

Managing Enterprise in the 21st Century

Paws 4 Walks

BMSW4006

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Cover Letter

Mr Alberto Vidal Perpnan, Chief executive officer

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Dear Mrs. Malani Gunaratnam

Thank you for allowing us to present our business plan to you, share our passion for the industry, satisfy customer needs, and elevate their experience to a maximum level with outstanding attention to detail.

As pet owners, we have the experience of our little furry friend's necessities. On an everyday basis, living in a city could be time-consuming, leading to no time to attend to our pets. With our love for animals and many years of experience, and significant knowledge of London city parks, wear proudly say we enjoy satisfying the necessities of dog walking for the owners and dog walkers on every level.

Our goal is to put together both communities offering different services and costs, allowing dog owners to pick and hire experienced dog walkers and their services. Stepping a bit forward, we elevate the customer experience and their pet with the latest tracking technology to make sure the customer has knowledge of their pet's location and also be able to track the time spent on the outside.

We are ready to deliver new and different service and technology to bring pets owners and dog walkers together and provide the best experience for both. Please do not hesitate to contact us to set up a meeting or interview and review our offer. We are looking forward to hearing from you, and many thanks for your time and consideration.

Sincerely,

Paws 4 Walks Team

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1. EXECUTIVE SUMMARY

Paws 4 Walks is the leader of the dog walk industry, offering the perfect network between dog walkers and dog owners. With the latest integration on tricknology through our app users will be able to track and follow the dog walker service offered but also trust the high levels of security that we offer.

Our mission is to create a network able to connect professional dog walkers and dog owners, making sure they offer services and make accessible communication between them through mobile app services or the web.

We offer a better system to communicate between both profiles while tackling current ongoing dognapping scares with security systems integrated on our app and tracking system.

In charge with Project manager and chief executive, Alberto Vidal Perpinan, the rest of the highly skilled team includes Viorel Grigorita, IT and product development, Zoriana Fedorchuck, Market research analyst and Business development, Alexandra Hudakova, Marketing and Forhad Hosen, Finance.

Our app – Paws 4 Walks is based in London as well as targets London audiences aged between 18-55 years.

Our app will be based on dog walkers in the UK that will need to sign up online and prove their qualifications and experience.

Depending on the choice of your memberships, you might be able to safely supervise your dog's walk with a camera and follow the path they are taking, avoiding the anxiety of leaving your dog in the unknown hands of a stranger. Yours as well as your dog's comfort and safety are our utmost priority.

All personal, confidential information will be locked on profile by the GDPR regulations and only visible once user has been paired up with the right match, confidentially shared for the period of a service. This application will be one of the most handy and user-friendly security applications on the current market with the positioning message for this application, Ensure pet safety 24/7.

There will be Silver, Gold and Platinum membership available on the app. The Silver membership will offer basic service, Gold membership basic insurance and Platinum membership will provide accredited walkers, GPS tracker, and premium insurance.

In terms of distribution strategy, this application can be run on both iOS and Android, available in Play store, Apple store and Microsoft store.

Marketing strategy will include both Offline and Online promotions such as printed leaflets and posters distributed in London areas with large green landscape where plenty of dog walks can be witnessed as well as online marketing through social media, Influencer marketing, Facebook, Tik Tok and google ads.

Our headquarters are based in London, Hackney, allowing us to have better access to potential sponsors, investors, and app users.

In current times, what is essential is to deliver a product with the latest available technologies and integrations. Paws 4 Walks will invest both time and capital to stay on the

top of technology as well as always offer the maximum-security levels and High-tech innovation on our app development.

To succeed, Paws 4 walks will make sure network communication and interaction are always accessible, delivering Quality product, Competitive price, top Security and Dealing with customers.

The expected date of the app launching in December 2021. To ensure the launch of this application on time, milestones have been developed and will be discussed in this document.

The biggest disruption for Paws 4 Walks could be a lack of investment. If the business can fund its initial operation and gain users, it has all the possibilities to become a prominent business on the market.

2. BUSINESS DESCRIPTION AND HISTORY

Professional dog walking was invented all the way in 1960's and we know your dog has always enjoyed walks.

Because dogs are genetically always ready for walks and demand them -our company is here to get your loved canine their physical exercise they desire with the safety locked in.

We employ dog lovers that cannot stand living without dogs but unfortunately cannot have one of their own and we fill their dog void with an opportunity of caring and spending quality time with your loved dog.

The history of walking apps starts up with currently top two dog walking apps on the market being Wag and Rover. Rover being at the top with £970 million and Wag not being far behind with £650 million.

Wag has about 50000 providers and Rover with 80000 dog walkers -both companies base themselves in the hand of the dog owners and dog walkers to know what they can improve on further.

OUR company will base on the reviews we receive based on our employees work but also, we advance in the topic of all dog walkers will be tracked and have constant contact availability to the owners to reassure their dogs safety.

Dog walking apps are there to connect the dog owners with the paid dog walkers that walk or board the owner's dogs. Wag and Rover's workers undergo a long process but it's all up to the owners when it comes to the reviews.

A simpler way to describe how our app will work is by matching your dogs with our dog walkers.

Going more in depth the dog walkers would have a profile where it will state the dog breeds they have walked before, and the new dog walkers would randomly be set up with dogs to start up their profile.

Our dog walking app will be based on dog walkers in the UK that will have to sign up online and state their qualifications and experience.

We decided that your dog carer needs to be trusted so if they have anything on their criminal record they cannot sign up because we CARE for your safety and your dog's.

As an example, a high school diploma/certificate, a clean driving record -if the walker is planning on taking the dog in a different area by car but that would need to be discussed with the owner and any proven experience from working with dogs.

Our top qualities needed for dog walkers are to be trustworthy, reliable and responsible because unfortunately in the present many dog owners lose their dogs or find them injured.

We are here to prevent that at any cost, that is why we need a clean record of the dog walker and we ask for certain qualification requirements that will ensure your dogs' safety at all times.

Only qualified and trusted walkers will be taking care of your dog so that there is a form of relief for you to entrust us with your loved canine.

It's difficult to entrust you dog with somebody you don't know at all and it's even harder entrusting that person to stay at your home taking care of your dog, but our app will ensure you that you and your dog are always safe.

That is why our walkers also have a profile created on our app that will state their experience and qualifications so that the owners can know who is walking their dog.

All your personal, private information that you don't want out there will be locked on your profile and only visible once we have paired you up with the right employee, confidentially for the period of them walking or dog sitting your loved one.

We came up with this idea because we want owners to feel safe when they entrust their loved dog to us as it's not easy and sometimes impossible to take care of your dog 24-7 and that is where our trusted employees come in.

We will do our best to make sure nothing like that ever happens because we know how heart-breaking it is to lose a dog -a part of the family.

3. PRODUCT SERVICE AND DESCRIPTION

Connections between the walker and owner is very important to us – that is why you can meet up with the person that will take care of your dog and see how they get along before booking your walk.

That should give you an opportunity to see we have the friendliest employees.

What can we do for you -first of all any breed your dog is and no matter how small or big they are we will find your dog's match with an owner perfectly suited.

An example of our dog walkers is walking a bulldog and a Chihuahua who can be very aggressive and difficult to walk, experienced dog walkers would be dealing with these dog breeds instead of new employees that might not be as experienced.

Our app has an option for experienced dog trainers -so if you work all week and you have gotten a new member in your family that needs training our "Train your Dog" selection is available too.

The trainers will update any new skill set your dog has learned and will also describe what you can do to see your proud dog in action yourself.

Our "Walk with your dog" service we offer will let owners track their dogs-being able to see where exactly on the map their dog is being walked.

Owners can also talk to the walkers about any question or enquiries they might want to know.

We don't stay behind with technology so our GPS tracking system can securely show you exactly where your little "baby" is at.

There can be some problems that the walkers might encounter like any weird behaviour or it could be issues with the dog's poo or pee that can be informed and discussed with the owner when it happens on our app so you can stay up to date with you doggy.

Throughout the dog's walk the walker will update the status of how many times the dog pee, poo.

It will also state on their journey when and where they had their water break and food stops so the owner can be ensured that their dog is healthily being walked.

There can be more sever/ drastic matters that our dog walkers might have to deal with- a situation like the dog getting injured or a dog becoming sick on the road and our walkers would be prepared to immediately contact the owner then seek for a veterinarian help.

If the owner does not reply and isn't able to contact during an issue like this the walker will personally take the dog to the vet for safety.

We are prepared for that that is why our app created for walkers, sitters and owners has the option to call the nearest vet line with 24/7 accessibility.

If you didn't know our app doesn't just give you a dog walker but also a dog sitter because we know sometimes your dog doesn't need to be walked but it just needs a friend to keep them company while you're gone shopping -our app gives you that opportunity.

The dog sitters can stay over or drop in every morning, afternoon and nights to: check on your dog, give them food and water, take them on their healthy walks and give them the attention they want for as many nights as you need them to.

Just like the Rover app we will offer our dog owners the ability to check where their dog has been walked, the duration of their walk, the total distance the dog has been walked.

However, unlike other apps some of our dog walkers and sitters offer specialised CCTV collars for a more secure service so that you can see your dog in action .

