



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

Module Name: Managing Enterprise

Module Code: BSMW4011

Assignment Name: Business Plan and Reflection

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Student Number: 2508581

Lecturer: Melanie Squire

Deadline: July 20th 23:59pm

Presentation overview

1. Business overview

1.1 Product/ service description

1.2 Business Name

1.3 My story

1.4 Mission statement

1.5 Legal Structure

1.6 Proposed location

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1.9 Swot

1.10 Market Research

2 Marketing Strategy

2.1 Marketing Plan

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3 Why should you invest in me?

3.1 My strengths and entrepreneurial traits

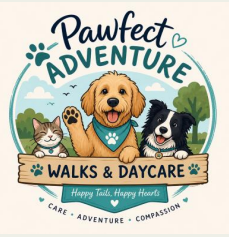
3.2 Achievements and experience

3.3 My passion

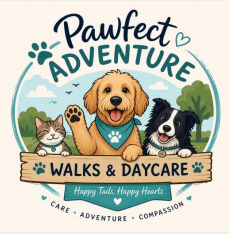
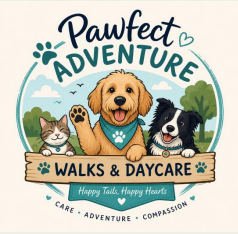
4. Conclusion

5. Reference List

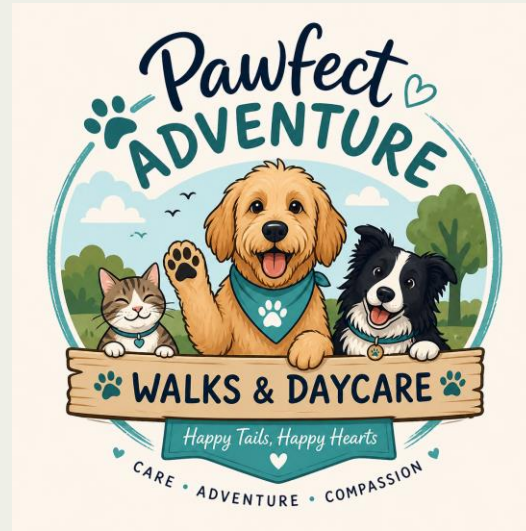
6.Ai Statement



- 1.1
- Today I will be presenting my business proposition, **Pawfect Adventure Walks and Daycare.**
- 1.2
- Pawfect Adventure Walks and Daycare is a dog walking and daycare business that provides a safe, caring, and stimulating environment for dogs while their owners are at work or unavailable. The business offers individual and group dog walks, daycare services, pet check-ins, and personalised care tailored to each dog's needs. Unlike standard walking services, the business focuses on providing enriching **adventure-style walks** to improve dogs' physical health and wellbeing (RSPCA, 2024; Dogs Trust, 2024).
- 1.3
- The inspiration for my business comes from my love of animals and my personal experience caring for pets. I have always enjoyed spending time with dogs and understand how important trust is when owners leave their pets in someone else's care. With UK pet ownership continuing to grow, demand for reliable pet care services is also increasing (PFMA, 2024). My goal is to turn this passion into a successful business while providing a valuable service to the local community. Research shows that trust, personalised care, and customer relationships are key factors influencing consumer choice within the pet care industry (Statista, 2025; PDSA, 2024).



1.4 My mission statement is: "To provide safe, reliable, and enriching care for every dog, treating them like family while giving owners complete peace of mind."

