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PAW PATROL
S O U T H W A L E S

Paw Patrol South Wales Katie-May
Knowles

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Executive Summary

Paw Patrol dog walking services is located in a bustling and ever growing town, with central links to the M4 and situated between Wales' cities. Situated between beautiful backdrops of valleys and mountains, to miles of coastlines. This location provides the perfect setting for every individual's needs.

We offer a happy, safe and stimulating environment for dogs to explore, socialize and exercise and to be looked after at the highest standard.

With our commitment to exceptional customer service we aim to become the go-to destination for dog owners in the community.

We are currently offering dog walking and training services.

Ranging from group to solo walks, puppy training and behaviour classes for all ages. Our Go Pro sets us from the rest allowing footage of the customers loved ones experiences with us and is our (USP)

With dog walking businesses typically being ones with low start up costs, we are funding the business with a £10,000 start up loan which will cover marketing and advertising, and equipment costs, licensing/insurance fees and wages.

Our sales projections indicate that we will make a Net Profit of £6, 943.00 hoping to grow the business after year 1 by 20% and then every following year.

Introduction

The Concept (product and service details)

The idea is to provide an exceptional service to the community looking after their beloved pets. Ensuring that they have a positive environment to thrive in. Considerations such as age and breed all have a part to play. Our tailor made individual plans ensure each pet has the most from their time and experience with us. We have solo and group walks available with a pick up and drop service. There are also options to have lessons with our puppy and dog training team members. Encouraging the puppy group walks and training as part of their development and being calm around dogs not from their household. Also taking into account some dogs may want a more slowed down or others a more active approach to their walks.

It is widely accepted that the development of behaviour in any species is influenced by both genetic and environmental factors.

In Wales, 36% of households have a dog and 20% have a cat, per the National Survey for Wales (2021-22).

Legal Status

This company has a legal status of being a Limited Company. Currently being run by Katie-May Knowles. This gives us added protection, the ability to look for investors, and the reassurance that it's completely separate from our personal accounts. Registration with Companies House completed.

According to Pet Business Insurance (n.d.), starting a dog walking business involves understanding the market demand, setting competitive pricing, and ensuring legal compliance.

The company is a team made up of myself Katie, with a background in care for the elderly it also meant the care of their animals. Taking a soft approach to pets and communicating with them. I then found pet behavioral classes extremely beneficial to understanding their language.

We then have my Mother Jacqueline Jones who is an extremely experienced dog trainer, working alongside dogs for over 20 years and has obtained a (IMDT) from the institute of Modern Dog Training. We have an apprenticeship for my son Harvey who is an avid sportsman and extremely active. Growing up in the environment where he was surrounded by animals he's obtained experience and wisdom by learning first

hand.
Ranging from the youth to elder generations, this family business provides a top-notch level of understanding and communication with animals which will then be demonstrated through our attention to detail and level of care .

Operations

Our prices vary as to which service is provided. Group walks are usually half hour and are charged at £10 per 30 minutes.

Solo walks being priced at £12, specialist dog walks for puppies and the older generations are priced at £15 per 30 minutes but include extras such as training for the puppies and more peaceful settings for the elders. £25 per hour for puppy and dog training with a one on one approach to gain the most from each session attended.

Equipment and Business Location

The equipment that's necessary for our business running smoothly are as follows: puppy pads, treats, doggy bags, leads in a mixture of sizes, blankets, dog beds, toys, dog cages, drinks/food containers, food and water. Go pro for walks and training footage.

Minimal investment in supplies, focusing more on marketing and advertising material and basic pet care tools. Our headquarters is our home address, utilising the backyard and garden space. The conservatory is where the puppy and dog training is conducted and the outdoor area.

We have researched the current market and although it's a popular business choice there are clear differentiators that set us apart from the rest.

Sending live updates the owners and photos and real time videos from the dogs activities and outings.

Our distinguished dog trainer strives to achieve results from the initial session gaining trust and understanding.

Legals & Licences

We have obtained our health and safety certificate, have personal, dog walking insurance and public liability insurance.

NarpsUK (n.d) offers training, tools, and support for aspiring dog walkers, highlighting the benefits of professional development industry resources

iPet Network (n.d) advises on obtaining necessary licenses and permits, as well as conducting background checks, to operate legally and build trust with clients

How will we do?

This business will flourish due to the nurturing, wholesome experience they receive from us. At Paw Patrol we care deeply for the specific and individual needs of each pet.

Pet consultations with potential clients to match their specific needs with the perfect dog walker/sitter. Gaining understanding and communication with the client and dog is paramount to achieving trust and a strong bond between both parties.