We are doing this with the cause of making dog's owners life easier and at the same time let the owners be relieved that they are in our good hands.

Our love for canines made us think of a way your beloved dogs can have a happy day. On the app we have included the opportunity for you to create an actual profile for your dog that can be posted on the website where you can also inform the walkers of any issues or special treatment that your dog might have in advance.

Your number and address will only be shared on the day so your safety is ensured.

Why should you choose our company you might say when there are others that do the same -it's because we give you walkers that are best with your dog. However, we don't give just the opportunity of giving your dog a walker but also a trustworthy friend for you.

Before your dog is being walked you will have the option on our app to choose for how long you want your dog being walked for.

That can be from 20 minutes to 30 minutes to 40 minutes and to an hour walk.

When owners will create their profile on our app they will be able to post multiple pictures of them with their dogs which can be made public if they feel safe to.

Local dog walkers can apply to us to walk your dog but we also employ professionals dog walkers and sitters to maxim your dogs safety.

Because dognapping leaves owners every year with about 2 million dogs stolen or even worse -the safety of your dog is our priority that is why we only let the qualified take care of your dog.

We also make sure they have a clean criminal record as otherwise they won't get near your loved canine.

If anything happens to your canine, we are responsible 100% for it -that is where we offer insurance so you can feel secure and know your doggy is covered.

Let's talk about walkers letting dogs off the lead -that will only happen if they know that the dog will not run away or that they are in a safe space like a home.

Many of our services we offer are for an extra cost that we are sure will make all owners feel safe ,appreciated and cared for.

4. BUSINESS STRUCTURE

Alberto	CEO, Operations Manager
Viorel	IT, Product Development
Zoriana	Market Research Analyst
Farhad	Finance
Alexandra	Marketing

5. MARKET TREND ANALYSIS

Introduction

In this section of the report, the market and trend analysis of the selected Dog Walking & Security Tracking App will be carried out. Also, the development procedure, milestone of the business and the exit plan will be discussed.

Market trend analysis deals with the factors like target market of the business, the current status of the market, the industry growth rate and the future potential of the market (Content, 2020).

Target market, market segmentation and market positioning analysis

Since the purpose of this app is to ensure real-time security, this business will focus on the following target group:

Demographic segmentation

- Every working-class household with one or more pets like dogs, cats, or birds. It is a common event in the UK that households can accidentally lose their pets. Or even sometimes pets unknowingly get out of the home. In these cases, with the application, the pet owner can track the movement of their pets.
- Every working parent with kids. It could be quite worrying to leave little kids with a nanny or in day-care and while you are working all day long in the office. The newly developed application will let the working parents track their kids from anywhere.
- The private or public detective agency. This application can help them to detect offenders or criminals over various suspicious places.
- Every security agency in the UK.

Psychographic segmentation

- Extreme pet lover group.
- Busy parents.
- People who are very particular about the security of their the kids.

Geographic segmentation

- Geographically it will primarily focus on the main area of Greater London where security issues are crucial. Later the service is flexible enough to expand nationwide and even overseas.

This application will be positioned as one of the most handy and user-friendly security applications on the market. The positioning message for this application will be "Ensure pet safety 24/7".

Marketing Mix analysis

The product specification, the pricing strategy, the distribution strategy and the promotional plan for the developed apps will be given below:

Product specification

- This application will provide the user with real-time service to track on their device a selected object, person or pet.
- The user can use this application on their phone or any mobile device.
- Using a specific GPS chip, this application can be paired with that chip and locate it virtually anywhere in the world.
- There will be an additional website for the application. Anyone having trouble installing the application can browse through the website customer service pages.
- The application will be designed in such a way that as to present an easy user interface.
- Updates for this application will upload every two months.

Pricing strategy

- There will be Silver, Gold and Platinum services on the app. The Silver service will give basic service while the Platinum will provide accredited walkers, trainers, GPS and premium insurance.
- The different subscription packages are:

Membership for Dog Owners

Silver	Gold	Platinum
Local Dog Walkers Network - Connection Only (Low Experience)	Local Dog Walkers with Experience	Accredited Dog Walkers with References, Trainers and Vets.
Walking Service	Drop in & Sitting	Training, Boarding and Health & Nutrition Services
Tracking	Basic Insurance	Premium Insurance
£1.99 pm	£7.99 pm	£12.99 pm

Membership for Dog Walkers

Silver	Gold	Platinum
Local Dog Owners Network - Connection Only	Previous Experience with References	All London owners
No experience needed	Services Required: Drop in & Sitting	Previous Experience with references & titles
Just walking service	Basic Insurance	Training Boarding, Health & Nutrition Services
App Tracking	App Tracking	Tracking Collar & Lead
No insurance	Previous Experience with References	Premium Insurance
Free	£9.99 pm	£19.99 pm

The product bundle pricing will be apparent in the pricing strategy. The yearly package subscription fee will be lower than a monthly subscription fee and paid in advance.

Distribution strategy

- This application can be run on both iOS and Android.
- This will be available in the play store, apple store and Microsoft store. - User can access the services by logging in via their email or app.

Promotional strategy

- TVC and sponsored detective or crime-related shows will be the main promotional media for this application.
- Billboard presentation in cinemas between thriller and detective movies. - Apart from that social media and online marketing will be additional and prominent mediums.

Competitive analysis

Since this service and application is not completely new in the market, it will face intense competition. And there are already such trending applications. The core competitors of this application will be, Mobile tracker GPS, Wag!, Rover, Barkly Pets, Fetchpetcare, BorrowMyDoggy and independent and local dog walkers

These applications are not exactly the same but the services provided are somewhat related. This particular project Paws 4 Walks can derive a competitive advantage by extra levels of security, easy communication and interaction through the community network 24/7.

Market growth and trend analysis

Following the function of the application, this application can be categorised as a product for dog owners and dog walkers and real-time location system market.

Nowadays, the dog walking industry is growing very rapidly. The data shows that the global pet walking market combined with dog services have the highest potential and growth in European market. The analysis reveals that this market will grow at a CAGR of 8.7 % per year till 2026. In addition, this market has huge potential increasing consumer spending on pets and services resulting in a growing need for time-saving pet care services, thus the growth of the dog walking business.

Besides, the real-time location system market is also growing rapidly, having a huge market potential in Europe. The statistical data shows that the expected market growth of this segment will go from €5.4 billion in 2020 to €10.3 billion in 2025 (Market, 2020). This showcases a CAGR of 24.8% within those years (Market, 2020).

Moreover, this application will be a mobile application, therefore can derive huge attention and endorsement from the market. People nowadays want such services that will let them do things more easily. That's why the newest mobile applications are coming day by day with handy features and the demand for these is very high. This newly developed application will also have a huge potential of trending as people can keep track of their important object, person or pet from anywhere at any time just with a click on their mobile device.

6. MARKETING

Our Goals

Deliver new, helpful, easy to use and most importantly safe app for dog owners and dog walkers to be connected in the most suitable matches for them and their dogs, depending on any unique requirements or needs. Following steps to be taken in our marketing strategy to spread the word and knowledge about the app as well as bring dog owners their peace by knowing their dogs are in best hands possible, safe, taken care of and able to be tracked via cameras during their journey from the pickup point to delivering dogs safely back to their owner's hands.

Marketing Goal for the first month

Create a successful marketing strategy with the aim of getting 5 thousand dog owners and 5 thousand dog walkers to download the app and become a member with one of our monthly subscription memberships, enjoying different benefits of given membership and share their experience with us as well as their dog owning friends and family.

Target audience and demographics

After collecting data through conducting several questionnaires, polls, and interviews during past months for the exact purpose of identifying the best target audience we can take our app to, focus is on dog owners based in London, both male and female busy professionals,

often couples who might need extra help with their dogs whenever they might be too busy to deliver all the necessary time for their dogs to get their walks in order to stay healthy. The target age of a potential clientele is between 18-55 years. Young adults, busy with working long hours in a day, students busy with their course work, adult professionals, and mature working professionals before retirement.

Place in the current market

We believe it should be a right for dog owners to get much needed help with their doggy sitting without feeling stress and anxiety whenever leaving them with strangers. We made sure our app has large numbers of potential dog walkers with plenty of experience with all different dog breeds to meet any criteria and needs. Within recent months, crime of dog napping has become more noticeable and worrying for any dog owners and we are here to vanish that worry and turn it into trust.

With professionals being able to slowly come back to offices and their regular daily jobs, more people will need assistance with their beloved dogs. The security of the dogs and comfort of their owners, knowing where dogs are at all times, being able to track their walk or even watch them on our cameras is our top priority and makes us stand up from any other dog walking app. This would specifically attract higher end clientele from London who are willing to invest more in the comfort and safety of their dogs.

Marketing plan

The first thing is to spread the word of mouth.

Printing posters, leaflets, postcards, visiting and leaving posters in Pet stores, Pet sections in big supermarkets with a high conversion of customers, Pet clinics, Dog conventions and dog shelters. Talking to staff and introducing the app for them to feel fully knowledgeable and comfortable talking to customers, making sure the main point and priority is safety of the dog and comfort of dog owner, especially in current, worrying times.

