



Business Plan Report: Pet Resort – Hotel and Spa

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(Clark, 2020), is a page of the website created in 2020 managed by Caroline Clark, deals with the treatment and management of behaviour troubles in pets. The sacrifices due to her study have made her a member of the Association and over the years has joined the Association of Behaviour & Training Council as a Registered Clinical Animal Behaviourist. The goal of this online page is to organize courses and meetings with competent people and work on the behaviour of the animal, ensuring that there is a good relationship between him and his owners.

(Johnston, 2009), the creator of the original Business Plan Hut. He started his career as a business consultant and spent many years helping people who wanted to achieve high goals in business. At the beginning of his turbulent experience, he saw that people knew how to make money from their company but not everyone evaluated the contingencies and variable management costs. But above all he had noticed that most of these people did not know how to write a business plan, how to acquire new customers and above all how to treat them. He noticed that the institutions gave help to people, but from his point of view it was not direct and easy help, and so he decided to open this page online, to help people create their own business project, carry it out and take it care of all aspects.

(Sumant Ugalmugle, 2020), published on Global Market Insight in 2020, but the making of this report is dated to 2019. A 301-page reading covering 32 different continents, 16 companies and more than 38 graphs and illustrated figures.

The purpose of this Report is to explain how a company is built, and the scale of the roles that are part of it.

Our Business

- Pet Resort is a full-service animal care
- Founded in August, 2020
- Owned by Luca Oreno, Noemi Baglieri, Ashvin Ramhit
- Located in Richmond, London (UK)
- Hotel and Spa with luxury services for your pets



Pet Resort is a spa hotel that offers a variety of pet care services. An expert staff will take care of your furry friend, entertaining him in a structure that is primarily dedicated to animal care, and above all with a range of extra luxury services that offer moments of relaxation between Hotel-Spa and a huge green space in our garden.

The company owned by Luca Oreno, Noemi Baglieri and Ashvin Rhamit, is located in Richmond, London (UK); Immersed in nature, Pet Resort opened its doors to the public in August 2020, the tenacity and resourcefulness of these three friends grants an excellent service by offering customers the opportunity to sit comfortably at home, while our driver will come to pick up and then bring your friend home after their stay.



Mission

Dedicated to providing high-quality care for your pets at affordable prices with outstanding customer service.

Vision

To be the frontrunner, and future first name in pet care. We plan to achieve this over a 10-year period.

Values

- Excellence
- Care
- Innovation
- Passion
- Reliability
- Professionalism

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Pet Resort's mission is to offer the best care for your animals, which is why we have selected a staff with very high skills. The aim is to guarantee a quality service by offering services of various costs that give everyone the opportunity to become our future customers.

Using competent people in the sector, such as Vision, we have set ourselves the goal of becoming a leading brand in the pet-friendly sector over the next ten years.

The combination of these goals stems from values that we set ourselves in the beginning and which include:

- **Professionalism:** 24-hour assistance and providing high-quality care.
- **Excellence:** a clean and odour free ambient, accuracy in satisfied receptionist help
- **Innovation:** offering clients a wide range of services in one location including the Gift Shop.
- **Reliability:** provide a simply accessible site for customer convenience.
- **Passion:** credibility, honesty, and 100% dedication to the satisfaction of our customers.
- **Care:** An insurance service that provides vaccinations and extra services.

Products and Services

- Day and over night care
- In-home visits
- Pets Grooming
- Behavioural Training
(Pet Education and Training, 2020)
- Spa and relax area
- Vet services



Pet Resort offers customers a vast assortment of products and items for pets from the best brands in the industry; the highly specialized staff also offers various grooming and shearing services, and a pick-up and drop-off service. Here are our strengths:

- ✓ **Overnight Care:** leave your pet in a safe environment, monitored 24h by specialized people who guarantee its health.
- ✓ **Day Care:** our 2000sqm garden is made up of countless games for your pet's well-being, so that they can spend pleasant days with other animals.
- ✓ **In-home Animal Care:** if you are out of town for work or pleasure and you prefer your pet to remain in its daily habitat, we will come to your home and take care of it.
- ✓ **Wash Your Own Pet:** if you prefer to wash your pet because it trusts only you, you can do it with us. We will offer you all the kit to perform a perfect and fragrant wash for your best friend. All at a truly affordable price.
- ✓ **Pet Grooming:** We offer grooming services with the best experts in the industry, and if you want to come to us, we will send one of our groomers directly to your home.

