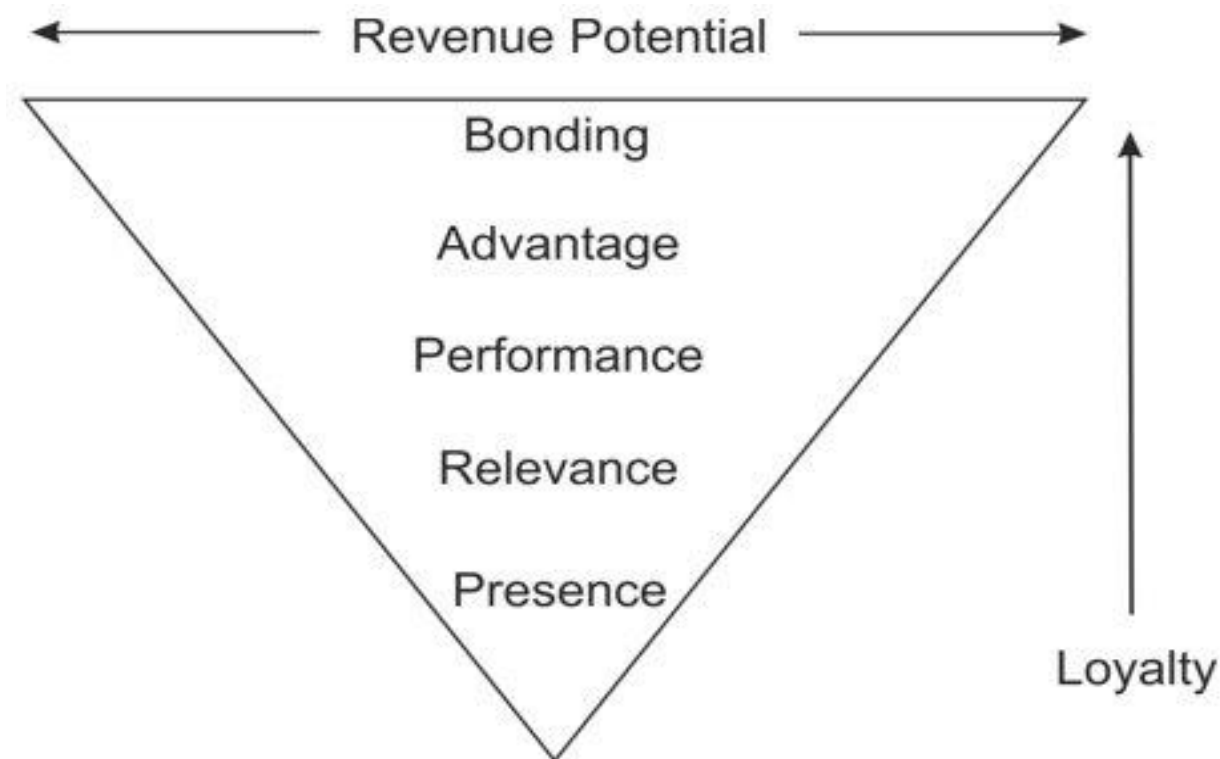
- Focus on Online
 - Search: Google and Facebook Ads
 - Follow: TikTok, Facebook, Instagram, YouTube
- Offline
 - Vet clinics, Prints and NGOs



PetHouse

Branding

- Presence and Relevance:
 - STP
 - Marketing Mix
- Performance:
 - Give customers information they can use to compare us to others
 - Showcase benefits of choosing us
- Advantage and Bonding
 - Customer emotions: safety, confidence
 - Events to inform about pets needs



Millward Brown – Brand Pyramid

Pricing Hotel

	DAY 8AM - 8PM	NIGHT 8PM – 8AM	24H
Dogs	£12.00	£15.00	£25.00
Cats	£8.00	£10.00	£15.00
Rabbits	£3.00	£4.00	£6.00
Rodents	£2.00	£3.00	£5.00
Birds	£2.00	£2.00	£4.00

