

Applied Leadership and Management in the Workplace
Module Assignment Submission



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Statement of Confirmation of Authenticity

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Business Plan

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Executive Summary, Background and Experience

My name is Richard and I want to start up my own business as a sole trader for walking dogs and pet sitting, I can offer something different from my competitors as I have over 35 years' experience in keeping and owning and looking after from small dogs ie (Yorkshire Terriers, Jack Russell Terriers) to Giant breed breeds such as Dobermans, Great Danes, and a few Mountain Guardian Dogs, Caucasian Shepards, Kangal's) I want to offer Rural Dog Walking, Animal Wellness and Behaviour Support Service.

I have so much love for dogs and all animals I currently have two dogs of my own a Siberian Husky called Coba who is 8 I have had him since he was 8 weeks old and he still acts like a puppy he's 25KG he is such a baby and I have Sven who is an F1 Wolf Hybrid who I rescued when he was 7mths old via the RSPCA from a puppy his mum is an arctic wolf and his dad was a Husky X German Sheperd but he is such a softy and he's just a big cuddly bear and he is now 7 yrs old, I have many years' experience working at a boarding kennels which was also a rescue and rehoming centre not just for dogs but for all small animals such as (ferrets, Rabbits and cats even all cage birds) plus also horses, cattle, goats, and sheep. It was also a working farm for cattle and sheep. But my love for dogs and all other animals go so deep within me I connect with them on every level and they seem to connect with me. I am also a qualified horse-riding instructor BHS (British Horse Society) approved. Lifelong owner of dogs, birds, cats and horses, I have experience not just with small and giant breeds but rescue animals and nervous and anxious dogs, integration of new animals into existing households. I have proven experience in behaviour observation, confidence building, multi animal management. My rural dog walking experience I can provide quiet walking environments, which can help with reduced stress for reactive dogs.

Business Name: Walking With Richard

Business Owner: Richard Harvey-Mears

Business Concept

I want to offer a rural and premium dog walking, animal sitting, pet care animal wellbeing and behaviour support service offering stimulating walks, home visits, companionship and love, holistic animal wellness support. The business combines extensive practical animal experience with ongoing professional education in canine first aid, behaviour, psychology, and eventually leading to healing therapies. My service will cater to the owners seeking a knowledgeable, trustworthy, and compassionate professional who understands not only dogs, but I want to cater for a wide range and a variety of animals and their behavioural needs.

Vision

I want to become the most trusted rural dog walker and pet care person, canine wellness service in my area, and to be recognised for my knowledge and understandings of the dogs and other animals' behaviour and holistic support for the well-being of all the animals and their owners.

Mission Statement

I want to provide safe, enriching, and personalised care for dogs and other companion animals through my professional walking services, behavioural understanding, emotional support and holistic wellbeing practices.

Services Offered

Dog Walking, Group walks

Up to 3-hour countryside walks (Margam Park) (Kenfig Nature reserve)

Small groups depending on the dog's temperament and their needs, free collection and return service.

Solo walks for elderly, nervous, and reactive dogs. Individual attention and training if needed. Tailored exercise plans.

Home Visits available from 30 mins, 1 hour, half day and full day up to 9 hrs.

Services Include

Feeding, toilet breaks, medication given, welfare checks and of course play time and cuddles.

Animal Wellness Support

Holistic animal healing, Confidence and Emotional wellbeing support, Behavioural consultations and expectations, owner guidance and owner education.

Target and Primary Market

Busy professionals who are working full time who needs regular dog walking support, Retired Owners who needs help with energetic or assistance with larger breeds. Rescue Dogs if the owners need help with understanding and patience as rescue dogs can take some time to settle in to make sure they feel safe. Reactive dogs need experienced owners and handlers. Holiday and shift workers, home visits, extra walks and cuddles.

Secondary Market

Horse owners, new puppy owners who must work, multi pet households, ie (Rabbits, caged birds, Cats, Ferrets) I also want to offer behavioural support for both owners and pets.

Market Opportunity

With the increase of pet ownership, and with many owners seeking more, one on one personalised care than the traditional kennels or larger dog walking companies, I can offer this service. With my awareness in canine mental health and stimulation, there are a few trends happening around my area such as more rescue dogs, people like smaller dog groups for walks, and everyone wants someone they can trust.

Marketing Strategy

All forms of social media, Instagram, Facebook, X, Tik-Tok, which will include, walks we go on, Behavioural tips, up to date videos and photos of the dogs and animals I'm looking after, great rescue stories, tips on great quiet or busy routes they can walk their dogs.

Do 4-7 posts weekly, post daily stories, post on Facebook groups as the local pages, community groups and all dog related groups in the surrounding area. Also, I will include Printed Marketing such as flyers we I can distribute them at local parks, local pet shops, local farm shops, at the Veterinary surgeries. I will also build relationships with my local rescue centres, pet shops, groomers and veterinary practices. Also, I will include a referral scheme, such as all existing customers will get a free walk for all successful referrals.