When visiting dog shelters, talk to staff, emphasize the importance of dog safety on the walks, making sure they pass all the valuable information to any new dog owners or anyone interested in a new member of the family, making decision based on having or not having enough time in the day to take care of them. This could also help shelters to find more adoptive families for their dog residents.

Depending on negotiation and willingness of staff these strategies could be free or cost up to £100 with printing cost about £150 monthly.

Offline promotion

The effect of offline and online promotion is a significant marketing topic. After experimenting and comparing the effects of print and online with 9,000 retail customers, evidence proclaimed flyers achieved equal results as online. What this suggests is we can focus on cost and reach when making investment decisions about both print and online advertising.

(Ieva, 2018, p58.)

Hiring a graphic designer to produce an idea and design eye catching posters which would cost for a one-off expense about £60-80, printing and using brochures and leaflets in an old fashion, physical way, making sure they are distributed especially in busy parts of London

where plenty of dog owners live. Leaving these in cafes in large London parks and neighborhoods with large green areas where plenty of dogs can be spotted daily on their walks and playtime.

Printing cute dog postcards with all relevant information about the app, focusing on the safety and professional approach, which could then be distributed within higher end and expensive neighborhoods of London where owners are more likely to be intrigued by new potential walking companions for their dogs, having them perfectly spoiled and safe in a trained and capable hands and spend more on their fluffy children. Focus should be on areas in West, North and Central London, for instance places like Richmond upon Thames, Camden, Hampstead, Chelsea, Notting Hill, Knightsbridge, Kensington, Westminster, Mayfair and more.

These strategies would be very cost efficient and effective.

Social media

Social media allows people to interact with others freely as well as offers diverse ways for marketers to reach their customers and engage with them.

It is used by billions of people in the world and has quickly become the defining technology of our time. For example, Facebook reported having 2.38 billion monthly active users and 1.56 billion daily active users as of March 31, 2019 (Facebook 2019). Total number of social media users around the world is estimated to grow to 3.29 billion users in 2022, which will be 42.3% of the world's population (eMarketer, 2018). As this is a massive potential audience that is available, spending most of the day using social media across the numerous platforms, it does not come as a surprise that marketers use social media as the main marketing channel.

(Appel, 2020, p48.)

In the current climate, social media is an immensely powerful tool that can reach thousands of people in a matter of minutes. Utilizing this tool will spread the word without too much effort or capital spent.

Starting a brand-new Instagram page for the Paws 4 Walks where all information about the app can be found and happy app users, owners and walkers could tag and share their experiences via sending us their walk photos or tag us using Paws 4 Walks hashtag in their story, earning us free shout out. The goal for our Instagram page is to accumulate 5K followers in the first 3 months and grow daily from there onwards, making sure we are staying connected with our app users and follow any current social media trends that could be helpful in our further growth.

Ways to stay connected to our followers and app users would include daily stories, creating polls, quizzes, and plenty of other interactive moments. These will not only bring us closer to existing customers and create a loyal base but will also allow us to get to know them better, listen to validating as well as development feedback and help us improve as we go along, creating a community.

Using our Instagram profile to contact dog owning influencers and dogs Instagram pages with the large following above 10K and large post engagement will help raise awareness of the app and introduce Paws 4 Walks to several new potential customers and users.

Reaching out to couple of largest Instagram accounts, offering to use their dog picture as the model for our posters and leaflets as well as online campaign could spark their interest and make them more willing to collaborate, using the app and creating a promotional paid post and a couple of stories tagging us will reach new accounts all around London without losing large amount of capital. Depending on the size of Instagram account or influencer this could

cost us anywhere between £50 - £250 per post. Targeting couple of the accounts would monthly cost about £500.

Sponsored Instagram posts and Instagram stories

When posting a happy dog walk picture or video on our Instagram page, creating a paid promotion specifying target audience, criteria and interests would bring attention to our app by appearing on potential customer Instagram feed and story ad whenever they are browsing Instagram. Promoted post would work best by using £5 daily for a period of one week a time to steadily reach the right audience. This non expensive tool would be able to reach anywhere between 290,000 – 770,000 people monthly. This is an estimate and could be adjusted once determined results from the first month, depending on duration, amount, and audience.

Facebook ads

Ads would be done through the exact same promotion engine as Instagram is owned by Facebook. Daily spending £5 pounds for a month to begin with, monitoring success with the campaign before deciding if any changes need to be done in advertising.

Tik Tok

Using currently widely popular apps such as Tik Tok will be incredibly useful not only to advertise our app but will help to create fun content and constant interaction with any dog owners, staying on top of any viral trends that could help up get more visible and highlight via creative videos how our app works and how simple it is to use it as well as how you can enjoy seeing your dog in loving hands during the times you are busy to take him for a long walk yourself.

Best start to using Tik Tok to create a dog loving community would be to produce a fun and informative quick video and trailer with a catchy sound you cannot get out of your head with a help from a hired composer that would cost about £30 for a simple jingle.

Hiring a team consisting of videographer, editor, and quick voice over and sound composer as a one-off expense would ensure the quality and idea of the video trailer for the app as well as hiring a well-trained dog to star in it, hopefully working towards creating a viral video that would bring plenty of new followers and active members.

Using websites such as www.upwork.com and www.freelancer.com would be an inexpensive way to find creative and skilled people for the job. Estimated cost of this would range around £300 for Videographer and £400 for the editor. Hiring a trained dog for the day would cost about £100.

One off expense

Graphic designer	£60 - 80
Videographer	£300
Editor	£400

Composer	£30
Trained dog	£100
Total	£910

Email promotion

Having app users sign up to the app using Email address would be a highly effective way to keep them engaged and in time build a good user relationship with them, offer to send out promotions, updates, and news as well as potential events. Having the choice to expand their personal information safely visible to us as their address, year of birth, gender in order to better target any app promotions suitable for them and events relevant to their area.

Building a community

Withing the app, creating chatrooms where you can interact with other app users, creating a loyal bond and large community of dog lovers supporting each other, able to advise each other or meet up with their doggies for playdates. Spreading the positivity and word of mouth between other dog owners in the park interested in some help with their loved pets.

KPI and CRM

KPI (key performance indicators) is an immensely helpful tool that will help us track the progress we have made towards our business and marketing goals. Measuring app traffic, growth in audience and shares on social media in order to raise awareness about the app, as well as comparing sales and conversions against previous month sales and memberships.

Using CRM (customer relationship management) to help manage customers data, gain insights, use CRM to stay connected to customers, monitor what is working and what can be improved in a way that will satisfy existing customers and can spark interest and bring in the new customers.

Marketing expenses

Expense	Daily	Weekly	Monthly
Instagram promoted posts	£5	£35	£140
Instagram promoted story	£5	£35	£140
Influencer collaboration	£50	£100	£500
Facebook ads	£5	£35	£140
Printing			£150
Pet stores collaboration			£100
Tik Tok promotion	£5	£35	£140
Total			£1,310

One off Expense	Monthly Expense
£910	£1,310
Overall Marketing Expense	
£2,220	

£910

£1,310

Overall Marketing Expense

£2,220

7. OPERATIONS

Our operation department aims to deliver the best product experience for our customers, Dog owners and dog walkers.

This Operational plan defines how we will take action on different aspects of a business of these characteristics and how we will structure and monitor current and projects.

Facilities

Paws 4 Walks based in Greater London; we understand our customer requirements and a straightforward approach to deliver the best experience service to our customers.

Paws 4 Walks facilities are the main engine to develop our app, but we also offer clients space to approach, share experience, and better understand their needs.

We offer our employees a friendly and comfortable space where they can feel nearly the comfort of working from home, from chill areas to meeting rooms or playing spaces. Our dog walkers are always around if they have any difficulties with their app, so we created a space to come with their dogs and have a pit stop in our 100m2 backyard space.

Location

Our headquarters are in London, Hackney allowing us to have better access to customers and potential sponsors or investors and a straightforward approach to parks commons and tracking and staying close from customers.

Hackney became one of London's trendiest areas and surrounded by many parks and natural spaces. We can find places like Victoria Park, Hackney marshes or Queen Elizabeth Olympic Park.

Over the last four years, the dog population had considerable but also notable in the previous year during the UK lockdown.

-Over one third (35%) of young adults (age 24-35) have already embarked on lives as new pet owners – or are planning to add a pet to their families

-2.1m (19%) collected a new pet in lockdown.

-1.8m (16%) are planning to add a pet to their household.

(PFMA, 2021)

London has been one of the UK's busiest cities and will demand more dog care than any other city. Many of the new dog owners will require to go back to their office or everyday working life. So, will be ready to offer the best service on our dog owners and dog walkers network to satisfy every need from our furry friends.

Operation Costs

Trying to run a company is not easy, from Paws 4 Walks we try to keep our running cost in the most efficient way.

