

Business model canvas

Dog walking, grooming, and sitting business (the paw patrol)

Key partners	Key activities	Value proposition	Customer Relationships	Customer Segments
Paw patrols key partners for business would firstly be my local veterinary clinics and dog groomers to refer pet owners who need pet walking and sitting. Other key partners could also be pet shops and local cafes to display flyers, posters, business cards and to recommend my services throughout their social media. Along with well-known social media influencers and community groups for marketing. And I would partner with dog trainers to refer their clients who need regular exercise for their dogs. And paw patrols key suppliers would be wholesalers and retailers alongside insurance providers, booking/payment	Paw patrols key activities would be to Plan our services and prices by deciding what I will be offering. I would also obtain pet first aid training to ensure the dogs safety. i would buy all the essential equipment needed including dog leashes, dog food etc, create pet information forms and client contracts while also marketing my business through social media platforms and lastly, I would set up scheduled bookings and manage customer communication.	Paw patrol will Provide reliable, safe, and caring dog walking and pet sitting services that give pet owners peace of mind while ensuring their pets receive exercise, companionship, and quality care when they are away. Paw patrol would be helping pet owners who are busy, traveling or unable to care for their dogs during the day.	Paw patrol will Build long-term relationships by providing reliable, personalised care and excellent communication. Meet with clients before the first booking to understand their pet's routine and needs, send regular updates and photos during walks or visits, respond promptly to enquiries, and keep a professional, trustworthy service. Encourage repeat bookings through consistency, flexible scheduling, loyalty rewards, and asking satisfied customers for reviews and referrals. As strong relationships help build trust, customer loyalty, and positive word-of-mouth recommendations.	The main customer segments for my dog walking/sitting business includes elderly or disabled pet owners that need help exercising their pets or families with busy schedules that need occasional pet care (Dog Magazine, 2026). As well as holidaymakers and business travellers needing pet sitting while away and busy professionals during their working hours. And new puppy owners and owners of multiple pets needing regular visits and care. Paw patrols mass market would be general dog owners who need dog walking and pet sitting services, while my niche market could be people who travel frequently, elderly dog

software companies, and marketing printing services.	Key Resources The key resources paw patrol would need would be, a business registration and insurance alongside dog-handling and pet first aid knowledge, essential equipment such as poop bags, leads, treats, first aid kit, as well as a way to manage bookings and payments. I would also need client contracts, emergency contacts, set up marketing such as a website or a social media account and knowledge of the local rules and licencing requirements		Channels To start my dog walking and sitting business, i will use marketing channels such as social media including Instagram, Facebook and TikTok, a website, local community groups, flyers, referrals and partnership with vets or pet shops. I will communicate with customers through phone, email, and messaging apps, and i will use online booking and digital payment systems to manage my services and payments. Paw patrol's best cost-effective channels would be social media, local Facebook groups, word of mouth referrals and flyers in local areas. These methods can help me reach local dog owners with little or no cost.	owners or dogs with special needs.
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Cost Structure

Paw patrols main costs would include business registration and insurance, dog walking equipment, transport costs, marketing and advertising, website and booking software, phone and internet bills, and any licences or training I may need and any staff i may hire. I may also have ongoing costs for replacing equipment and maintaining my business. The most expensive activities would be travelling to customers, dog walking, and overnight sitting. My business would be mainly value-driven, as I would focus on providing reliable, personalised care for pets. Paw patrols fixed costs would include insurance, phone bills, software, and marketing. And my variable costs would include transport, treats, poop bags, leads and replacing equipment.

Revenue Streams

Paw patrols revenue streams would come from charging customers for dog walking, dog sitting, overnight stays, and additional services such as feeding, grooming, or administering medication. I could also offer different package deals or subscriptions for regular customers, such as weekly walking plans or discounted bundles for repeat bookings, to help create more consistent and reliable income. Customers may pay similar prices to other local services, but my business would offer specialised care and flexible services. Customers would also pay through bank transfer online payment methods and cash. Lastly dog walking and sitting would provide most of my income, while overnight stays and additional services would provide extra revenue.