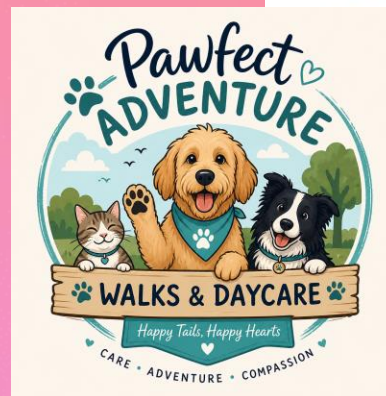
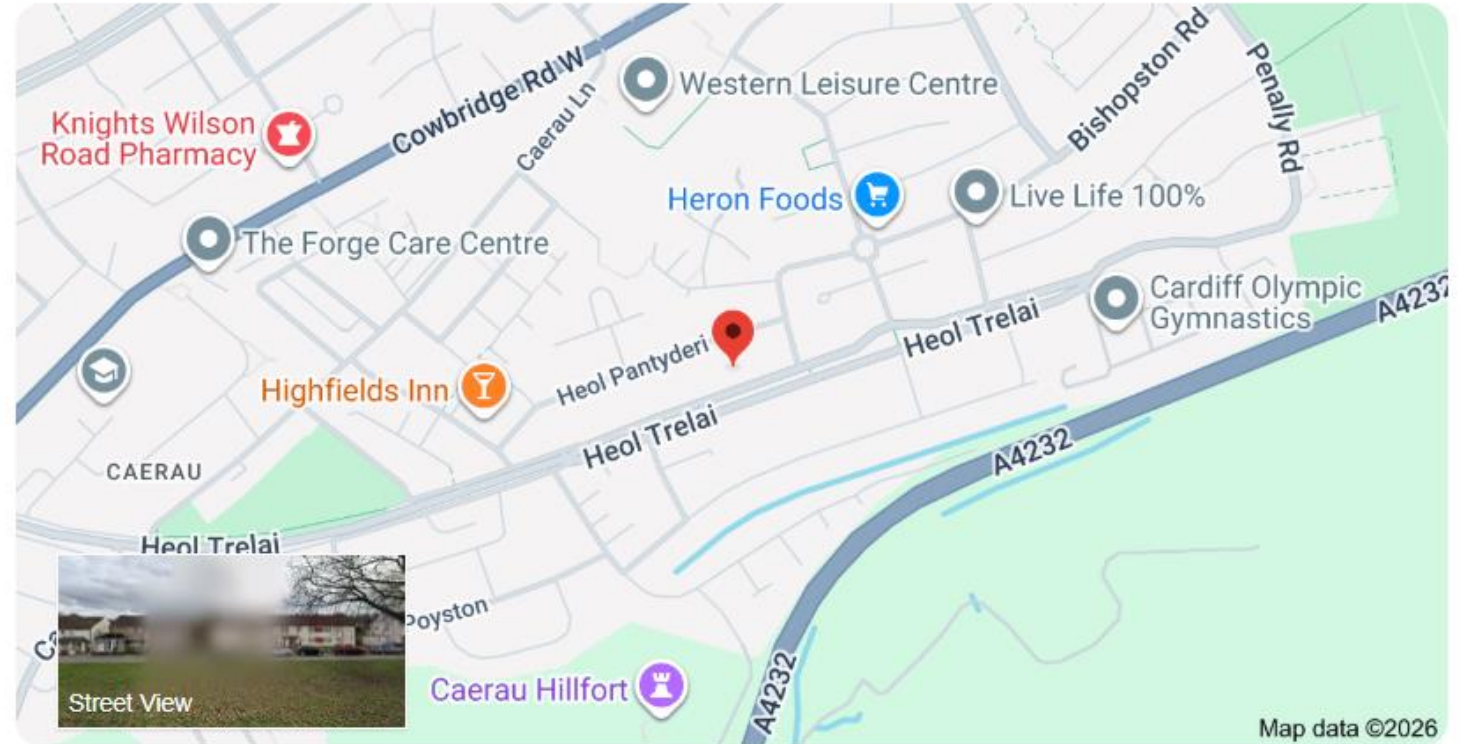


1.5 Legal Structure

Pawfect Adventure Walks and Daycare will operate as a **Sole Trader** business. This structure is simple to set up, has low start-up costs, and allows me to maintain full control of the business. I will be responsible for the day-to-day operations and will ensure the business complies with all relevant licensing, insurance, and animal welfare requirements.

1.6 Proposed Location

The business will operate within the local community, providing convenient dog walking and daycare services to pet owners in the surrounding area. The daycare service will be based at my mother's home, which is fully insured and licensed by the local council to provide pet care services. This location offers a safe, secure, and comfortable environment for dogs while allowing the business to keep start-up costs low and remain easily accessible to local clients.



Heol Trelai
Cardiff CF5 5PH



Share

1.7 Hrm Strategy

Sole Trader mostly but on busy periods I will employ family and friends who are trained and like minded to help out on busy periods. As the business grows, I plan to recruit trust worthy and animal-loving staff. Training, animal welfare knowledge, safeguarding procedures, and excellent customer service will be key priorities.

We look to be a lot busier in the summer months and over christmas.

I will be a sole trader at first but I am open to expanding with a business partner if I do take on a larger client base.



9. Financial Overview

Start-up costs will include:

- Insurance
- Licences and registrations
- Marketing and advertising
- Equipment and supplies
- Transportation costs

Income will be generated through dog walking services, daycare packages, and additional pet care services.

I will offer discounts for block bookings and if you refer you will get a special discount when booking in the future.

The diagram below projects my busiest times of the year.

BUSIEST TIMES OF THE YEAR 🐾				
Jan-Feb	Mar-Jun	Jul-Aug	Sep-Nov	Dec
Quiet	Moderate	PEAK	Moderate	High
Bookings	Demand	Summer Holidays	Regular Walks	Christmas
Lower demand	More walks	Daycare full	Stable demand	Travel bookings
After Xmas	Better weather	Pet sitting ↑		Pet sitting ↑



1.8 Financial Overview
Money Out (Start-Up Costs)

Money In (Monthly Revenue)

MONEY OUT (£1,650)

- Insurance £250
- Licences £100
- Marketing £300
- Equipment £500
- Transport £500



PAWFECT ADVENTURE WALKS & DAYCARE



MONEY IN (£3,500 per month)