CATEGORY	DESCRIPTION	TOTAL
Merch www.teamshirts.co.uk	T shirts (x50) £202.20 Face Masks (x20) £75.20 Trucker cap (x20) £103.80 Sweater (x50) £913.00	£1294.2
GPS collar trackers, tractive.com	x500 £44.99	£1799.60
GPS tracker plan	x40 £5.42 per month	£216.80
Payroll Expense before tax	£294 per week. £1,272 per month. £15,269 a year (x5)	£6360
Supplies	Laptops £3774 Cloud services £79.99 website maintenance £419.99 Development Software AppyPie £45	£4318.98
Advertising	Marketing department	£1310
Accounting & legal	Accountant £600 (LTD tax services) Legal £842.59 (Chiswell insurance) Per year	£1442.59
Rent		£1400
Phone	EE Mobile phone plan x5 £155 Internet service monthly BT £25.00	£180
Utilities	Water £25 Gas £114.10 Electricity £120 Cleaning services 15hrx2 a week £120	£379.10
Taxes	Property taxes £280	

	National insurance (13.8 from total salaries) £877.68 Company registration (online) £12	£1169.68
GOV Taxes		?
Interest	Think business loan £50.000 3,09% APR	£1545
Other expenses	Miscellaneous & Entertainment	£500

(Haag, 2013, pp.19-29)

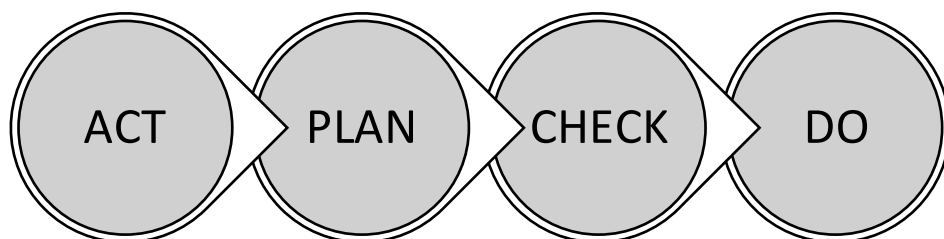
Research and Development

Our research and development team is always looking at improving and innovating technology to ensure we deliver the best customer experience. One of the biggest problems that, unfortunately, we keep seeing quite often is animal kidnapping. Our team is working hard to develop the best system to increase dog walkers and dogs security. Proudly we can offer a better security system than other competitors. We will keep working on new features to improve safety and be always ahead of dognapping issues.

Nowdays there is essential to deliver a tech product with the latest technologies and integrations. Paws 4 Walks will invest time and capital to stay on the top of technology and offer the maximum-security levels and High-tech innovation on our app development.

Quality Control

The most important goal is to satisfy the needs of our furry friends and their owners. We measure and analyse every problem or opportunity to address and solve the most effective way to deliver a product of the quality that customers require.



(Johnson, 2002, p.120.)

The four steps PDCA plan is a well-known process for improvements and one of our models to and strict philosophy for any upgrades and recognise the many opportunities to test, analyse and learn.

Contingency Plan

We all know there are always problems that we will find on our expected product delivery, so Paws 4 Walks is ready to take action and be prepared for any road problems. Thanks to our Contingency plan, we warranty a quick response that will help prevent any adverse events, minimising the risk of not delivering our product correctly to our customers or dog walkers. Our contingency plan analyses and categorises the possible issues we can face in 4 different stages and possible variables of these stages' variables. We have been the main issues time, cost, resources, environmental, or technical.

Protentional risks:

- Time
 - Client change schedules or walking times.
- Cost
 - Budget exceeded.
 - Unexpected expense.
 - Animal lost.
- Resources
 - System failure,
 - Potential and skilled staff member resignation
- Environmental
 - Extreme weather
 - Pandemic lockdown
- Technical
 - Systems down
 - Software virus

Customer Satisfaction Feedback

We love our furry friends but, most importantly, keep safe them, so we listen to their owners to maintain the high standards to the maximum level and make sure we deliver all the needs. Dog walkers never left behind help us build that link on the community to deliver an outstanding product.

We make sure we study and understand the market to be ahead of the industry. Our customer care service understands the customers and helps us build the relationship, helping amend and solve any problems that customers or dog walkers have and helping Paws 4 Walks improve customer satisfaction.

We also ask our customers about their experience to keep growing and get potential feedback for improvements.

- Step 1
 - Define Objective.
- Step 2

- Develop an action plan.
- Step 3
 - Choose the proper customer satisfaction survey.
- Step 4
 - Design and decide questionnaire platform and time.
- Step 6
 - Analyse and development.

8. TECHNOLOGY PLAN

Paws 4 Walks is a technology company specialised in offering app services focused on dog walking. Our primary focus is security and assistance; combined, we are ahead of other companies that lack these two main points.

Security is always our priority; we make sure the integration with the app offers the quality product that customers need to ensure their dogs' security and the dog walkers.

Our Technology plan is mainly focused on the perfect development to integrate the highest levels of security in our app.

Mission:

- Provide security and easy communication for dog owners and dog walkers
- Been known as a leader of the security provider
- Keep innovating
- Reducing cost and making flexible for every user Key to success
- Offering user demand
- Quality-price
- Easy to use and communicate
- Outstanding customer service
- IT Team plan
- Managing IT projects, identify significant issues with the app and adding

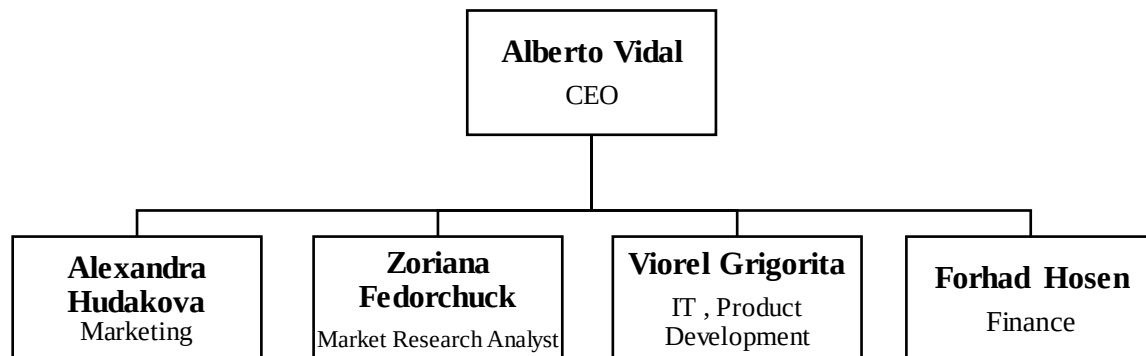
improvements stages

- Focusing on-increment delivery of product and service under management practice and development
- Informing on technology products and service
- Applying integration with management teams and IT project teams to develop improvements on the product

- Control and monitoring of schedules on performance, as deadlines progress or final product or integrations
- Getting IT resources to deliver standard progress on products and integrations
- Cost evaluation before new projects or integrations

9.MANAGEMENT AND ORGANISATION

Company Structure



Company Ownership

Paws 4 Walks is run by five students who share an enthusiasm for management and animals' love. In particular, we focus on dogs and how dog ownership's rise has a significant impact on an average person's time consuming everyday life task.

Mission

Our mission is to create a network to connect dog walkers, professionals and dog owners to make sure they offer services and make accessible communication between them through mobile app services or the web.

We offer a better system to communicate between both profiles and tackle the significant problem ongoing with dognapping with security systems integrated on our app and tracking system.

Key To Success

The key to success for Paws 4 walks will be:

- Accessible network communication and interaction.
- Quality product
- Competitive price
- Security
- Dealing with customers

Management Team Profiles

Alberto Vidal, Chief Executive Officer. My mission and as CEO of Paws 4 walks are to deliver the best product to our customers while keeping them safe and reducing the risk of dognapping or loss around our dog walkers and dog owners app network.

I will be communicating and collaborating with each of our departments to succeed in outstanding service and product delivery.

Combining creativity and innovation Paws 4 Walks team will deliver the product that our lovely dog walkers and dog owners desire.

Alexandra Hudakova, Marketing. With extensive experience with the general public and customer service, Alexandra is our top-level marketing director. She has a vast knowledge of every customer profile's needs and the latest social media and communication trends.

Zoriana Fedorchuck, Market Research Analyst. Exceptional knowledge and experience on the market also; the owner of a small personal small business, Zoriana, is a crucial Analyst for Paws 4 Walks. Without her, the whole team will be lost trying to deliver the correct final product and satisfy the dog walking network. Let's not forget her capacity to analyse different markets for different departments making her a crucial and indispensable member of Paws 4 Walks.

Viorel Grigorita, IT, Product Development. one of the top Tech developer with incredible skills when app coding is the task. Viorel took as a hobby coding and app developing when covid strike. What started as a hobby became a task and an important job. Today proudly is a member of Paws 4 walks delivering a fantastic job. He is the central part of the Paws 4 walks engine; thanks to him, our app has the latest technology and security integrations.

Forhad Hosen, Finance. Super skilled penny counter Forhad cover our backs on every economic aspect helping Paws 4 walk to grow and expand. With a Large knowledge of trading and forecasting, Forhad makes possible this project for us, the dog walkers industry and future investors.

10.DEVELOPMENT, MILESTONE AND EXIT PLAN

Development plan

The development plan of a business mainly focuses on the three major areas of a business that needs to be developed.