(Clark, 2020)

- ✓ **Animal Behaviour Courses:** thanks to our continuous refresher courses, we educate and issue an animal character management certificate, to always be in good relationship with them.
- ✓ **Gift Shop:** we provide items for pets of all kinds, such as clothes, leashes, toys, and everything else that can make your pet more fashionable.
- ✓ **Special Events:** organize the party for your pet with us, with the presence of a photographer who will provide a personalized photo book.
- ✓ **Special Requests:** we are licensed to administer drugs, to conduct operations and for any kind of assistance to your furry friend.
- ✓ **Pet taxi:** with a simple phone call you can book a private driver for your pet, a qualified person will come to pick it up and bring it back home as soon as its stay is over.

Business Structure

Luca Oreno

Business Structure



The pet care industry is made up of many different types of people who are specific to function. Given a thorough analysis in the field, we can deduce that there are no similar companies offering our same service. There are no companies that offer comprehensive care, including day care, night care, and 24-hour home care. (*Sumant Ugalmugle, 2020*)

We have ascertained that the other structures in the area have limited hours, and this can already cause enormous inconvenience for customers. To provide an excellent service every company needs its staff and ours is made up of:

The CEO, or chief executive officer, who is the highest position and, his first responsibility is to act for the whole company, having a decision power to manage operations and taking decisions. (*hierarchystructure, 2018*)

The Administrator must be able to take the company or company on his shoulders, to manage the fundamental operations, to lead the whole group to success, to manage the resources available and to interface adequately with customers and partner companies. It must also always have a complete picture of what the current market situation is, both nationally and internationally, with an eye to what the competition plans, in order to promptly devise the right countermeasures.

All the remaining professionals who are part of our staff, constantly follow learning courses and are equipped with all the requisites required to work in this field.

Cash Flow Planning

Luca Oreno

Cash flow means the inflows and outflows of liquidity and equivalent means in the



Cash Flow planning

PRO FORMA CASH FLOW	YEAR 1	YEAR 2	YEAR 3
Cash Received			
Cash from Operations			
Cash Sales	318,410	307,376	355,338
SUBTOTAL CASH FROM OPERATIONS	318,410	307,376	355,338
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	0	0	0
New Current Borrowing	0	0	0
New Other Liabilities (interest-free)	0	0	0
New Long-term Liabilities	0	0	0
Sales of Other Current Assets	0	0	0
Sales of Long-term Assets	0	0	0
New Investment Received	0	0	0
SUBTOTAL CASH RECEIVED	318,410	307,376	355,338
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	86,760	163,440	167,520
Bill Payments	121,390	109,197	118,933
SUBTOTAL SPENT ON OPERATIONS	208,150	272,637	286,453
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	0	0	0
Principal Repayment of Current Borrowing	0	0	0
Other Liabilities Principal Repayment	0	0	0
Long-term Liabilities Principal Repayment	17,556	17,556	17,556
Purchase Other Current Assets	0	0	0
Purchase Long-term Assets	0	0	0
Dividends	0	0	0
SUBTOTAL CASH SPENT	225,706	290,193	304,009
Net Cash Flow	92,704	17,183	51,329
Cash Balance	131,704	148,887	200,216

Graphic by Luca Oreno



accounting of a company. Analysing and measuring it is a fundamental activity for

obtaining accurate and reliable company monitoring, the solidity of the company itself is at stake. (Johnston, 2009)

Using the cash flow formula, we have planned an annual growth of 15%, with the hope of closing the balance sheet after the first three years with a 45-55% profit. By making the sum between incoming money given by the sales of our services, and outgoing money that includes salaries, rent, raw materials, bills and all the miscellaneous.

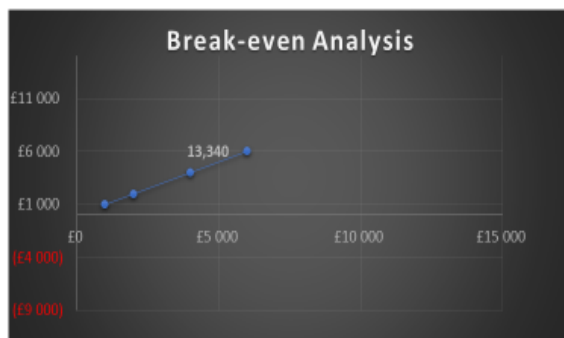
As the graph shows, the difference in incoming money between the first and second year is really thin, but analysing the difference in outgoing money it can be seen that, in the second year we calculated a value increased by 20% since there is an increase in the monthly rent. On the other hand, in the third year we have settled the amount of money outgoing, and we have planned to strengthen the e-commerce sector which will bring us a 38% increase in revenues.