- Dog Walking £600
- Daycare £2,500
- Pet Check-ins £200
- Other Services £200

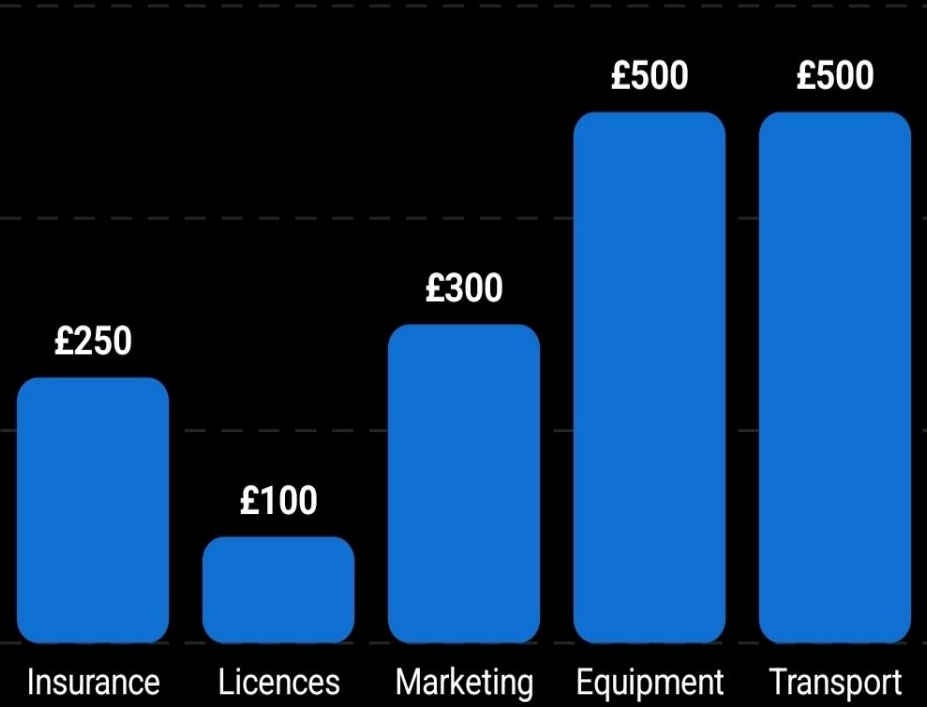


Financial Overview: Pawfect Adventure Walks & Daycare 🐾

Start-Up Costs (Money Out)

Start-Up Costs

Initial investment required to launch Pawfect Adventure Walks & Daycare.



Financial Flow Diagram



Projected Monthly Profit (before ongoing expenses): £1,850 📊🐾



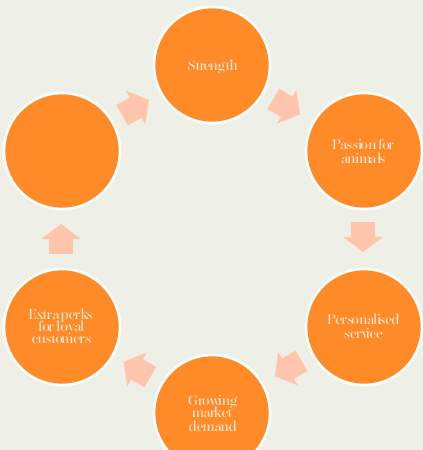
Expenses and service charges

- Service
- Dog Walking (10 clients per week)
- Dog Daycare (5 dogs per day)
- Pet Check-ins
- Additional Pet Services
- Estimated Monthly Revenue

Expense	Estimated Cost
Insurance	£250
Licences & Registrations	£100
Marketing & Advertising	£300
Equipment & Supplies (leads, harnesses, toys, bedding, cleaning products)	£500
Transportation Costs	£500
Total Start-Up Costs	£1,650
Price	Estimated Monthly Income
£15 per walk	£600
£25 per day	£2,500
£10 per visit	£200
Various	£200
	£3,500

1.9 My Swot Analysis

Pawfect Adventure Walks and Daycare has several strengths, including my strong passion for animal welfare, personalised customer service, existing positive customer reviews, and low start-up costs due to operating from a licensed home-based location. However, weaknesses include being a relatively new business with limited brand awareness and a smaller client base compared to established competitors. There are significant opportunities within the growing UK pet care market, including expanding services such as grooming, pet events, boarding, and increasing brand visibility through social media marketing. Potential threats include strong competition from other local pet care providers, seasonal weather conditions affecting outdoor services, and economic uncertainty, which may reduce customer spending on non-essential pet services. Overall, the SWOT analysis highlights strong growth potential while identifying key challenges that will require strategic planning and continuous business development.



• WALKS & DAYCARE •

Happy Dogs, Happy Owners 

Professional dog walking and daycare services in a safe, caring and stimulating environment. Adventures, enrichment and endless tail wags!




**YOUR DOG'S
ADVENTURE
IS OUR
PASSION!**

OUR SERVICES



ADVENTURE WALKS

Fun, exciting walks in nature to keep your dog happy, healthy and stimulated.



DAYCARE

A safe, home-from-home environment while you're at work or out for the day.



PET CHECK-INS

Pop-in visits, feeding, playtime and lots of love while you're away.



SPECIAL EVENTS & EXTRAS

Dog shows, birthday parties, getaway packages & VIP grooming experiences!



WHY CHOOSE PAWFECT ADVENTURE?

-  Loving, reliable & fully insured 
-  Qualified in Pet First Aid
-  Personalised care for every dog
-  Small group walks for safety & fun
-  Local, trustworthy & DBS checked

“

Sam is amazing with our dog and completely trustworthy. We always feel at ease knowing he's in such



Give your dog the adventure 

2.1 Marketing Strategy

My Instagram business profile, used to promote services and engage with potential customers.

Customer feedback and survey results collected from both new and existing clients.

Online advertising through Google and Facebook to increase brand awareness and reach a wider audience.

