

Enterprise and Entrepreneurship

Assessment Task 2

Presentation

Slide 1 - cover page

Business Plan

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Module code (LCLM4006)

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Introduction

Good afternoon everyone, The purpose of this presentation is to explain my plan for starting my own dog walking business. I will talk about my business idea, the services I would offer, and how I plan to attract clients.

My main goal is to provide a reliable and friendly service for dog owners, while making sure dogs get the right exercise and care they need. Hoping to build a successful business that can grow over time.

Section 1 - Overview of the Business Idea

My business will provide dog walking, dog sitting, overnight stays, and additional services such as feeding, grooming, or administering medication. I could also offer different package deals or subscriptions for regular customers, such as weekly walking plans or discounted bundles for repeat bookings, to help create more consistent and reliable income.

My dog walking business fulfils a need in the market by providing reliable and flexible care for dog owners who may be busy with work, family or other commitments. The service ensures dogs receive regular exercise, attention and care while giving customers peace of mind by keeping their pets happy, active and well looked after.

Section 2 - Legal Format and Management Structure

My dog walking and sitting business will operate as a sole trader. This structure is suitable as it is simple and affordable to set up, making it ideal for a small start-up. It allows me to have full control over the business and make my own decisions. This aligns with my goal of building a trusted customer base, providing reliable pet care and gradually growing my business over time.

Paw patrol will have a flat management structure, with me as the owner and manager. I will be responsible for organising services, manage customers and finances, and make key business decisions. This structure will allow me to stay organised and maintain control as the business grows.

Section 3 – PESTEL Analysis

1. Analyse External Factors:

- **Environmental**- Weather, extreme temperatures, local wildlife and environmental protection can affect dog walking.
- **Technological** - Online booking, digital payments, social media and customer-management tools make small businesses easier to operate.
- **Political**- Local authorities regulate public spaces, parks and some areas where dogs can be exercised.

2. Impact on your business and strategic response:

- **Environmental**- Unsafe conditions may require you to change or cancel walks. I will have a bad-weather policy, choose responsible routes and prioritise animal welfare over completing a walk in unsafe conditions.
- **Technological**- Online booking and payment systems can make the business more convenient for customers. I will use social media, online bookings and digital payments to make my service easier to use.
- **Political**- public spaces could increase the quality of the service. I will use local parks as part of the service while ensuring the business follows any council rules on commercial dog walking.

Section 4 - Marketing Strategies

- Paw Patrols' target market includes general dog owners, busy professionals, families, elderly or disabled pet owners, travellers, new puppy owners and owners of multiple pets.
- Paw Patrols' primary customer segment is general dog owners who need regular or occasional dog-walking and pet-sitting services.
- Paw Patrols' key unique selling points are personalised pet care, reliable and flexible services, specialist care for dogs with additional needs, and regular updates to owners. ensuring their pets receive exercise, companionship, and quality care when they are away.
- marketing strategies I will use to attract customers would be marketing channels such as social media including Instagram, Facebook and TikTok, a website, local community groups, flyers, referrals and partnership with vets or pet shops. These methods can help me reach local dog owners with little or no cost.

Startup Cost	
Insurance	£400
Marketing and advertising	£40
Equipment	£750
Professional fees	£200
Postage, printing & stationary	£30
Total	£1420

Fixed Costs	per month
Rent	£0
Bus. Rate	£0
Gas bill	£0
Salary	£2,000
Accountant	£0
Total cost	£2,000

Variable Costs	Jan	Feb	Mar	Apr	May	June
Electricity	£0	£0	£0	£0	£0	£0
Raw materials	£760	£760	£770	£788	£828	£850
hourly paid Emp	£0	£0	£0	£0	£0	£0
Total Var cost	£760	£760	£770	£788	£828	£850

	Jan	Feb	Mar	Apr	May	Jun
Fixed	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000
Variable cost	£760	£760	£770	£788	£828	£850
Total cost	£2,760	£2,760	£2,770	£2,788	£2,828	£2,850
Revenue	£4000	£4,000	£4,075	£4,150	£4,300	£4,425
Profit/loss	£1,240	£1,240	£1,305	£1,362	£1,472	£1,575

Investment capital needed = £1,670

Investment needed = Total start-up cost + Operational cost – Revenue up to break-even
= (1,670 + 2,000-£2,469 = £1,201)

I will not reach a break even as I will make profit in month 1

Conclusion

In conclusion, Paw Patrol would be a great business because it combines my love for dogs with a useful service for busy owners. I want to provide safe, reliable and enjoyable walks while making sure every dog is well cared for. With good customer service, hard work and dedication, I believe Paw Patrol could become a successful and trusted local business.

Questions?