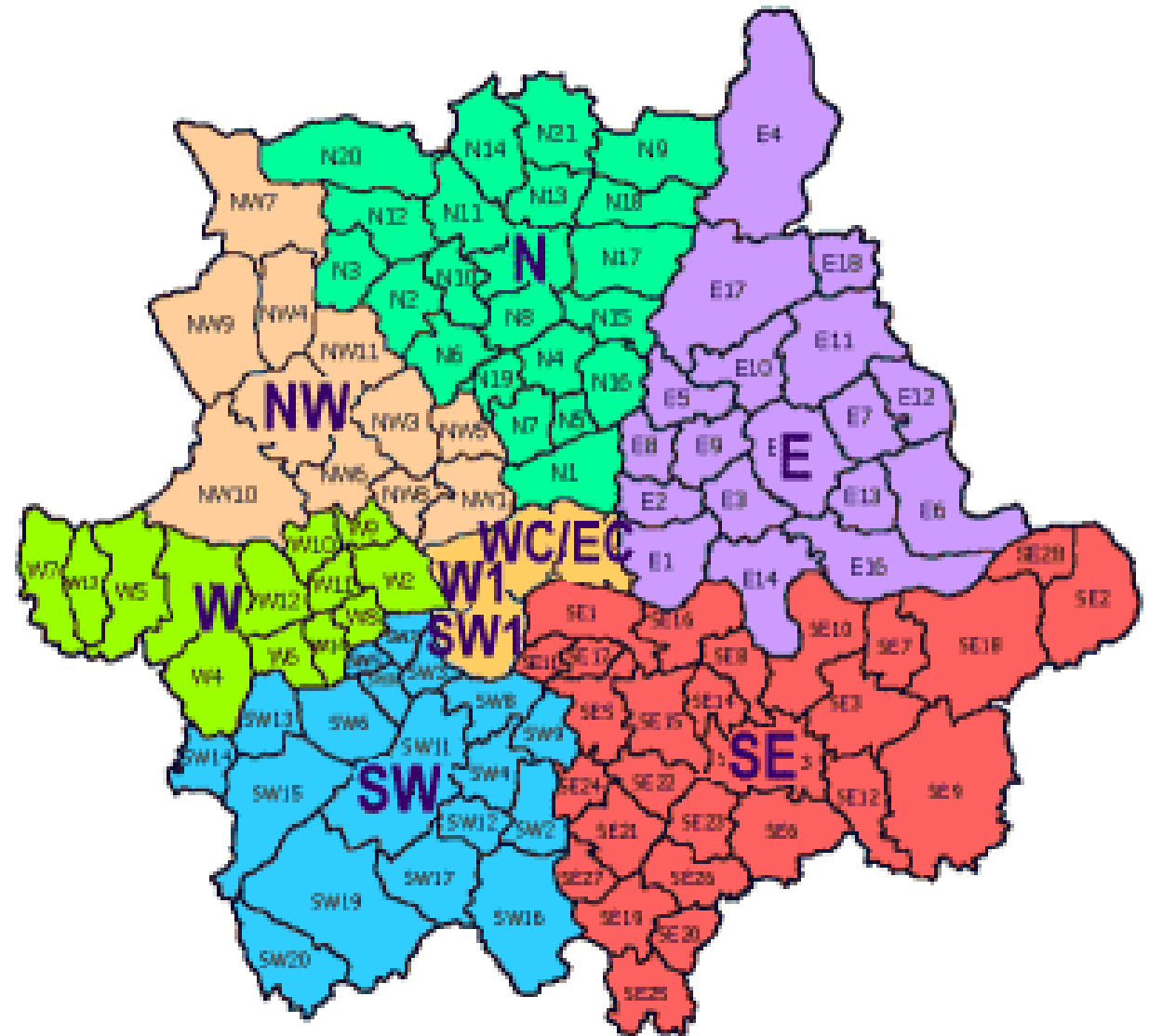
PET TAXI

£2 PER MILE

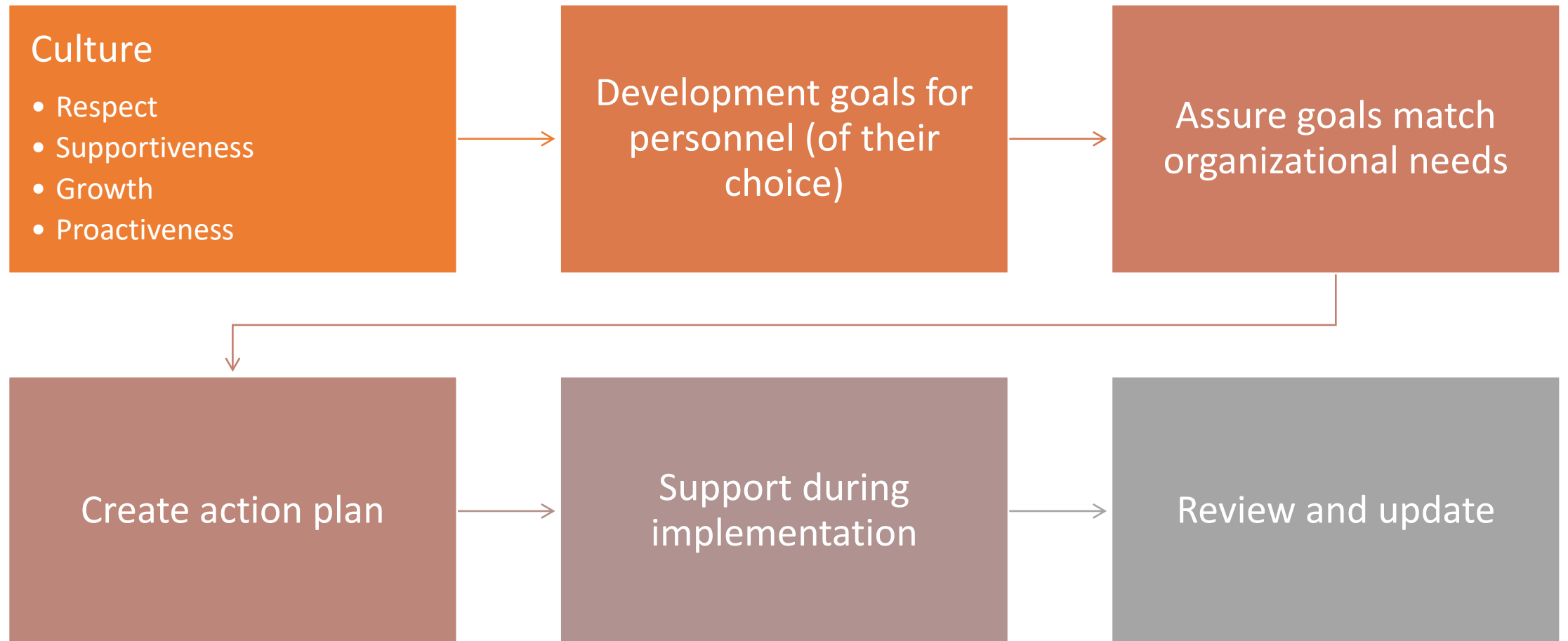
(Service available from 8am-4 pm Monday to Friday)