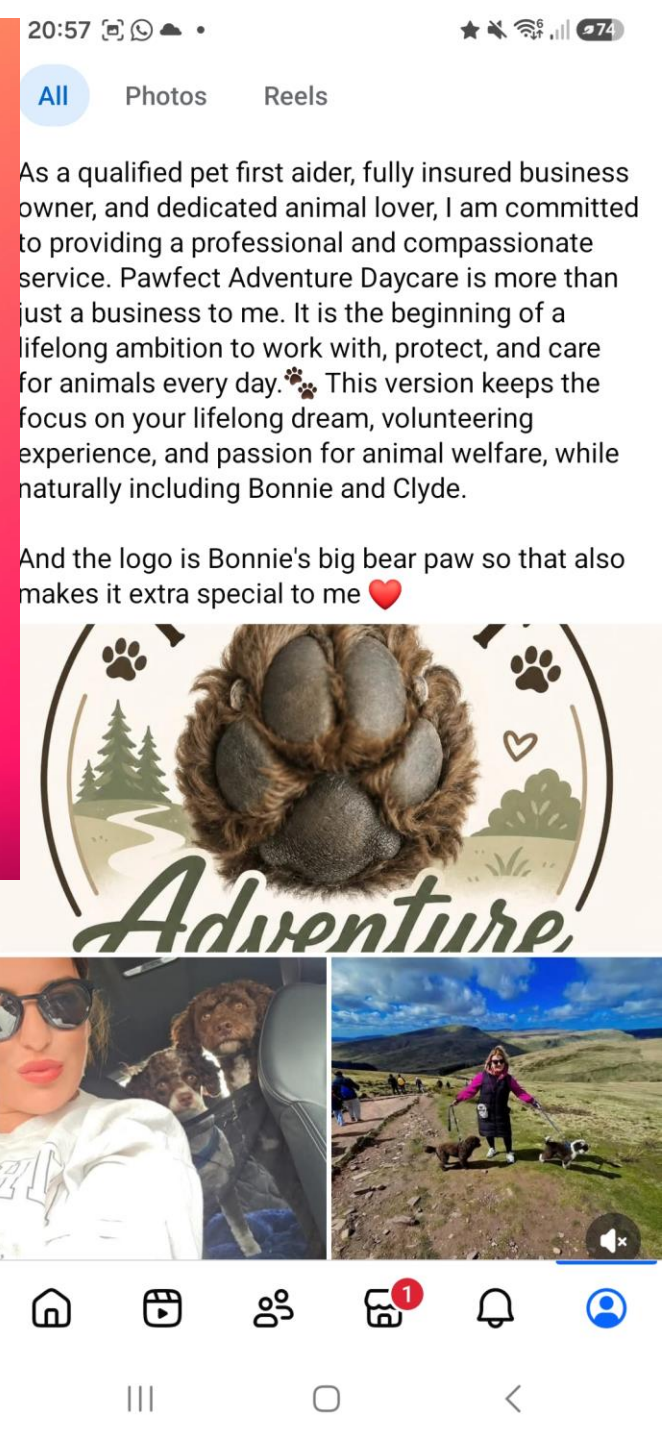
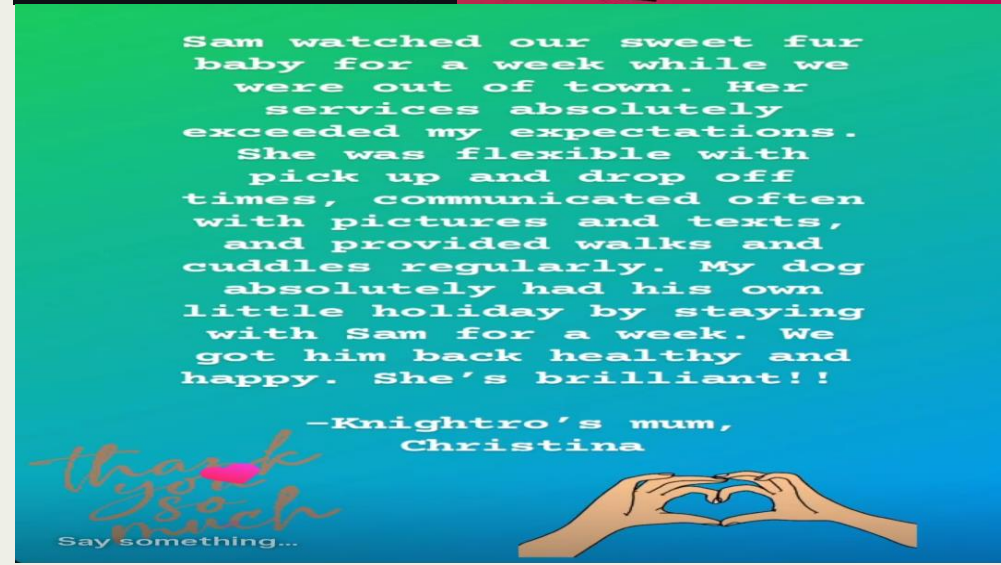
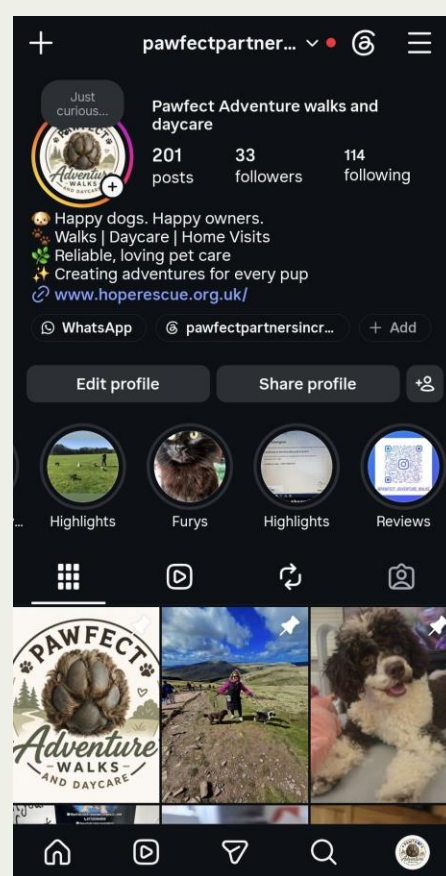
Distribution of flyers and business cards within the local community.