Product/service development: The application will be designed in a user-friendly way. There will be highlighted instructions to jump from page to page within the application. And the pages will be lite enough, so the user is not overloaded with unnecessary data or noise. The two major colour combinations of the app will be dark ash, sky blue and white.

Market development: At the first few phases of marketing, this application will exclusively target the working-class people. And as a part of the launching offer, the user who will install and log into the application can enjoy both primary services free of cost. After one month, the first 500 paid users will get a 10% discount on all the purchase packages. The market will be developed slowly observing the acceptance and usage rate of the customers.

Organisational development: The organisational development plan for this project will look into maximising the efficiency of the following process:

- It will recruit the best technically skilled employees. Primarily it is planning to find and employ the software developer through arranging a software development contest.
- The best resources of the market will be utilised in the project. From best device to best network support system.
- The behavioural theory of management and leadership will be used to facilitate easy idea and resource sharing on behalf of employees.
- There will be a world-class training and development, sessions will be arranged every three months to allow employees to be updated with the latest market trends to keep us current.

Milestone

The expected date of the app launching in December 2021. To ensure the launch of this application in due date and time, the following milestone have been developed:

Milestone	Due date Employee responsible
Analysing and researching the market (Berry, 2018).	By March 2021 The founder members
Initial capital contribution	By April 2021. The founder Members.
Legal entity planning	By April 2021 The founder members
Agenda setting	By May 2021 The founder members
Recruiting software developer and initial employees	By June 2021 The founder members
Setting development budget	By June 2021 By finance department employees

Developing the actual applications and their programs	By August 2021 By software engineers
Organising the resources for launching	By September 2021 The top-level manager and executive
Developing the promotional strategy	By October 2021 The marketing department employees
Conducting pre-launching promotional activities (Berry, 2018)	Branding and marketing employees (Berry, 2018).

The final launch

25th December 2021 The founding members

Cash flow

	April	May	June	July	August	September	October	November	December	January	February	March
Cash at Start of Month	£50,000	£35,801	£29,961	£25,899	£23,968	£24,597	£28,296	£35,680	£47,486	£64,597	£88,076	£119,196
Cash Coming In												
Sales of Goods £45 GPS	£7,425	£8,910	£10,692	£12,830	£15,396	£18,476	£22,171	£26,605	£31,926	£38,311	£45,974	£55,168
Subscriptions Owner £10	£5,000	£6,000	£7,200	£8,640	£10,368	£12,442	£14,930	£17,916	£21,499	£25,799	£30,959	£37,150
Subscriptions Walker £10	£1,650	£1,980	£2,376	£2,851	£3,421	£4,106	£4,927	£5,912	£7,095	£8,514	£10,216	£12,260
Additional Income	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total	£64,075	£52,691	£50,229	£50,220	£53,154	£59,620	£70,324	£86,113	£108,006	£137,221	£175,225	£223,774
Cash Going Out												
Inventory	£6,879	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Rent	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400
Wages	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360
Utilities	£259	£259	£259	£259	£259	£259	£259	£259	£259	£259	£259	£259
Cleaning	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120
Phone	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180
Any Additional Expense	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Advertising	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310
Accounting Legal	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120
Loan Payment inc Int x48	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076
GPS Tracker Collar £35	£5,775	£6,930	£8,316	£9,979	£11,975	£14,370	£17,244	£20,693	£24,831	£29,798	£35,757	£42,909
GPS Tracker Plan x250	£896	£1,075	£1,290	£1,548	£1,858	£2,229	£2,675	£3,210	£3,852	£4,623	£5,547	£6,657
Website Maintenance	£35	£35	£35	£35	£35	£35	£35	£35	£35	£35	£35	£35
Cloud Services	£7	£7	£7	£7	£7	£7	£7	£7	£7	£7	£7	£7
Property Taxes	£280	£280	£280	£280	£280	£280	£280	£280	£280	£280	£280	£280
Income Taxes	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200
National Insurance	£878	£878	£878	£878	£878	£878	£878	£878	£878	£878	£878	£878
Misc / Entertainment	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500
Total	£28,274	£22,730	£24,331	£26,252	£28,557	£31,324	£34,644	£38,628	£43,408	£49,145	£56,029	£64,290
Surplus	£35,801	£29,961	£25,899	£23,968	£24,597	£28,296	£35,680	£47,486	£64,597	£88,076	£119,196	£159,484

Exit plan.

The business exit will take place with proper legal procedure. Before getting the facts into the law, it will go through the following procedure:

➤ **Revising the financial statement:** In the first step, we will be preparing our detailed financial statement that will spell out the current financial situation of our project.

➤ **Determining the appropriate exit option:** There are numerous different options for

exit a business. So, evaluating that particular condition of the business we will determine our exit plan (Peek, 2021). The primary plan is if the business has trouble accumulating enough liquid capital then we will sell it to another stable or growing business. Or in normal cases, we will simply hand over the ownership to the qualified successor.

➤ **Informing the investors:** The next step will be informing the investors about the exit plan and by discussing with them we will finalise an option to repay them off. ➤ **Choosing the next leader:** Next we will choose the appropriate leadership for our

business. If we hand over the business to a successor, then we will choose the most promising candidate as a leader (Peek, 2021). Since we are projecting a profitable operation of the business, hence handing over the ownership to a successor would be the most likely option. And following that insight, we will focus on building leadership quality and guiding the successor to be that appropriate one.

➤ **Informing the employees:** When the leadership will be chosen and the exit plan will

be finalised, we will inform our employees about the new decisions of the project and we will introduce the new leaders to the employees and vice versa.

➤ **Informing the public:** And at the last stage, we will publicly announce the recent ownership of the project and what new changes can come with the leadership of the new leaders.

However, if any unwanted circumstances arrive, then this project might exit from the market. And in such a case, we are looking forward to liquidation. Liquidation can help to pay off the credits and employees.

Conclusion

The marketing plan, development plan and exit plan all have been done based on the projection and available market data. Since the business world is dynamic, the market condition can change from time to time. So, changes may occur in this plan.

11.SOCIAL RESPONSIBILITY AND SUSTAINABILITY & FINANCIAL PLAN

Introduction

In the age of technology and globalization, new needs have emerged. That have opened up new opportunities for business. However, it is very crucial for a new business to evaluate the elements that could affect the business (Reid and Smith, 2019). It is compulsory to analyse whether there is a market demand for the products or services that the business would offer. Without properly analysing those factors, entrepreneurs might face severe consequences. This report explains a new business idea by identifying a gap in the market. It also evaluates the feasibility of the business and market demand. Finally, it also forecasts the financial outcome to delineate the sustainability of the business.

The Idea

With the advancement of technology, the complexity has increased drastically. The internet has allowed to reach out to people within seconds but somehow the loneliness has increased. About 45% of adults occasionally feel lonely. One of the reasons why the tendency of owning a pet have increased. One study suggests about 51% of UK adults own a pet. There are 10.1 million owned dogs, 10.9 million owned cats and 1 million owned rabbits in the UK (Gibbs, 2021). Pets provide an influx of positivity, supports mental health, reduces stress and loves the owner unconditionally. However, owners need to take significant care for their pets. Having a pet can be pretty expensive. The people of the UK spend on average £1,150 a year or £95 a month on their pets (Gates, Walker, Zito and Dale, 2019). This sector has great potentiality and the blend of technology has yet to be seen in this arena. This opens a business opportunity that can be utilized. The idea is to blend technology to provide a better experience for pet owners. Almost 24% of the UK adult population have a dog with an estimated population of 10.1 million pet dogs. The

dogs need a regular walk for a healthy and happy life. Very few owners can manage the time to take their dogs for a walk. They cannot let the dog out without any supervision as there is a possibility that it could get lost or something could happen to it. The plan is to create an app that would track the dog's daily walk. There would be a camera attached to the dog's lease along with a location tracker. It would enable the owners to see where the dog is going and what it is doing. It also would help them to choose the most suitable dog walker. This app will allow them to monitor the activities of their dog from their smartphone.

Feasibility of the Business

Feasibility analyses the information to figure out whether the business idea is attainable. The proposed business idea is a feasible one since there is a market potentiality in this business. The pet market is growing and consumers continue to spend their valuable disposable income on luxury pet accessories and treats. It is estimated that the UK pet market is going to exceed £7 billion by 2021 (Gosling, Vázquez-Diosdado and Harvey, 2018). However, the recent outbreak of coronavirus has affected the way people treat their dogs as they cannot go out. But the dogs need to go out otherwise their behaviour would be cranky and have a negative impact. This app can allow owners to let their dogs out without the fear of losing them. Additionally, they can monitor the activities anytime from anywhere.

Services

This business would provide the dog owners to monitor the activities of their pets as well as help them find their location. So, there is no chance of losing them. The prime idea is to develop an app that would track the dog's daily walk. The customers can see exactly what the dog is doing. Through this app, the owners can also identify the route of the dog as well as know how many miles they have walked. This app creates an opportunity to find a dog walker who can take the dog out with full transparency.