Location

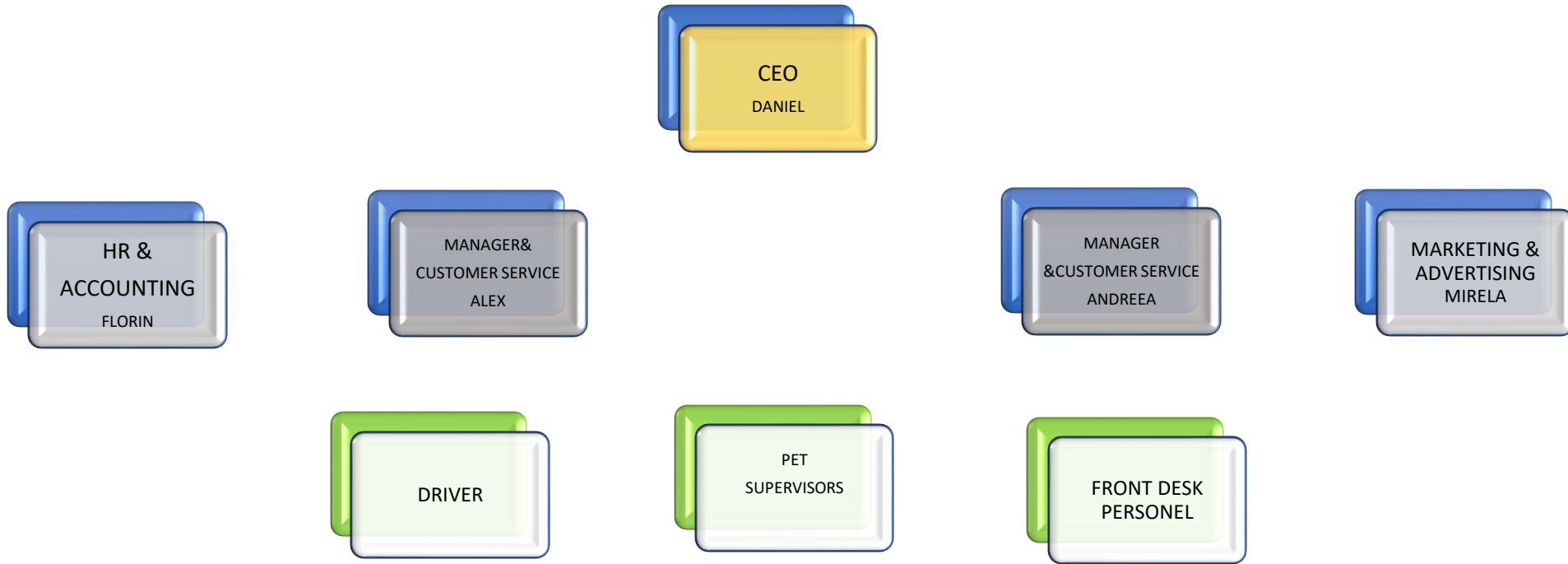
- E12
- Still in London
- Cheap to rent
- Easy to access
- Silent area, surrounded by parks