Referral discounts to encourage word-of-mouth marketing and attract new clients through customer recommendations.

Here you will see my marketing strategy live on my Facebook and Instagram along with customer reviews

See next page for the survey I performed with 20 dogs owners

Some previous/current clients and others are friends and family.



Survey Findings

 Survey findings showed strong demand for dog walking services, with 40% (8 out of 20) owners choosing this as their preferred service. Daycare was the second most popular option at 25%, showing that many owners need reliable daytime care for their pets. Smaller but still valuable interest was shown in home visits, puppy check-ins, and pet transport, suggesting there is demand for a range of flexible pet care services. These results support the business idea and demonstrate a clear local market need for Pawfect Adventure Daycare. 🐶💛



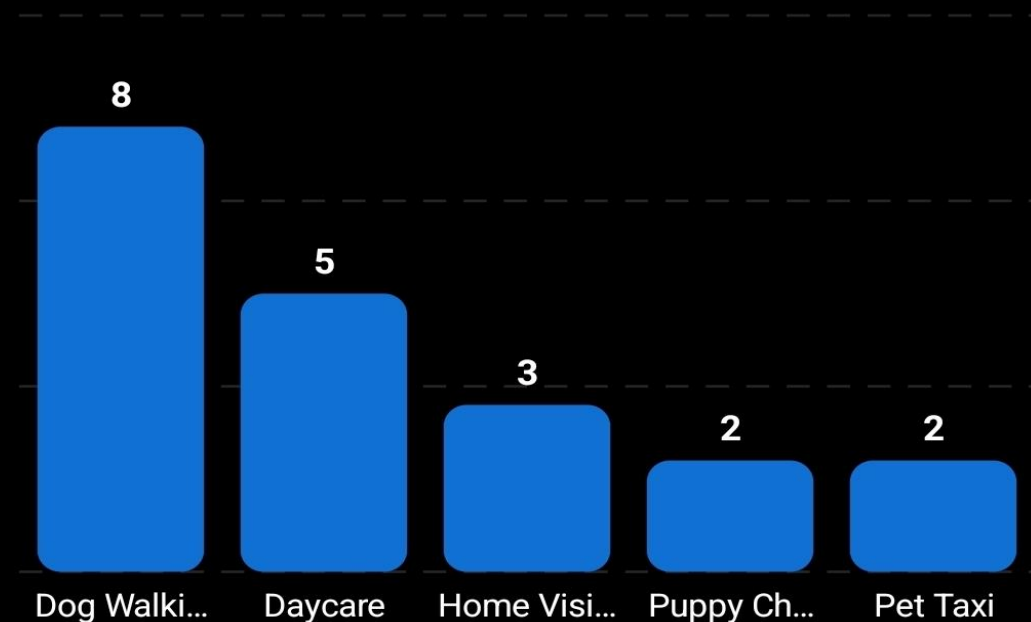
Results:

- Dog Walking: 8 owners
- Daycare: 5 owners
- Home Visits: 3 owners
- Puppy Check-ins: 2 owners
- Pet Taxi / Transport: 2 owners



