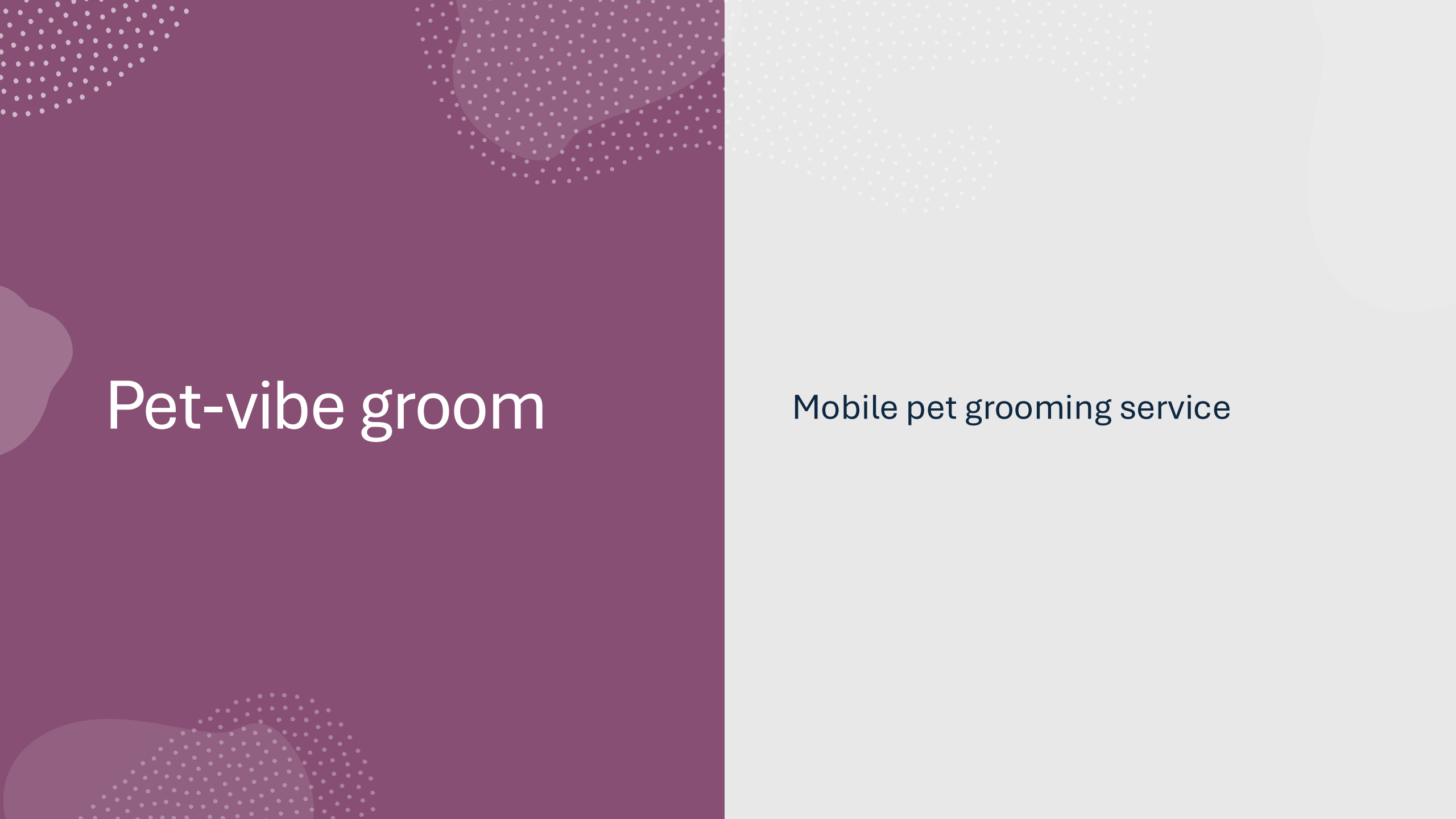


Enterprise and entrepreneurship

LCLM4006

Ruby moss

Student ID- 2426887



Pet-vibe groom

Mobile pet grooming service

Overview of business plan

- PetVibe Groom is an environmentally friendly mobile pet-grooming service operating in London. The business provides professional, high-quality grooming at customers' homes, offering convenience, comfort and sustainability. Each custom-designed van functions as a mobile grooming salon equipped with bathing, trimming and drying facilities.

The service targets

- Busy urban customers who cannot attend grooming salons
- Elderly/disabled pet owners needing convenience
- Eco-conscious customers seeking ethical, stress-free grooming for their pets
- PetVibe Groom's value proposition focuses on convenience, accessibility, compassion and environmental responsibility, ensuring pets receive quality grooming with minimum stress.

Management structure

- Founder / Managing Director-Oversees strategic operations, finance and marketing ,Manages business development and overall performance
- Two trained pet groomers (part-time)-Handle grooming services,Maintain cleanliness, hygiene and pet safety
- Driver/Assistant-Supports logistics, customer service and scheduling, Digital operational tools (scheduling software, route optimisation) are used to improve efficiency.

Legal format

- Private Limited Company (Ltd)
- Protects the founder's personal assets
- Suitable for scaling
- Builds trust with customers and potential investors

PESTLE analysis

- Political: UK regulations on animal welfare and mobile trading apply; government support for small businesses is beneficial.
- Economic: Strong pet-care market in the UK; inflation affects costs but demand for premium pet services remains stable.
- Social: Growing number of pet owners, rising demand for convenience-based services and ethical, low-stress grooming.
- Technological: Scheduling apps, GPS routing and digital marketing tools improve operations and customer reach.
- Environmental: Eco-friendly products and reduced travel to salons support sustainability goals.
- Legal: Compliance with the Animal Welfare Act, GDPR, and insurance requirements is essential.

Marketing strategies

- Promote services on Instagram, TikTok and Google Business
- Share before/after grooming photos and videos
- Use targeted local online ads to reach London pet owners
- Partner with vets, pet shops, dog walkers and dog daycare centres
- Offer first-time customer discounts
- Create a loyalty scheme for regular clients
- Encourage customer reviews and referrals
- Use strong eco-friendly branding to stand out



Funding Requirements

- Start-up costs are estimated at £23,000–£32,000, including the grooming van, equipment, eco-friendly supplies, insurance, marketing and software subscriptions. Funding will be allocated approximately as follows:
 - 70% — Van purchase and grooming equipment
 - 10% — Marketing and branding
 - 10% — Insurance, legal and software tools
 - 10% — Working capital and contingency