People Development Plan

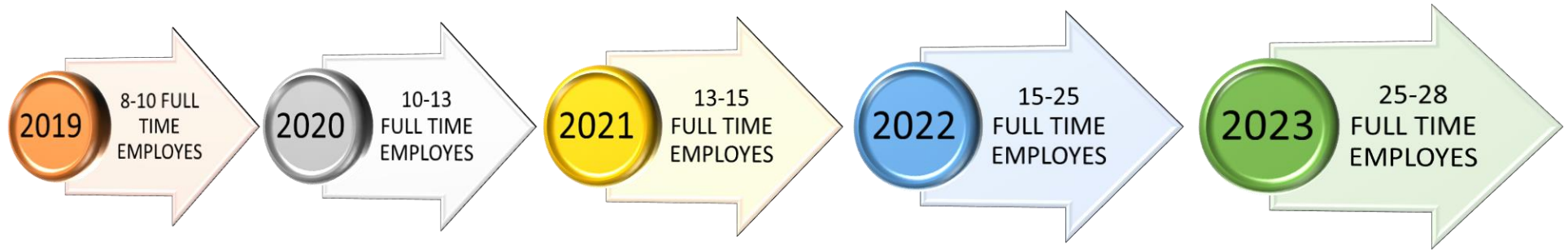


Organizational Chart



- BASED UN OUR PREVIOUS EXPERIENCES WE WILL BE PART OF THE STAFF IN DIFERENT DEPARTAMENTS:
 - CEO - DANIEL
 - HR&ACCOUNTING - FLORIN
 - MARKETING&ADVERTISING - MIRELA
 - MANAGER&CUSTOMER SERVICE - ALEX, ANDREEA

HR Planning



STARTUP STAFF:

- FRONT DESK X3 (ALEX, BEN, ANDREEA)
- SUPERVISORS X5 (JOHN, CHARLIE, GEORGE, STEWART, ADRIAN)
- DRIVER X1 MICHAEL (FROM 8 AM TO 16 PM)
- GROOMER X1 (FROM 8 AM TO 16 PM)
- VETERINARY, TRAINER OR PART-TIME STAFF WHEN NEEDED

Start-up ROTA

[illegible][illegible]

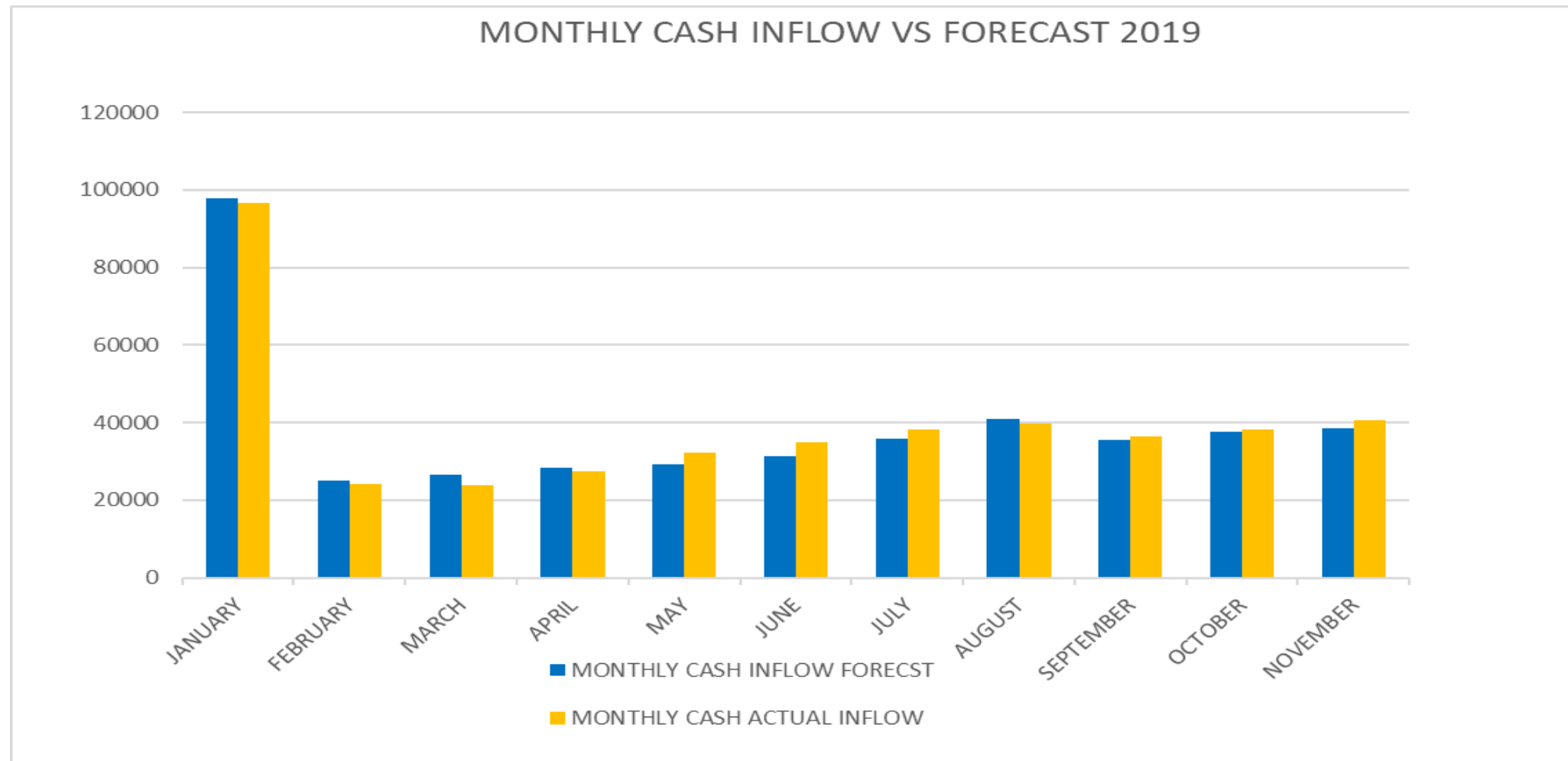
21		22		23		24		25		26		27		28		29		30	
SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY		MONDAY		TUESDAY	
S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2
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Monthly Cashflow Forecast 2019