Market Opportunity

There are 10.1 million owned dogs in the UK (Gibbs, 2021). The market values are expected to rise more in the coming years as people's desire to own a pet is increasing gradually. Another interesting insight is that pet owners do not hesitate to spend money on their pets. One study suggests that an average dog owner in the UK splurge £95 a month. The total expenditure clicks £10 billion a year on their dogs. Another interesting insight is that around 42% of the owners do not hesitate to buy stuff for their pets even if they are short on budget. There is a huge market in the pet food industry. The pet grooming industry is also booming (Thomas, Simmons, Packham, and Miller, 2019). This application has the potential to capture the market as there is an increasing need for something like this and no other company offers such a service. The dog owners will not hesitate to acquire such a service as it would ensure security for their dogs.

SWOT Analysis

SWOT analysis helps the organization to evaluate the factors associated with the organization to make a decision (Jackson, Joshi and Erhardt, 2018). For this new business, a SWOT analysis will aid comprehend the associated factors of the business. The following is a SWOT analysis of Paws4Walks.

Strengths: The biggest strength of this business is its unique service. No other company have identified the gap in the market. That is why the business will get a fast mover advantage (Kerin, Varadarajan, and Peterson, 2017). In addition, the service of this business is very efficient. The customers will be able to monitor and take good care of the pet they adore.

Weaknesses: One of the paramount weakness of this business is its financial state. In order to capture the market, the business will require a significant amount of money that the owners do not have (Ang, 2016). Moreover, the business will require people in its team to serve its clients. An inadequate number of employee is another weakness of this business.

Opportunity: The biggest opportunity for this business is market demand. The market size is huge in this pet industry and it is expected to grow more in the coming years. As there is no direct competition for this business, it can quickly grab the market share. Additionally, the trend of expenditure is an opportunity as people do not hesitate to try new products for the business (Gibbs, 2021).

Threats: As this is a new business, the biggest threat is acceptability (Cherry, and Pidgeon, 2018). This a completely new idea and the owners might take some time to figure things out. There is a possibility of people not accepting the concept. Moreover, as this is a new product, new companies can join the market to grab the opportunity.

Social Responsibilities

Being socially responsible bolsters a business as well as uplifts employee morals. Since it is a start-up, it is more crucial to act socially responsible to build a positive image in the minds of the customers (Davis, 2016). They will feel safe involve with this business. The business will be socially responsible towards the customers. it would ensure they get the desired service, they anticipated. Moreover, the business will ensure the customers get after-sale service as well. The business will acknowledge its responsibility to society as well as to the environment. It would act responsibly to preserve the environment and will not undertake anything harmful to the environment. In addition, the business shall comply with the rules and regulations instructed by the government so that there occurs no legal consequence. Finally, the business will make ethics a part of its business culture.

Sustainability

The business has three major obligations to sustain in the environment. That includes society, environment and economics obligation (Willard, 2017). The business cannot sustain itself without making a profit. That is an economic obligation. It attributes to the fact that a business must earn money so that the investors get the desired return, as well as the business, can function well. It can also focus on growing its service as well. Another responsibility of the business it towards society. It must give back to the community otherwise the customers will not engage with the business. Finally, the business has a responsibility towards the environment. It cannot engage in endeavours that would harm the environment.

Financial Analysis

Brand Overview

Company Name: Paws4Walks.

Company Information: It is an app through which the customers can track the whereabouts of their dogs so the owners can let their dog go for a walk without any worries.

Ownership and Management Team: The business is the brainchild of two university students. One is perusing his graduation in business administration and the other one is perusing the same in Computer science.

Mission Statement: To dissolve the worries of the pet owners.

Future Goals: The goal is to acquire 1 million clients in the next three years.

Cost and Pricing strategies

The business would provide good value to the customers. But the business must set their pricing strategy tactfully as an effective pricing strategy will attract the customers and grab market share as well as help the company to make a profit (Noble and Gruca, 2016). Selecting a particular type is tough for a new business especially when there is no preceding. Among the various pricing strategy, the business will opt for a penetration pricing strategy. In this strategy, price is often set low to attract new customers and grab the market. The price will be raised when the promotional period is over and business will be able to grab the desired market. Another advantage of this business is the customers will have to be subscribed to attain the service of the business. That will help the business to earn revenue.

Price for Market Penetration Strategy

The business would set a comparatively lower price to grab the market share. The initial price would be calculated considering only a 10% margin of the business. there would be two ways the business would make money. The customers will have to buy the collar for their dogs through which they will be able to track the movements of their dog. Another way of making money is through subscription. The customers will have to pay a small subscription to make the app functional. The pricing of the membership for the dog owners Silver range from £1.99pm Gold range from £9.99pm and Platinum £19.99pm. And the customer can get a monthly subscription at £10.

Financial Forecast

A financial forecast helps to assume how the business is expected to perform. It helps to make an associated decision as well as grab the attraction of the investors. The income statement of Paws4Walks is given below:

Income Statement for Paws4Walks Year Ending

Sales Revenue

		Yearly	
Sales	£190,650	Sub	12965
Cost of Goods	£23,705.60		
Gross profit	£166,944.40		

Operating expense

Insurance	£1,442.59
Wages	£76,320
Rent	£16,800
Interest	£1,545
Utilities	£4,549.20

Other	£6,000
Advertising	£15,720
Property Tax	£1,169.68
Laptop Maintenance	£545
Mobile Phone	£2,160
One off payment	£7,140
Operating expense	£133,391.45
Net profit before Tax	£33,552.95
Taxes	
Corporation Tax 19%	£6,375.06
	£6,375.06
Net Profit	£27,177.89

Backup Plan

Any start-up must have a backup plan otherwise it would get lost and the owner and investors will face a huge loss (Napolitano, and Freund, 2016). Although this business idea seems a solid one, there is a backup plan if this business does not work. The alternative plan is to convert the app and make it a pet food delivery service. Because of the pandemic, people have become very familiar with the food delivery services but very few companies provide the desired pet food. The company will deliver the pet food to the doorstep of the customers.

Conclusion

The idea of Paws4Walks is a solid one if the owners can implement the ideas properly. However, the biggest disruption is a lack of investment. If the business can fund its initial operation and grab customers, it has all the possibilities to become a prominent business. The idea is a fresh and genuine one. There is a market for it. The success will depend on how the owners manage the operation and plan its expansion.

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Paws 4 Walks



**Managing
Enterprise in the
21st Century**

BMSW4006

**Lecturer: Malani Gunaratnam &
Rita Ukachi-Lois**

Alberto Vidal Perpinan (2011774)

Alexandra Hudakova (2010582)

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Zoriana Fedorchuck (2010315)



PAWS 4 WALKS

It's a dog thing...





Alexandra Hudakova

Marketing

- **Executive summary**
- **Marketing**

EXECUTIVE SUMMARY

- **Project Collaboration: RSPCA**
- **Project Manager: Alberto Vidal Perpignan**
- **Project Budget: £50.000**

Company Overview

Paws 4 Walks is leader on the dog walk industry offering the perfect network between dog walkers and dog owners. With the latest integration on tricknology trough our app users will be able to track and follow the dog walker services offered but also trust on the high levels of security that we offer.

Success Factors

- **Marketing strategy**
- **High level of security for dog walkers**
- **Understanding customer service**

Risks

- **Competitors**
- **Issues with the App integrations**
- **Unsatisfied Customers**



MARKETING

Target audience and demographics

- **London**
- **Dog owners and walkers**
- **Male and Female professionals**
- **18-55**

Marketing goal for the first month

Create a successful marketing strategy with the aim of getting 5 thousand dog owners and 5 thousand dog walkers to download the app and become active members.



MARKETING

The effect of offline and online promotion

Ieva, 2018

Word of Mouth and Offline Promotion

- **Creating design**
- **Printing leaflets, postcards, posters**
- **Visiting pet stores, clinics, supermarkets, shelters**

London large green areas

- **Offline promotion focus on more prominent areas**

Marketing plan



OFFLINE PROMOTION



Alexandra Hudakova

MARKETING

Social Media Strategy

- **Social media allows people to interact with others freely as well as offers diverse ways for marketers to reach their customers and engage with them.**

Instagram and Facebook Page and promotion Ads

- **Create pages, evergreen content**
- **Gain following and connect**
- **Paid promotions, sponsored posts, Influencer marketing**

Social Media Strategy



MARKETING

Tik Tok

- **Videographer and editor**
- **Aim to create Viral video**
- **Follow trends**
- **Influencer marketing**

KPI and CRM

- **Set goals, track progress**
- **Measure app traffic**
- **Manage customers data, gain insights, stay connected,**
- **monitor what is working and what can be improved**

Building a community





Viorel Grigorita

IT & Product Development

- **Business description and history**
- **Product description**
- **Business structure**

BUSINESS DESCRIPTION AND HISTORY

OUR company will base on the reviews we receive based on our Users experience.

We advance in the topic of all dog walkers will be tracked and have constant contact availability to the owners to reassure their dogs safety.

Professional dog walking was invented all the way in 1960's and we know your dog has always enjoyed walks.

We connect dog walkers and dog owners through our network and satisfy both necessities and services they need.



BUSINESS DESCRIPTION AND HISTORY

We came up with this idea because we want owners to feel safe when they entrust their loved dog to us.