Cognitive Behaviors

We understand the importance of pet owners feeling connected with their pets. So with our go pro dog walking experience, owners can fully feel the experience that their dogs are having. In the knowing that they're being well cared for and looked after with live updates and pictures sent to them throughout the duration of their stay with us.

In the United Kingdom (UK), there are currently 11million pet dogs, with 29%of adults owning a dog, the Animal Welfare Act introduced a duty of care for all owners to meet their pets five welfare needs, and the Paw Report was launched in 2011 as the first overarching means of identifying, assessing, and monitoring the well-being of companion animals and how their needs are being met. Given that owners are key to maintaining high levels of welfare in their dogs, it is vitally important to establish what owners understand about their welfare and what behaviours owners demonstrate daily to enhance their dogs well-being.

Despite this extensive availability of information, many owners fail to meet their obligations to their pet dogs. We know that the ability of dog owners to meet their animals welfare needs varies considerably and that a spectrum of ownership styles and abilities exist (and that these can change over time). It follows factors such as the owners health, lifestyle, environment, access to resources, previous experiences, knowledge, understanding and behaviours may all have a significant impact on their dogs welfare. Our customer based target market ranges from young families, professionals to the elderly, with the skills and expertise of our team we can cater for a broader market only making it more likely to be a success. Competitive pricing with introductory offers for new clients 20% off first walk and referral rewards, to make money ahead we will introduce a loyalty scheme where we give loyalty cards to our customers and offer free walks after so many bookings and discounts for package sessions ranging from 5, 10, 15, 20 slots per package. Digital marketing strategies such as using platforms such as instagram where live feeds can be added from our go pro videos to highly visual pictures documenting experiences, training and the settings dogs are taken to. Targeted social media ads and using platforms such as Bark to draw more business for our criteria. Offline marketing through deals with veterinary practices, pet stores and community boards. Flyers detailing all our available services through a mail shot in our local community.

Market Position

After researching sites specifically for dog walkers. Such a [rover.com](https://www.rover.com) and google. The business seemingly leading the market in the Bridgend area is: Al's Pet Services who are situated in Brackla near Bridgend, they have 5* closing at 6pm.

Then there's We Love Pets Bridgend, who have 7 years experience, in the Bridgend area and shut at 5pm. Then Phat Dogs who also have 7 years experience in the same area and shut at 7.30 pm. The differential factors that separate those businesses and our company is that our customer experience is much different having the ability to feel connected with their dogs and their experiences whilst being away from them and them being in our care with our go pro and live updates.

Our closing times exceed the other companies, taking into account that some customers have later shifts from work or other family commitments that they need to attend.

With our extra services available with dog and puppy training also set us apart from the standard dog walking

services offering the training in a calm and peaceful setting one on one, or during their walk times out and about.

We aim to invest in the correct channels to generate as much business as possible with our marketing and advertising strategies.

Building a solid and loyal customer base through our recommendations and input through marketing.

Marketing strategy

What are you going to do?	Why have you chosen this marketing method?	How much will it cost?
Target based ads on Facebook and Instagram, space on google, make 20,000 leaflets/mailshot/community boards/veterinary practises	Social media is ever growing and has the power to inform and update in an instant, google is a popular source of business and the mailshots an important source of possible business as it targets the community and the possibility of word of mouth and possible future opportunities	£2,400 (ads) £316.83(flyers) £480(distribution cost)
TOTAL COST		£3,196.83

7 P's Marketing Mix

The marketing mix details that we have to satisfy customer needs and position our offering clearly in the minds of our potential customer base. It involves the 7 P's (McCarthy, 1960) introduced the marketing mix framework, originally comprising Product, Place, Price and Promotion, and then an additional three elements that help us meet the challenges of marketing services. Booms and Bitner (1981) extended the marketing mix to include People, Process, and Physical evidence for service businesses.

Product

Our product/service is to give the customer a good and fulfilling experience. Reassuring customers with our experience, skills and nature to ensure every dog's experience is the perfect one for them. We cater for a broad spectrum of the market with the elderly perhaps not having a mobility capabilities or energy to take their dogs out on the daily walks they were used to, to professionals time predominantly being prioritized with work but still wanting a companion with their time taken up elsewhere, the young families that have busy schedules with work, children and their hobbies to tend to.

Price

This is the only revenue-generating product element of the mix, all other marketing activities represent a cost.