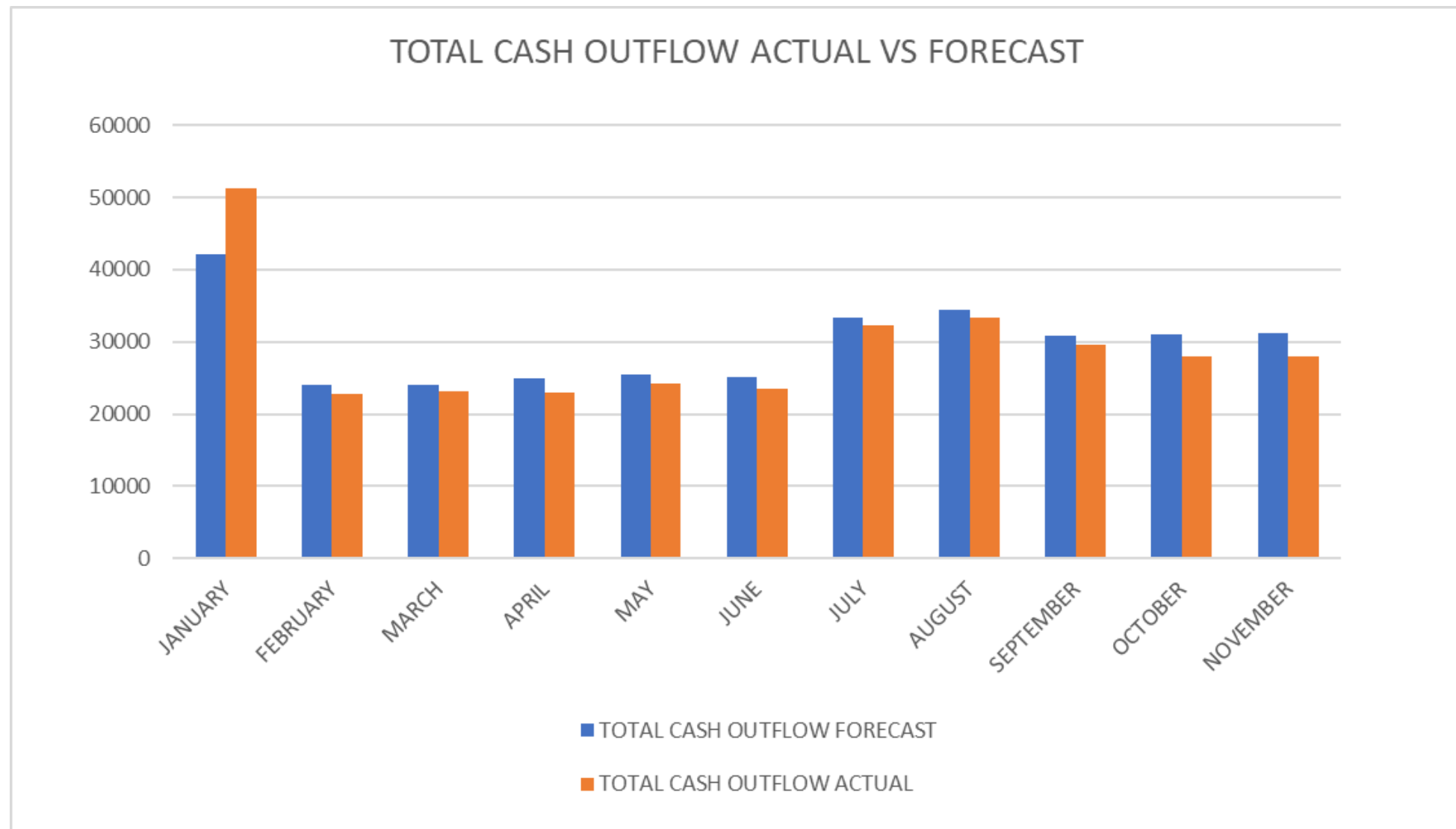
Monthly Cashflow Forecast													
Business Name PET HOUSE													
Year 2019	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
Cash receipts													
Cash sales	£ 22,782.00	£ 25,011.00	£ 26,650.00	£ 28,485.00	£ 29,250.00	£ 31,199.00	£ 35,775.00	£ 40,962.00	£ 35,420.00	£ 37,500.00	£ 38,580.00	£ 47,000.00	£ 398,614.00
Loan or other cash introduced	£ 75,000.00												£ 75,000.00
Total cash inflow	£ 97,782.00	£ 25,011.00	£ 26,650.00	£ 28,485.00	£ 29,250.00	£ 31,199.00	£ 35,775.00	£ 40,962.00	£ 35,420.00	£ 37,500.00	£ 38,580.00	£ 47,000.00	£ 473,614.00
Cash cost of INVESTMENTS													
Purchases/Materials	£ 19,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 30,000.00
Total cost of INVESTMENTS	£ 19,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 30,000.00
Cash expenditure													
Salaries/wages	£ 11,428.40	£ 11,428.40	£ 11,428.40	£ 12,722.29	£ 13,058.29	£ 13,058.29	£ 15,621.45	£ 16,539.45	£ 13,479.45	£ 13,731.51	£ 13,731.51	£ 13,731.51	£ 159,958.95
PAYE/NI	£ 1,024.02	£ 1,024.02	£ 1,024.02	£ 1,049.39	£ 1,049.39	£ 1,049.39	£ 1,181.88	£ 1,181.88	£ 1,181.88	£ 1,211.45	£ 1,211.45	£ 1,211.45	£ 13,400.22
Repairs and maintenance labour	£ -	£ 320.00	£ 320.00	£ 320.00	£ 330.00	£ 350.00	£ 350.00	£ 350.00	£ 400.00	£ 300.00	£ 350.00	£ 350.00	£ 3,740.00
Advertising & promotions	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 1,500.00	£ 1,500.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,200.00	£ 1,200.00	£ 1,200.00	£ 16,600.00
Vehicle costs	£ 250.00	£ 260.00	£ 260.00	£ 270.00	£ 270.00	£ 280.00	£ 280.00	£ 280.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 3,350.00