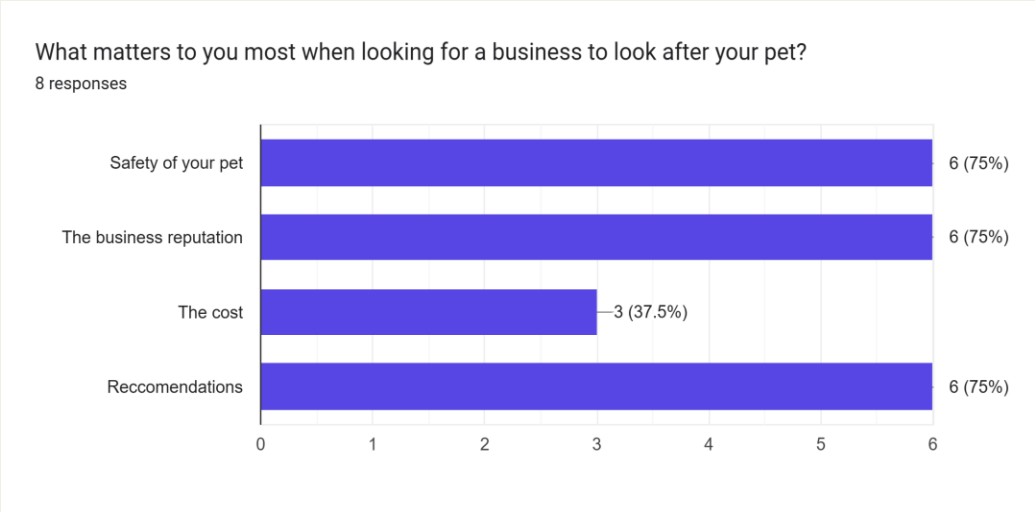
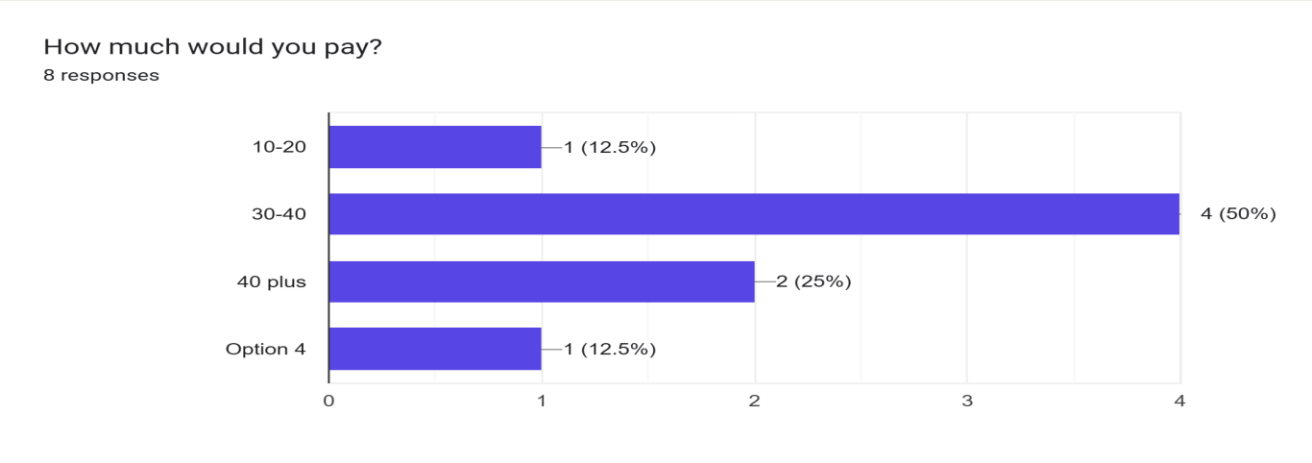
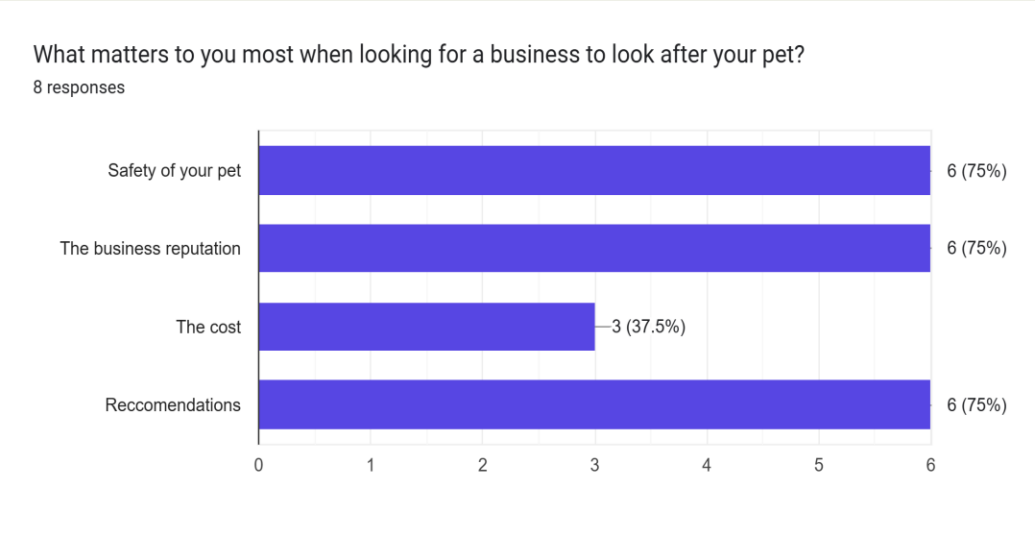
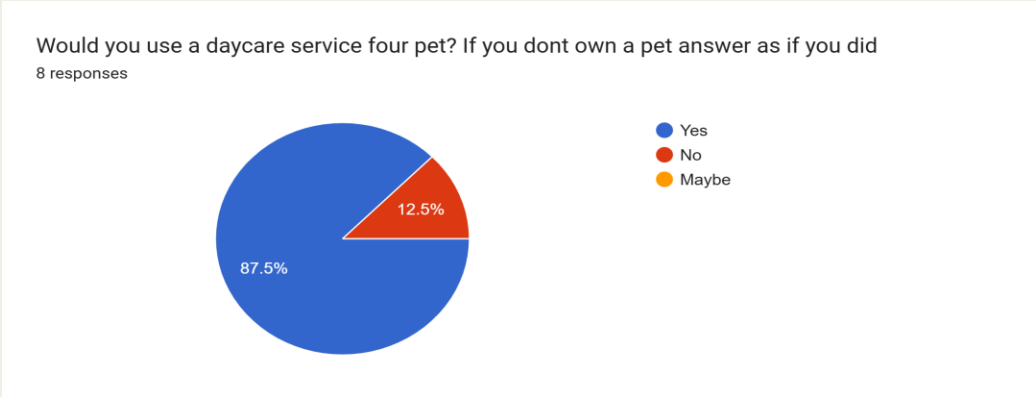
Survey Results from 20 Dog Owners

Most requested services for Pawfect Adventure Daycare.