So it's of utmost importance to balance this correctly. We have scoured the market to find the pricing of other companies and to balance our pricing to be effective to make profit but also to be competitive and affordable. We have achieved competitive pricing to gain as much of a customer base as possible. Ranging from £12-£25 pounds for walks/training sessions.

£12 for group walks, £15 for specialist walks including extra training, puppy walks and senior pet walks.

Place

The location of the headquarters is based at our home address, meaning costs for overheads are substantially reduced. Training sessions and drop off zones all take place here as the space we have is adequate for our tasks.

We also use the customers' houses of residence to establish the meet and greet initial meeting for dogs and their owners to get to know one another and to generate new potential customers. They can also come to our address if it is more convenient for them to do so.

Promotion

Our online presence means we can update and notify our potential customer base of all incentives, current and upcoming of all promotions/deals. Promotion in our marketing mix is all about communicating messages to customers, whichever stage they are in the buyer journey, this generates awareness, interest, desire and action. We have different tools for communication with varying benefits. The online advertising gives a clear, concise and updated method, whilst the meet and greet session is great for personal selling, building relationships and closing sales on the spot.

People

These are the faces of our company and are at the forefront when interacting with customers, taking and processing their enquiries, orders and complaints in person, through online chat, on social media platforms or via our contact number. People can be inconsistent, but with the right training, motivation and empowerment we can ensure the scope to represent opportunities to differentiate an offering in a crowded market and to build valuable relationships with customers.

Process

We aim to provide a smooth, efficient and customer-friendly journey, this can only be achieved with the correct processes behind the scenes to make that happen. Understanding the steps of the customer journey - from making an enquiry online and making sure the response time is less than 2 hours is vital to obtain customers attention and to allow their enquiries to feel heard.

When booking are made for future walks we aim to connect with the customer within 3 days for the face to face meeting, arranging between when we have time for the 30 min appointment to when it fits into their schedule, if the customer needs an extended time to establish the appointment time their needs can always be met and we can amend the time scale.

All calls are diverted to the main company phone which are always answered. Using a headset if on walks and the training is conducted by our dog training specialist to ensure all calls are taken to generate as much business as possible

Physical Evidence

The evidence we can produce comes from our area of expertise through our past experiences and skills gained. Showing our customers the qualifications and courses attended shows the input the employees of Paw Patrol South Wales have given to obtain the correct knowledge, understanding and expertise, and is a clear message of what goals we have and what we would like to achieve in the industry. Applying a caring yet educated approach. The courses that have been attended and the qualifications obtained is a clear message in what we want to achieve.

Understanding dogs behavioural patterns and traits can open up a new world of communication and progress for each individual pet's progress and overall experience with us .

Our dog training specialists' qualifications (IDMT) show knowledge of how dogs think and respond during exercise and activities.

The marketing mix is aptly named as it is the way that this mix of tactics is applied and co-ordinated that positions our company clearly in the mind of the customer. This helps us stand out against competitors with an offering that meets the customers needs.

SWOT

This was created by an American business and management consultant Albert Humpfrey in the 1960s at Stanford university, but this attribution remains debatable

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is one of the oldest and most widely adopted strategy tools worldwide. In academic circles, however, SWOT analysis (or approach, framework, matrix, model, technique or tool) has achieved recognition as useful in establishing a niche within the broader market. The concept of strategic fit, an ubiquitous objective sought by all organisations, can be explained as how well the internally-related factors fit with the externally-related factors. (Klein.F, Pelzer U, Schmuck RB, Malinka T, Felsenstein M, Denecke T. Pratschke J, Bahra M.2019)

Strengths

Our strengths at Paw Patrol South Wales include the late closing times to accommodate those later shifts or other commitments, Market research on competitors indicates that many of the local businesses offering similar services are often closed before 8pm. Which gives us a border target market to achieve the most profitable outcome. Our Go pro dog walking experience where customers will be sent footage of their beloved pets and updates on what they've done throughout the day during training, exercise, what treats they've had and toys played with.

The qualifications obtained and the knowledge sourced gives reassurance to the customers that their pets are in the right hands.

Also our prompt response time is invaluable to giving the customers the correct level of service.

Weaknesses

We are currently new to the industry and have to gain our experience for credibility through a loyal customer base.

Marketing strategies and incentives/discounts will help to achieve people using us as their first option. Therefore being able to create this experience and space within the industry.

Recognising these areas helps to focus on these aspects where improvement is needed and gain the confidence and trust with our customers.

Opportunities

Increasing numbers of homes being built and pet owners in our area increases the chance of potential business. Possibilities with partnerships with local pet shops and vets, alongside the rising trend of pet owners seeking premium care for their beloved pets.