It is not easy and sometimes impossible to take care of your dog 24-7 and that is where our trusted employees come in.

A simpler way to describe how our app will work is by matching your dogs with our dog walkers.

Only qualified and trusted walkers will be taking care of your dog so that there is a form of relief for you to entrust us with your loved canine.



PRODUCT DESCRIPTION



What can we do for you -first of all any breed your dog is and no matter how small or big they are we will find a perfectly suited match with a walker.

If you didn't know our app doesn't just give you a dog walker but also a dog sitter because we know sometimes your dog doesn't need to be walked.

Your doggy just needs a friend to keep them company while you're gone out-our app gives you that opportunity.



PRODUCT DESCRIPTION



Our app has an option for experienced dog trainers -so if you work all week and you have gotten a new member in your family that needs training our “Train your Dog “selection is available too.



The trainers will update any new skill set your dog has learned and will also describe what you can do to see your proud dog in action yourself.



Our “Walk with your dog” service we offer will let owners track their dogs-being able to see where exactly on the map their dog is being walked.

PRODUCT DESCRIPTION

We make sure that all our walkers and sitters have a clean criminal record as otherwise they won't get near your loved canine.

If the owner does not reply and isn't able to contact during an issue or incident the walker will personally take the dog to the vet for safety.

We are prepared for that that is why our app created for walkers, sitters and owners has the option to call the nearest vet line with 24/7 accessibility.



PRODUCT DESCRIPTION



Just like the Rover app which are our competitors we will offer our dog owners the ability to check where their dog has been walked, the duration of their walk, the total distance the dog has been walked.

However, unlike other apps some of our dog walkers and sitters offer specialised CCTV collars for a more secure service so that you can see your dog in action.

Many of our services we offer are for an extra cost that we are sure will make all owners feel safe, appreciated and to show we Care for your loved pet.

BUSINESS STRUCTURE

Management & Operations

IT & Product Development

Marketing

**Market Research
& Business
development**

Finance



Zoriana Fedorchuck

**Market Research Analyst
&
Business Development**

- **Market analysis and trends**
- **Development, milestones, and exit plan**

MARKET ANALYSIS AND TRENDS



Introduction



The market analysis of the selected project will be summed up

Also include the development milestone and exit plan for the business

MARKET ANALYSIS AND TRENDS

Product

- Will provide the user with real-time service to track or watch on something on certain location
- Can use this application on their phone
- Can connect with the CCTV camera
- Can watch the recording of different CCTV footage on phone
- Can be connected with additional chip
- Can browse through the website
- Will present an easy user interface
- Updates will upload every two months

Marketing Mix Analysis

Price

- Price There will be both primary and premium subscription services
- The primary service will be free
- There will be a monthly subscription fee from £1.99 up to £19.99



MARKET ANALYSIS AND TRENDS

Membership for the dog owners

Silver

❖ £1.99 Pm

- ❖ Local dog walkers network connection only (usually unexperienced or new on the industry)
- ❖ Just walking service
 - ❖ Tracking
- ❖ No insurance

Gold

❖ £7.99 Pm

- ❖ Local dog walkers
- ❖ Experienced dog walkers without accreditations (Larger option on services)
- ❖ Walking, Drop-ins and Sitting
 - ❖ Tracking
- ❖ Basic insurance

Platinum

❖ £12.99 Pm

- ❖ All the areas dog walkers
- ❖ Experienced, Accredited dog walkers, trainers or Vet
- ❖ Walking, Drop-Ins, Training, Sitting, Boarding and Health services
 - ❖ Tracking & CCTV
- ❖ Insurance Plus plans



MARKET ANALYSIS AND TRENDS

Membership for the dog walkers

Silver

❖ Free

- ❖ Local dog Owners network connection only
 - ❖ No experience need
 - ❖ Just walking service
- ❖ Tracking while using the app
 - ❖ No insurance

Gold

❖ £9.99 Pm

- ❖ Local dog owners
- ❖ Previous experience required (with references)
 - ❖ Services required: Walking, Drop-ins and Sitting
- ❖ Tracking while using the app
 - ❖ Basic insurance

Platinum

❖ £19.99 Pm

- ❖ Local and rest of London owners
- ❖ Previous experience with titles need
- ❖ Services required: Walking, Drop-Ins, Training, Sitting, Boarding and Health services
- ❖ Tracking collar and lead provided
- ❖ CCTV obligatory for the walks (not provide. Ask for selling points)
- ❖ Insurance Plus plans no extra cost



DEVELOPMENT, MILESTONE AND EXIT PLAN



Milestone	Due Date	Employee responsible
Analysing and researching the market (Berry, 2018)	March 2021	Founders
Initial capital contribution	April 2021	Founders
Legal entity planning	May 2021	Founders
Agenda setting	May 2021	Founders
Recruiting software developer and other employees	June 2021	Founders
Setting development budget	June 2021	Finance
Developing the actual applications and their programs	August 2021	Software Engineers
Organising the resources for launching	September 2021	Mangers and CEO
Developing the promotional strategy	October 2021	Marketing
Conducting pre-launching promotional activities (Berry, 2018)	Till December 2021.	Branding &Marketing
The final launch	27th December 2021	Founders

	April	May	June	July	August	September	October	November	December	January	February	March
Cash at Start of Month	£50,000	£35,801	£29,961	£25,899	£23,968	£24,597	£28,296	£35,680	£47,486	£64,597	£88,076	£119,196
Cash Coming In												
Sales of Goods £45 GPS	£7,425	£8,910	£10,692	£12,830	£15,396	£18,476	£22,171	£26,605	£31,926	£38,311	£45,974	£55,168
Subscriptions Owner £10	£5,000	£6,000	£7,200	£8,640	£10,368	£12,442	£14,930	£17,916	£21,499	£25,799	£30,959	£37,150
Subscriptios Walker £10	£1,650	£1,980	£2,376	£2,851	£3,421	£4,106	£4,927	£5,912	£7,095	£8,514	£10,216	£12,260
Additional Income	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total	£64,075	£52,691	£50,229	£50,220	£53,154	£59,620	£70,324	£86,113	£108,006	£137,221	£175,225	£223,774
Cash Going Out												
Inventory	£6,879	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Rent	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400	£1,400
Wages	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360	£6,360
Utilities	£259	£259	£259	£259	£259	£259	£259	£259	£259	£259	£259	£259
Cleaning	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120
Phone	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180
Any Additional Expense	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Advertising	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310	£1,310
Accounting Legal	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120	£120
Loan Payment inc Int x48	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076	£1,076
GPS Tracker Collar £35	£5,775	£6,930	£8,316	£9,979	£11,975	£14,370	£17,244	£20,693	£24,831	£29,798	£35,757	£42,909
GPS Tracker Plan x250	£896	£1,075	£1,290	£1,548	£1,858	£2,229	£2,675	£3,210	£3,852	£4,623	£5,547	£6,657
Website Maintenance	£35	£35	£35	£35	£35	£35	£35	£35	£35	£35	£35	£35
Cloud Services	£7	£7	£7	£7	£7	£7	£7	£7	£7	£7	£7	£7
Property Taxes	£280	£280	£280	£280	£280	£280	£280	£280	£280	£280	£280	£280
Income Taxes	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200	£2,200
National Insurance	£878	£878	£878	£878	£878	£878	£878	£878	£878	£878	£878	£878
Misc / Entertainment	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500
Total	£28,274	£22,730	£24,331	£26,252	£28,557	£31,324	£34,644	£38,628	£43,408	£49,145	£56,029	£64,290
Surplus	£35,801	£29,961	£25,899	£23,968	£24,597	£28,296	£35,680	£47,486	£64,597	£88,076	£119,196	£159,484

DEVELOPMENT, MILESTONE AND EXIT PLAN

Conclusion



- **All the plan have been done based on the projection and available market data.**
- **In the dynamic market, the market data can be changed.**
- **So, the element of this plan can also alter over time.**



Alberto Vidal Perpignan

**Chief Executive Officer
&
Operations**

- **Operations**
- **Technology plan**
- **Management and
organisation**

OPERATIONS



Technology

- Innovation on product and process design
- IT software management
- Latest systems and integrations



Team

- Realistic
- Focus on quality and security
- Efficiency
- Pure efficiency n the chain management



KPIs

- Accessible network communication and interaction.
- Quality product
- Competitive price
- Security
- Dealing with customers



Business Capabilities

- Quick expansion
- Modernize industry
- Sustainable grow
- Customers relationships
- Product and service development

OPERATIONS

PLAN

PLAN Problem-solving and determine procedures to follow.

DO

DO procedures training, training new systems integrations, train employees on new processes.

CHECK

CHECK Control check and measure expected results and identify possible improvements.

ACT

ACT Analyse and take action on the issues that occurs again.

(Johnson, 2002.)

TECHNOLOGY PLAN

Our Technology plan is mainly focused on the perfect development to integrate the highest levels of security in our app.