Travelling and office supplies	£ 305.00	£ 130.00	£ 140.00	£ 130.00	£ 140.00	£ 160.00	£ 160.00	£ 160.00	£ 150.00	£ 135.00	£ 130.00	£ 130.00	£ 1,870.00
Accounting	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Professional services	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 3,600.00
Rent	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 60,000.00
Council tax	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 3,600.00
Telephone	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 150.00	£ 1,800.00
Utilities(gas/water etc)	£ 800.00	£ 800.00	£ 810.00	£ 820.00	£ 850.00	£ 850.00	£ 870.00	£ 870.00	£ 850.00	£ 850.00	£ 850.00	£ 900.00	£ 10,120.00
Insurance	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 6,000.00
Supplies/suppliers	£ 1,000.00	£ 750.00	£ 750.00	£ 750.00	£ 800.00	£ 850.00	£ 1,100.00	£ 1,250.00	£ 1,100.00	£ 900.00	£ 950.00	£ 1,300.00	£ 11,500.00
Sundry expenses	£ 100.00	£ 100.00	£ 100.00	£ 200.00	£ 300.00	£ 300.00	£ 500.00	£ 500.00	£ 200.00	£ 200.00	£ 200.00	£ 500.00	£ 3,200.00
Total expenditure	£ 23,157.42	£ 23,062.42	£ 23,082.42	£ 24,011.68	£ 24,547.68	£ 24,147.68	£ 27,313.33	£ 28,381.33	£ 24,911.33	£ 25,077.96	£ 25,172.96	£ 25,872.96	£ 298,739.17
Cash capital payments													
Loan or other cash repayments		£ -	£ -	£ -	£ -	£ -	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 30,000.00
Total capital payments	£ -	£ -	£ -	£ -	£ -	£ -	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 30,000.00
Total cash outflow	£ 42,157.42	£ 24,062.42	£ 24,082.42	£ 25,011.68	£ 25,547.68	£ 25,147.68	£ 33,313.33	£ 34,381.33	£ 30,911.33	£ 31,077.96	£ 31,172.96	£ 31,872.96	£ 358,739.17