Continuing my market research...

These findings suggest there is a clear demand for Pawfect Adventure Walks & Daycare. Customers value safety, trust, and reputation more than low prices, meaning your qualifications, pet first aid training, insurance, and caring approach give you a strong competitive advantage. The survey also shows customers are willing to pay a reasonable premium for quality pet care, supporting the financial feasibility of your business.



2.1 Marketing Plan

Pawfect Adventure Walks and Daycare will use a range of low-cost marketing methods to attract and retain customers. Social media platforms such as Facebook, Instagram, and TikTok will be used to share photos, videos, customer reviews, and updates about the business. This will help build trust and engage with local pet owners.

The business will also promote its services through local community groups, veterinary practices, pet shops, and word-of-mouth recommendations. Special introductory offers and loyalty discounts will encourage new customers to try the service and return regularly.

Customer satisfaction will be a key marketing tool, with excellent care and reliable service helping to generate positive reviews and referrals. Branding, including a professional logo, uniform, and vehicle signage, will increase visibility within the local area and help establish a strong reputation.

Here is a finished version of my logo and this is where to find my instagram page @pawfect_walks_and_daycare.





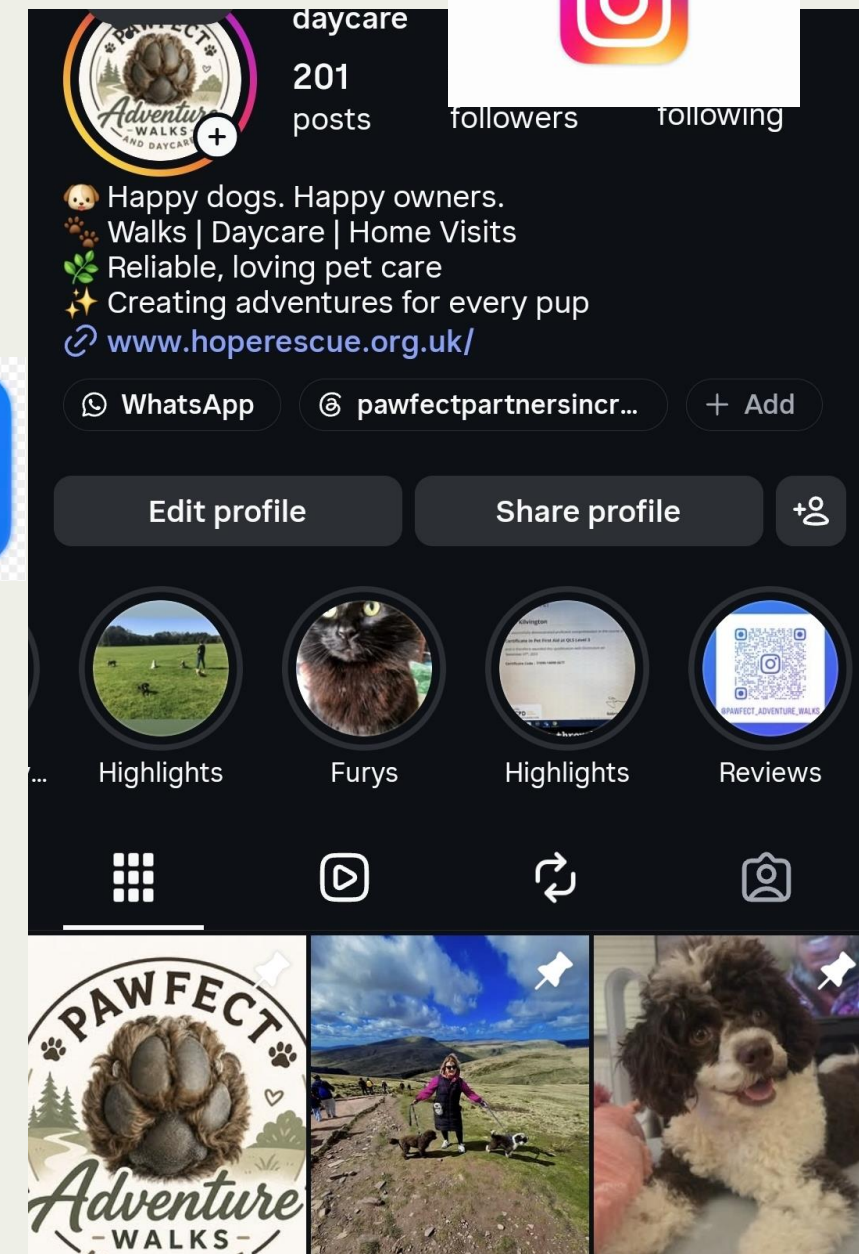
2.4 Marketing examples

My marketing strategy focuses on promoting Pawfect Adventure Walks and Daycare through my Instagram business page. I regularly share photos, videos, customer reviews, and updates about the dogs in my care to engage with potential clients and build trust. As shown in the screenshot, my page helps showcase my services, attract new customers, and strengthen my online presence within the local community.

I use Facebook because it is a cost-effective way to reach local pet owners and promote my business (Hootsuite, 2025). It allows me to advertise my services, share customer reviews, and build trust with potential clients, which is especially important in service-based businesses where reputation influences consumer decisions (Nielsen, 2024). Facebook also makes communication easier by allowing customers to contact me directly and learn more about the business through my page (Meta Business, 2025).