Offering user demand

Keep innovating

Applying integration with management teams and IT project teams to develop improvements on the product

Getting IT resources to deliver standard progress on products and integrations

Reducing cost and making flexible for every user



MANAGEMENT AND ORGANISATION



Alberto Vidal

Chief executive officer



Alexandra Hudakova

Marketing



Zoriana Fedorchuk

Market Research Analyst & Business Development



Viorel Grigorita

IT , Product Development



Forhad Hosen

Finance

MANAGEMENT AND ORGANISATION

Mission

Easy communication between dog owners and dog walkers network.

Reduce the dognapping risk with security systems integrated on our app and tracking system.

Outstanding customer service.



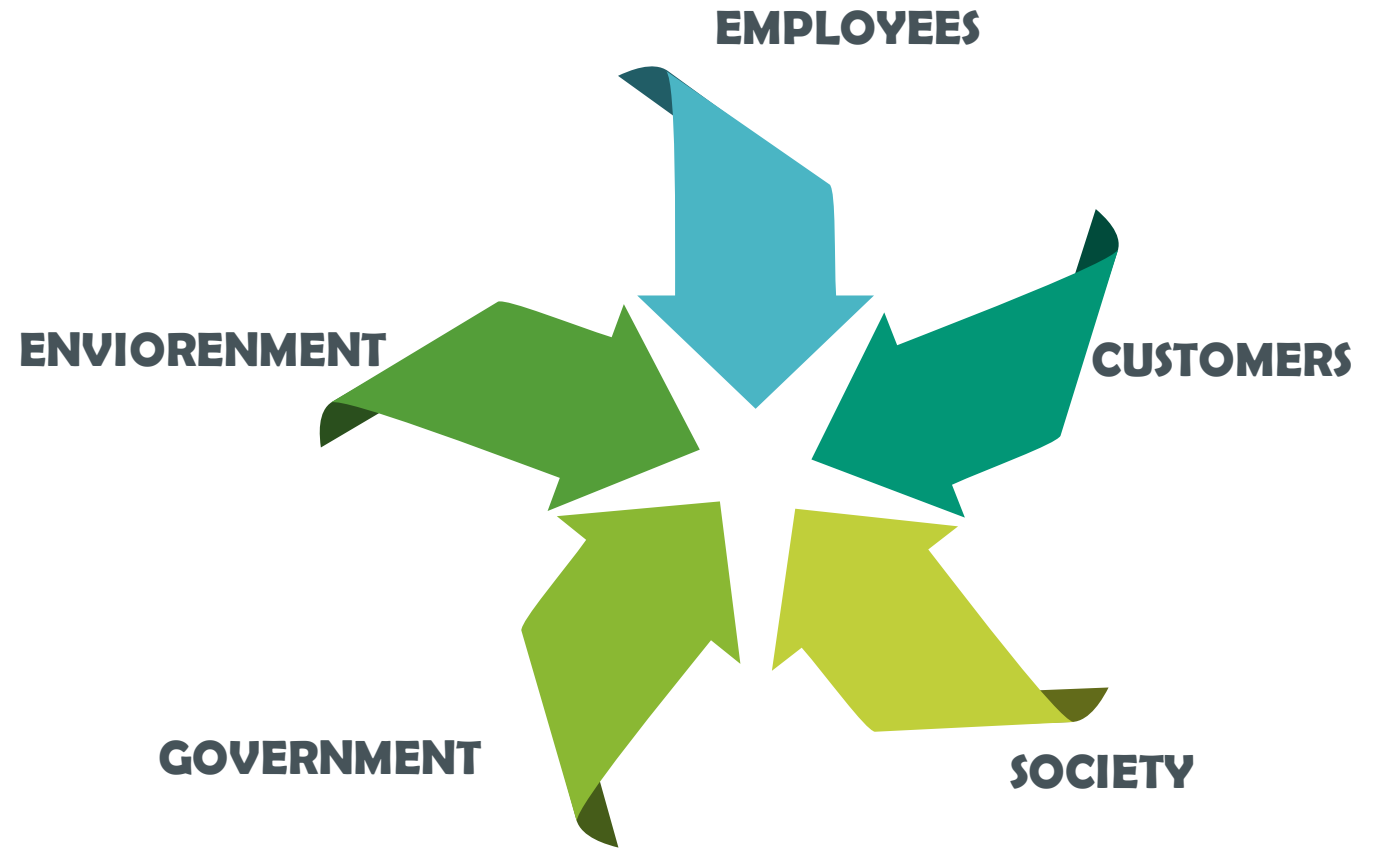


Forhad Hosen

Finance

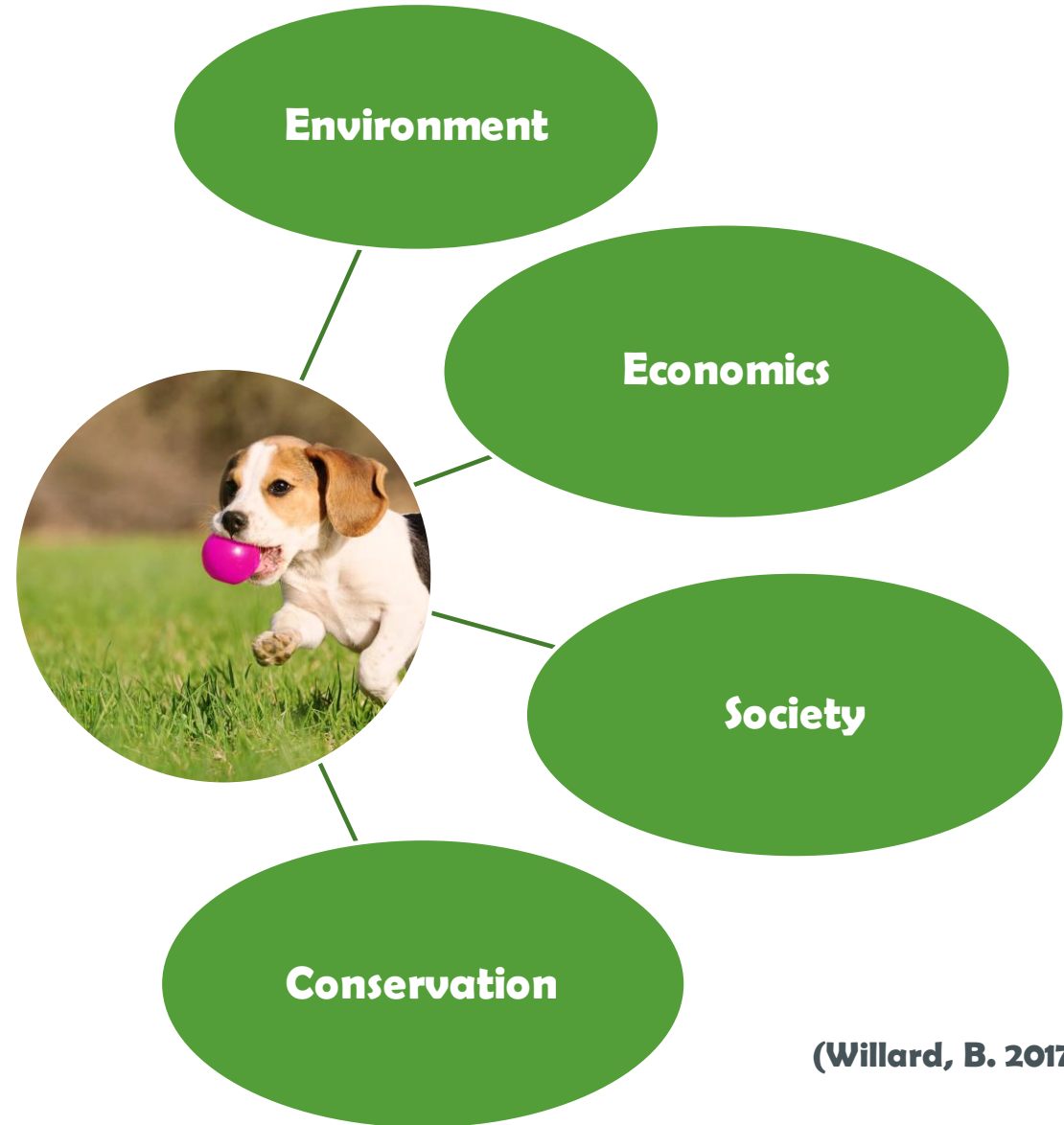
- **Social responsibility and sustainability**
- **Finance**

SOCIAL RESPONSIBILITY AND SUSTAINABILITY



(Walker, J. Zito, 2019)

SOCIAL RESPONSIBILITY AND SUSTAINABILITY



(Willard, B. 2017)



PAWS 4 WALKS

Financial Plan

Income Statement for Paws4Walks Year Ending



Sales Revenue

Sales

£190,650 Yearly Sub

12965

Cost of Goods

£23,705.60

Gross profit

£166,944.40

Operating expense

Insurance

£1,442.59

Wages

£76,320

Rent

£16,800

Interest

£1,545

Utilities

£4,549.20

Other

£6,000

Advertising

£15,720

Property Tax

£1,169.68

Laptop Maintenance

£545

Mobile Phone

£2,160

One off payment

£7,140

Operating expense

£133,391.45

Net profit before Tax

£33,552.95

Taxes

Corporation Tax 19%

£6,375.06

£6,375.06

Net Profit

£27,177.89

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