Competition

There are several dog walkers and pet sitters around my area but a lot of them will not walk after 5.30pm Wendie's Walkies, A dogs life, Go Fetch, Wags and Walking Dog Walking services, to name but a few, but not all will walk certain breeds whereas I'm confident to walk all breeds and I have quite a lot of knowledge on different breeds of dogs and I can offer 24 hrs care package's.

Qualifications And Future Professional Developments

My first-year training plan, Priority Qualifications,

1 Canine First Aid

2 Holistic Animal Healing

3 Dog Body Language

4 Dog Behaviour and Psychology

5 Pet Business Management

After year one

1 Canine Nutrition

2 Senior Dog Care

3 Animal Reiki

4 Puppy Training and development

5 Reactive Dog Handling Training

Operations Plan

Start up phase will be between 0-3 months

Objectives of Business Set up

Register Business, Get Insurance, create my branding, Design flyers, create a risk assessment, put pricing structure in place, set up all social media channels.

Client target

I would like at least 3 regular clients. By making sure social media is active, and I have documented all walking routes. To grow my business from 3-6 months I will continue with my qualifications, increase social media, increase flyer activity, continue to build local partnerships. Client to grow from 3 regular to 9. Positive online reviews, Repeat bookings and a consistent weekly wage. Then moving to 6-12 months I can introduce behaviour support services once qualified, wellness sessions, improve my and local brand awareness'. This should and will increase my customer who will be regulars 15-20, my success measures I will have a waiting list, excellent referral program and an excellent reputation.

Financial Forecast

Estimated Start-Up Costs

Insurance £150-£300 (Annually)

First Aid Training £70-£150

Behaviour Course £250-£900

Flyers and Printing £100

Branding And Logo £65-£250

Website £100-£250

Equipment (Leads, Harnesses, dog bowls) £100

Total from £850 - £2050.

Pet Services 30-minute walk £10-£15

1-hour walk £15-£20, 2 hours walk £25-£30

And a 3-hour adventure walk, (mountain or Beach) £35-£40

Half Day Care £45-£60 (4.5 hrs)

Full Day Care ££60-£100 (9 hrs)

Which will all be funded by myself out of my savings.

Regular clients weekly x 8 average spend of £50, $8 \times £50 = £400$ a week that will work out annually of £20,800

15 client's average weekly spends £60, $15 \times £60 = £900$ a week and annually of £46,800

20 Clients spend on average weekly of £60, $20 \times £60 = £1,200$ and annually that would make £62,400.

SWOT Analysis

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Strengths	Weaknesses	Opportunities	Threats
Rural location Personal service Extensive animal experience Future qualifications are planned Experience with rescue animals Strong love and empathy for all animals	New business Starting from scratch Limited client base initially	Growth from referrals Demands for pets well being The increase of pet ownership	Competitors who are established Injury or illness of owner

One Year Goal

By the 3rd Month

I shall have the business established, all my insurances will be in place, my social media will be extremely active, and I shall have at least 3 regular clients.

By the 6th Month

At least 8 regular clients, referral stream doing very well, and well into my qualifications.

By the 12th Month

I will have at least 15-20 regular clients, Dog Behaviour support launched, well established website, and respected by the local community.

Conclusion

My business combines with 100% genuine lifelong animal experience with professional development and a clear market need, on animal behaviour, rural dog walking. With I can focus on the animal's trust, behaviour, and understanding and give them the personal care they need, my business has a strong potential to develop into the most respected dog walking service and animal wellness service around with sustainable long-term growth. And I have such a love and deep respect for all animals.

Curriculum Vitae

Richard Harvey-Mears

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Personal Profile

A very confident, passionate person who loves all animals I have over 40 yrs experience looking after dogs I'm use to looking after all types of dog breeds from toy to giant breeds and dogs seem to love me, I love walking my two Huskies.

Career History

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May 2024 – March 2026 Business Account Manager, Puig UK LTD, Boots Queen Street, Cardiff

Rotas, all bookwork regarding the account, Action plans, stock enquires

June 2014 – May 2024 Business Account Manager, Coty Luxury UK, Boots Queen Street, Cardiff

Traffic stopping, all bookwork and reporting, hiring new staff, stocking up,

staff training, serving customers.

Jan 2010 – June 2014 Bar Manager, Exit Nightclub, Charles Street, Cardiff

Staff Rotas, Banking, Stock ordering, Safe Checks, serving customers

April 2010 – June 2012 Bar Supervisor, Bar Icon, Charles Street, Cardiff

Stock rotating, Banking, Entertainment booking

April 2006 – April 2010 Kennel Hand, Fforest Boarding Kennels, Mountain Ash

Education

1989 – 1992 Mountain Ash Comprehensive School, Mountain Ash, Mid Glamorgan

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Qualifications and Further Training

A.I Assistant Instructor BHS Approved (1993) Equestrian

First Aid in Mental Health (Cardiff Mind) 2012

October 2025 to Present Certificate in Leadership and Management in the Workplace
(University of Wales Trinity Saint David)

References Available on Request