Business Model Canvas exemple

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Key partners Some activities and resources in your business may need outsourcing. List the key partners and activities they will perform. Who are your key partners? Who are your key suppliers? Which key resources are you acquiring from partners? Which key activities do partners perform? What are your motivators for this partnership? - Acquisition of resources - Reduction of risk and uncertainty - Optimisation and economies to scale	Key Activities Actual tasks and activities required to create and deliver the business offering. List the key activities required to be successful. What key activities are needed for: - value proposition - distribution channels - customer relationships - revenue streams Key Resources What key resources does your value proposition need. What key resources are needed for: - value proposition - distribution channels - customer relationships - revenue streams Types of resources – Physical, Intellectual (brand, copyright, patents, data) Human, Financial.	Value Proposition Your Value Proposition is the reason why customers turn to your company over another. It solves your customer's problem or satisfies your customer's need. What value do you deliver to the customer? What problem do you help to solve for your customer? What product and / or service will you be offering? Which customer needs are you satisfying? Characteristics of value proposition - Newness - Performance - Customisation - Design - Brand / status - Price - Cost Reduction - Accessibility - Convenience / visibility	Customer Relationships It is essential to establish and maintain relationships with customers. Clarify the type and purpose of the relationship. What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have you established? How are they carried out? How much will it cost? Channels How will you communicate? Through which channels do our customer segments want to be reached? How are you planning to reach them? Are your channels integrated? Which ones work best? Which ones are most cost effective? How do you plan to integrate them in your customer routines Channel types – Sales force, web sales, own shops / stalls, partnership shops, wholesalers	Customer Segments For whom are you creating value? How can you identify your customers and the segments of customers you will have? Who are your most important customers? Are your customers individuals / business / individuals with a business? What will they expect: - Self service - Automated service - Personal Assistance - Communities - Co-creation What does your customer segments look like: - Mass market - Niche market - Segmented - Diversified - Multi sided platform
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Cost Structure

What are the most important costs inherent in your business.

- Which key resources are the most expensive
- Which key activities are the most expensive

Is your business more

- Cost driven (leanest cost structure, low price value proposition, maximising automation, extensive outsourcing)
- Value driven (focused on value creation, premium value proposition)

Consider- Fixed costs such as salaries, rentals, utilities

Income, expenses, earnings or profit, sales, gross margins, break even.

Revenue Streams

Consider how the business will charge and receive income.

What are your customers willing to pay?

What do they currently pay and how does your offering differ?

What is your revenue model?

What are your pricing structures?

How do your customers pay now?

How would they refer to pay?

How much does each revenue stream contribute to the overall revenue?

Will you use: Fixed pricing, list pricing, product feature, customer segment or value dependent

Credit – Strategyzer.com

References

- <https://www.facebook.com/ilovedogspetcare>
- https://www.narpsuk.co.uk/?gad_source=1&gad_campaignid=23603320537&gbraid=0AAAAAD8ST6huTTmlvkfwShk5vA9pdv5b&gclid=EAlaIQobChMIILS12OvmlQMVEJNQBh1W6hwFEAAYASAAEgKH4fD_BwE
- <https://dogbusinessschool.co.uk/marketing-your-dog-walking-or-boarding-business-on-a-budget/>

Apêndix

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12 -MONTH CASH FLOW FORECAST

Kaitlyn Telemaque
The Paw Patrol
22.07.26

Key:

	These cells auto-calculate and are locked so you can't edit them.
	Insert your own text/numbers into these cells as relevant.

Select your starting month:

October

Professional fees (legal, accounting etc.)		£200	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£200
Your salary (if PSB is in deficit)*		n/a	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£24,000
Your salary (over and above your PSB needs)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Staff costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Start Up Loan monthly repayment - First Loan		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Staff Training		£250	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£250
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£1,670	£2,760	£2,760	£2,770	£2,788	£2,828	£2,850	£2,868	£2,880	£2,984	£2,960	£2,994	£3,010	£36,122

Your net cash flow (A-B)	-£1,670	£1,240	£1,240	£1,305	£1,362	£1,472	£1,575	£1,632	£1,670	£2,006	£1,940	£2,081	£2,165	£18,018
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Your monthly opening business bank account balance	£0	-£1,670	-£430	£810	£2,115	£3,477	£4,949	£6,524	£8,156	£9,826	£11,832	£13,772	£15,853	£18,018
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Your closing cash position	-£1,670	-£430	£810	£2,115	£3,477	£4,949	£6,524	£8,156	£9,826	£11,832	£13,772	£15,853	£18,018	£18,018
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