Events and community gatherings, community boards and word of mouth can also generate business. Gaining positive customer testimonials and reviews.

Threats

External threats including new competitors entering the market.

There could also be new changes to regulations and laws regarding the Pet Trade.

Economic changes may also affect how much money people are willing to spend on their pet services.

Staying aware of these potential threats can guide us to navigate them successfully.

Pestle Analysis

PESTLE analysis studies the key external factors(Political, Economic, Sociological, Technological, Legal and Environmental) that can influence a business. It can be used in a range of different scenarios, and can guide people, professionals and managers to make strategic decision making.

Francis J. Aguilar, a Harvard professor in 1967 developed the PEST analysis. He introduced this strategic framework in his book Scanning the Business Environment. Aguilar F. KJ. (1967) Scanning the Business Environment. Macmillan.

Political factors

This refers to the government's actions. This section highlights the political factors that affect the Pet Industry. The pet industry is affected by the rules and regulations made by the government. It could hinder some

businesses if they changed them and you needed different types of licensing and requirements , fewer people would be able to work in the pet industry.

As a result, the industry would suffer.

However, government policies regarding the importation of pets if they were more relaxed, then more pets would be imported from different parts of the world. We are currently up to date with our insurances and registrations.

Economic Factors

These are the economic conditions that surround and impact a business. People will spend more on luxuries in an area where they have more disposable income.

Whereas, in a country where people have less disposable income, people wouldn't be able to afford the necessities.

We have learned that the wealthiest parts of Bridgend are situated around the coastline and within the town and with our mail shot marketing we will target those areas and those with the highest house values. Sheltered accommodation houses older ages and also has a high rate of dog owners so will also target those areas.

Social Factors

These include the demographics such as age, gender, family size, abilities. The population density, cultural trends and career attitudes.

As previously stated, there has been an obvious increase of housing estates being erected in the area as the demand for housing with our central location to many city road links has increased.

Our local coastlines and surrounding areas also have an increased population of elderly residents and sheltered housing with scope for potential business.

The dog was the first animal to be domesticated, and its history of living in the company of living with human goes back over 15,000 years Clutton- Brock 2016; Perri et al., 2021; Vonholdt & Driscoll, (2016) It is presumed that hunter-gatherers used dogs for several purposes, including assisting with hunting and guarding. However, it is likely that emotional attachment was, from the outset, a part of the human relationship with dogs Serpell, (2021). The idea of keeping dogs as a pastime, or for sports, or for company, developed around the middle classes in the nineteenth and early twentieth centuries.

As companion dogs are now a ubiquitous and stable part of western culture, it is appropriate to ask whether dog ownership practices are linked to socioeconomic position (SEP)

Sociological research suggests that the purchase of cultural goods and the way these goods are used, appreciated and embedded in everyday life is generally influenced by social position.

Technological Factors

Technological factors that affect our pet industry include Social media has a significant role in connecting pet lovers to the amenities needed. It connects us all globally and from visuals and footage to customer recommendations has resulted in the pet industry growing massively in recent times. The accessibility to instantly communicate and update with a broad audience of existing and potential clients is also beneficial.

Pestle Diagram



Costs

Startup Costs

Van: £5,000
Crates : £200
Leads (x8) : £80
Bowls (x8) : £40
Toys (x16) : £40
Doggy Bags (x1000) : £75
Treats (x100) : £300

Total Costs : £5,735.00

Operational costs

Social Media targeted Ads : £200/monthly
Print Marketing : £316.83/yearly
Mailshot/Distribution : £480/yearly
Dog Walking Insurance : 54.00/yearly
Wifi (30%) of annual charge : £100/yearly
Personal Liability Insurance : £90/yearly

Total costs : £286.70/month

Forecasting Sales

Group walks

-Price : £12 per walk (including vat)
-Capacity : 8 dogs per session, 2 sessions/daily, Monday-Friday -Initial
Estimate : 4 dogs per session till a customer base is established

One on One walks

-Price : £15 per walk
-Frequency : 10 walks/weekly (weekends only)
-Initial Estimate : 8 walks/weekly

Training sessions

-Price : £25 per session
-Frequency : 10 bookings/monthly
-Initial Estimate : 6 bookings/monthly

Profits

Total earning and Income : £1,001/month

Total Income : £12,12.00/yearly
Expenditure : £3,440.83/yearly

Gross Profit : £8, 679.17 (including VAT)
Net Income : £8,679.17/yearly

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