Monthly actual cash flow 2019

Monthly Actual Cashflow												
Business Name PET HOUSE												
DATE 2019	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	
												TOTAL
Cash receipts												
Cash sales	£ 21,723.50	£ 24,266.00	£ 23,907.00	£ 27,486.80	£ 32,226.00	£ 34,892.00	£ 38,166.00	£ 39,717.00	£ 36,466.00	£ 38,134.00	£ 40,530.00	£ 357,514.30
Loan or other cash introduced	£ 75,000.00											£ 75,000.00
Total cash inflow	£ 96,723.50	£ 24,266.00	£ 23,907.00	£ 27,486.80	£ 32,226.00	£ 34,892.00	£ 38,166.00	£ 39,717.00	£ 36,466.00	£ 38,134.00	£ 40,530.00	£ 432,514.30
Cash cost of INVESTMENTS												
Purchases/Materials	£ 27,158.00	£ 221.00	£ -	£ -	£ 514.00	£ -	£ -	£ 322.00	£ 514.00	£ 255.00	£ -	£ 28,984.00
Total cost of investments	£ 27,158.00	£ 221.00	£ -	£ -	£ 514.00	£ -	£ -	£ 322.00	£ 514.00	£ 255.00	£ -	£ 28,984.00
Cash expenditure												
Salaries/wages	£ 12,334.44	£ 12,334.44	£ 12,334.44	£ 12,722.29	£ 13,058.29	£ 13,058.29	£ 15,621.45	£ 16,539.45	£ 13,058.29	£ 13,058.29	£ 13,058.29	£ 147,177.96
PAYE/NI	£ 1,024.02	£ 1,024.02	£ 1,024.02	£ 1,049.39	£ 1,049.39	£ 1,049.39	£ 1,211.88	£ 1,181.88	£ 1,049.39	£ 1,049.39	£ 1,049.39	£ 11,762.16
Repairs and maintenance labour	£ -	£ -	£ 600.00	£ 125.00	£ 250.00	£ -	£ 495.00	£ 620.00	£ 1,000.00	£ -	£ 115.00	£ 3,205.00
Advertising & promotions	£ 2,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 2,000.00	£ 1,500.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 16,500.00
Vehicle costs/lease	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00	£ 2,750.00
Travelling and office supplies	£ 625.00	£ 422.00	£ 156.00	£ 125.00	£ 130.00	£ 155.00	£ 180.00	£ 175.00	£ 175.00	£ 150.00	£ 145.00	£ 2,438.00
Accounting	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Professional services/vet/trainer	£ 125.00	£ 100.00	£ 200.00	£ 200.00	£ 270.00	£ 130.00	£ 130.00	£ 280.00	£ 250.00	£ 100.00	£ 150.00	£ 1,935.00
Rent	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 55,000.00
Council tax	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 3,300.00
Telephone	£ 130.00	£ 130.00	£ 130.00	£ 130.00	£ 130.00	£ 130.00	£ 130.00	£ 130.00	£ 130.00	£ 130.00	£ 130.00	£ 1,430.00
Utilities(gas/water etc)	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 3,300.00
Insurance	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 5,500.00
Supplies/suppliers	£ 967.00	£ 632.00	£ 795.00	£ 722.00	£ 782.00	£ 902.00	£ 1,055.00	£ 1,180.00	£ 1,112.00	£ 863.00	£ 754.00	£ 9,764.00
Sundry expenses	£ -	£ -	£ -	£ -	£ 200.00	£ 200.00	£ 102.00	£ 55.00	£ -	£ 98.00	£ 189.00	£ 844.00
Total expenditure	£ 24,055.46	£ 22,492.46	£ 23,089.46	£ 22,923.68	£ 23,719.68	£ 23,474.68	£ 27,275.33	£ 28,011.33	£ 24,124.68	£ 22,798.68	£ 22,940.68	£ 264,906.12
Cash capital payments												
Loan or other cash repayments							£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	
Total capital payments	£ -	£ -	£ -	£ -	£ -	£ -	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 25,000.00
Total cash outflow	£ 51,213.46	£ 22,713.46	£ 23,089.46	£ 22,923.68	£ 24,233.68	£ 23,474.68	£ 32,275.33	£ 33,333.33	£ 29,638.68	£ 28,053.68	£ 27,940.68	£ 318,890.12