To keep customers engaged and encourage repeat business, I plan to offer special events throughout the year, such as dog shows and birthday parties. Research shows that customer engagement and personalised experiences can improve loyalty and retention (HubSpot, 2025). I would also like to introduce pet getaway packages and VIP grooming experiences, giving owners more ways to treat their pets while helping the business stand out from competitors. The growing UK pet care market highlights increasing demand for premium and personalised pet services (Statista, 2025; PFMA, 2024).



My Cost Strategy

My cost strategy is to keep operating costs low while providing a high-quality service. By running the business from a licensed and insured home-based location, I can reduce overhead costs such as rent and utilities. I will carefully manage expenses including insurance, equipment, transportation, and marketing to ensure the business remains profitable.

My pricing will be competitive within the local market while reflecting the personalised care and professional service provided. As the business grows, I will reinvest profits into marketing, equipment, and expanding services to support long-term growth and sustainability.

2.3 Segmentation Strategy

My segmentation strategy focuses on targeting local pet owners who require reliable and professional care for their dogs. This includes busy professionals, families, elderly pet owners, and people who may be away from home for long periods. By understanding the different needs of these customer groups, I can offer tailored services such as dog walking, daycare, pet check-ins, and special event packages to meet their individual requirements.



3.1 My Strengths and entrepreneurial traits

One of my greatest strengths is my passion for animals and my commitment to providing high-quality care. I am reliable, hardworking, and motivated to achieve my goals. I have strong communication skills, which help me build positive relationships with customers and understand their pets' individual needs, which are essential qualities in customer-focused service businesses (CIPD, 2024). My entrepreneurial traits include determination, creativity, and resilience. I am confident in taking initiative, solving problems, and adapting to challenges. I am also willing to learn and continuously improve my skills to help grow Pawfect Adventure Walks and Daycare into a successful and trusted business. Research shows that resilience, adaptability, and innovation are key traits associated with successful entrepreneurs (Forbes, 2024).



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Conclusion

In conclusion, Pawfect Adventure Walks and Daycare demonstrates strong potential as a sustainable and successful business within the growing UK pet care industry. Through detailed market research, financial planning, and strategic analysis, this business plan has highlighted a clear demand for reliable, high-quality, and personalised pet care services. The business benefits from low start-up costs, multiple revenue streams, and a strong customer-focused approach, creating a solid foundation for growth. By combining my passion for animal welfare with effective business strategies, Pawfect Adventure Walks and Daycare is well positioned to build a trusted reputation within the local community. In the long term, I aim to expand the business further, with the vision of developing it into a larger animal care organisation or sanctuary that continues to make a positive impact on both pets and their owners.

This is me as a child around all the kittens, I just love animals so much!



Reference List

- 1.Dogs Trust (2021) *Dog Exercise and Welfare Guidance*
- 2.PFMA (2024) *Pet Population Report*
- 3.PDSA (2024) *Pet Wellbeing Report*
- 4.RSPCA (2024) *Animal Welfare Guidelines*
- 5.Statista (2025) *UK Pet Care Market Analysis*
- 6.CIPD (2024) *Professional Skills and Behaviours in Customer Service*
- 7.Forbes (2024) *Key Traits of Successful Entrepreneurs*
- 8.Hootsuite (2025) *Social Media Trends Report*
- 9.HubSpot (2025) *Customer Retention and Engagement Statistics*
- 10.Meta Business (2025) *Using Facebook for Small Business Growth*
- 11.Nielsen (2024) *Consumer Trust in Advertising Report*
- 12.PFMA (2024) *Pet Population Report*
- Statista (2025) *UK Pet Care Market Analysis*
- 13.



Ai Statement

1. I confirm that I have not presented any AI generated materials as my own work.
2. I confirm that I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.



This is the flyer I've created for my business, Pawfect Adventure Walks and Daycare 🐾

If you would be kind enough, I would really appreciate it if you could take one and place it in your local shop, workplace, or even your window to help support and grow my business. Every share and bit of support means so much to me and helps my small business reach more local pet owners. Thank you so much for your support ❤️

Pawfect[™]

ADVENTURE

• WALKS & DAYCARE •

Happy Dogs, Happy Owners ❤️

Professional dog walking and daycare services in a safe, caring and stimulating environment. Adventures, enrichment and endless tail wags! 🐾

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- 🐾 Personalised care for every dog
- 🐾 Small group walks for safety & fun
- 🐾 Local, trustworthy & DBS checked

Give your dog the adventure they deserve! ❤️

🐾 **GET IN TOUCH TODAY!**

“Sam is amazing with our dog and completely trustworthy. We always feel at ease knowing he's in such good hands!”
★★★★★ — Happy Client

📞 07723290772
✉ kilvington15@gmail.com
📷 @pawfect Adventure walks
📍 Covering Cardiff and surrounding areas

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WALKS & DAYCARE
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- Instagram: @pawfect Adventure walks

FULLY INSURED ❤️
PET FIRST AID CERTIFIED ❤️

ADVENTURE WALKS ❤️ HAPPY DOGS ❤️ PEACE OF MIND 🐾



ADVENTURE WALKS, NOT JUST BLOCK WALKS! 🐾

YOUR DOG'S ADVENTURE IS OUR PASSION! ❤️