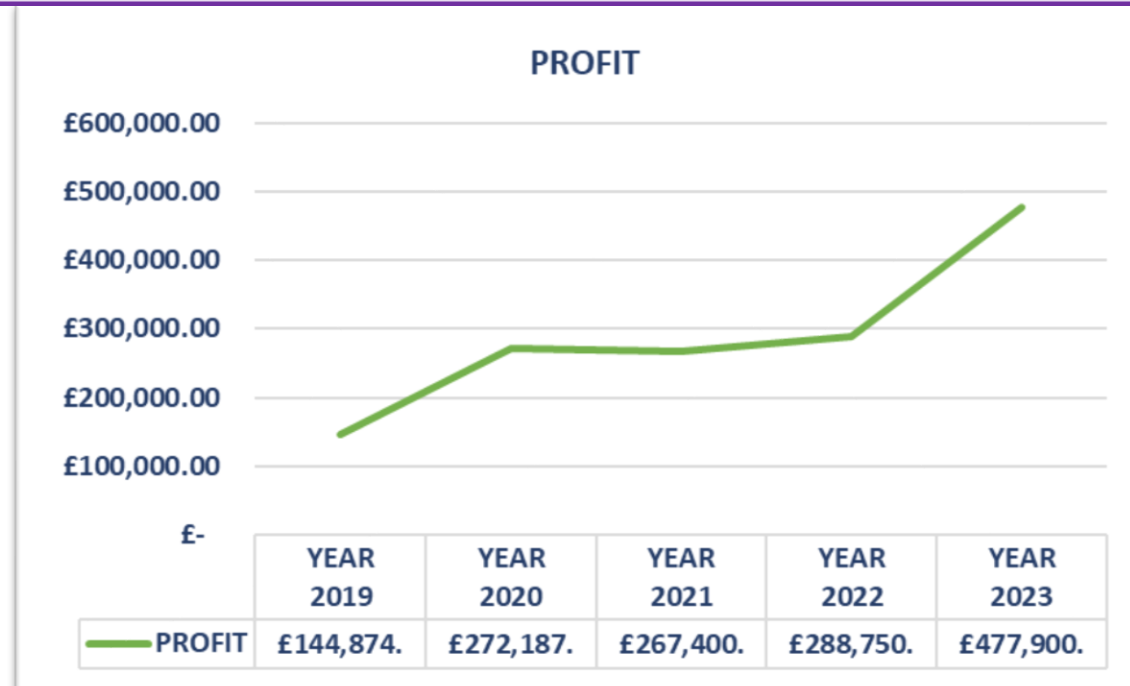
- OVER 90 % ACCURACY ON FORECAST CASH INFLOW
- IN THE FIRST 4 MONTHS A SLIGHTLY SMALL UNDER EXPECTATIONS
- FROM 5TH MONTH CASH SALES OVER EXPECTATIONS



- IN 1 MONTH MORE EXPENDITURE THAN EXPECTED
- FROM MONTH 2 EXPENDITURE UNDER THE FORECAST

5 YEAR FORECAST

	YEAR 2019	YEAR 2020	YEAR 2021	YEAR 2022	YEAR 2023
Cash sales	£ 398,614.00	£ 595,105.00	£ 630,000.00	£ 710,000.00	£ 900,000.00
Loan or other cash introduced/start-up	£ 75,000.00	£ -	£ -	£ -	£ -
Total cash inflow	£ 473,614.00	£ 595,105.00	£ 630,000.00	£ 710,000.00	£ 900,000.00
Total cost of INVESTMENTS/start-up/expansion	£ 30,000.00	£ 10,500.00	£ 14,000.00	£ 40,000.00	£ 15,000.00
Total expenditure	£ 298,389.17	£ 312,417.29	£ 348,600.00	£ 381,250.00	£ 407,100.00
Total capital/profit payments	£ 30,000.00	£ 90,000.00	£ 120,000.00	£ 180,000.00	£ 300,000.00
Total cash outflow	£ 358,389.17	£ 412,917.29	£ 482,600.00	£ 601,250.00	£ 722,100.00
Balance	£ 114,874.83	£ 182,187.71	£ 147,400.00	£ 108,750.00	£ 177,900.00
PROFIT	£ 144,874.83	£ 272,187.71	£ 267,400.00	£ 288,750.00	£ 477,900.00



Business failure

Possible factors:

- Wrong expectation
- Lack of experience
- Lack of focus
- Unfavourable economy

Solutions:

- Help from specialists
- Creditors
- Focus on the business goal

Final solutions:

- Sale of shares
- Closing the business and sale of the assets
- Insolvency



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