Break-even Analysis

Luca Oreno



Break-Even



For our break-even analysis, we assume monthly costs which include our full payroll, rent, and utilities, and an estimation of other running expenses.

(businessplanhut, 2009)

Graphic by Luca Oreno



BREAK-EVEN ANALYSIS

Monthly Revenue Break-even	13,340
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Assumptions:

Average Percent Variable Cost	4%
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Estimated Monthly Fixed Cost	12,781
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The concept of break-even analysis sounds complicated, but it is actually quite simple. This is a calculation that reveals how many units you need to sell to get to the breakeven point. (Johnston, 2009)

For example, how many phone covers do you have to sell to cover inventory costs? Or how many hours of service do you have to provide to pay the rent of your office? Each sale further than the breakeven point constitutes a profit. Understanding break-even analysis presupposes knowledge of 2 definitions.

- ✓ **Fixed costs:** expenses that remain the same regardless of the units sold.
- ✓ **Variable Costs:** Expenses that vary with sales.

In accordance with the graph shown, we have calculated our monthly outgoing expenses mainly including wages, rent, bills and other utilities and the estimated amount of monthly fixed costs is £ 12,781. We also calculated the variable cost by including it in the fixed costs with a monthly turnout of 4%. Calculating an income of about £ 318,000 a year, we divided the amount over twelve months, obtaining a total of about £ 26,000 per month, our breakeven is around £ 13,500 to cover all the company's expenses.

Profit and Loss

Luca Oreno

PRO FORMA PROFIT AND LOSS			
	YEAR 1	YEAR 2	YEAR 3
Sales	318,410	307,376	355,338
Direct Cost of Sales	13,335	17,005	19,670
Production Payroll	34,200	102,768	106,176
Other	0	0	0
TOTAL COST OF SALES	47,535	119,773	125,846
Gross Margin	270,875	187,603	229,492
Gross Margin %	85.07%	61.03%	64.58%
Operating Expenses			
Sales and Marketing Expenses			
Sales and Marketing Payroll	1,365	1,365	1,365
Advertising/Promotion	2,700	5,500	7,000
Travel	0	0	0
Miscellaneous	600	1,000	1,000
TOTAL SALES AND MARKETING EXPENSES	4,665	7,865	9,365



Graphic by Luca Oreno

(businessplanhut, 2009)

Making money for the companies is really important. The real mean of the word “Earning” it is simple, but this word can involve different uses. The profit of a company is based on income. Each of the terms means the same thing. (*Department of Jobs, 2020*)

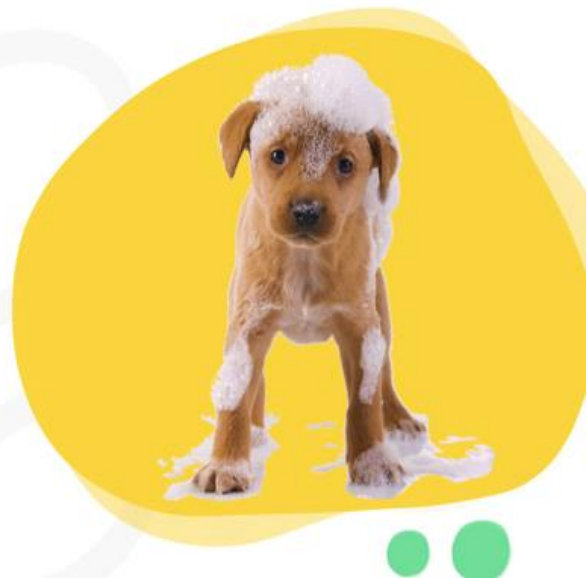
The calculation of the money that a company earn, is based on revenue minus sales costs, also other operative expenses and even the taxes, distributing every four months. Taking the case of Pet Resort's gross sales are £ 320,000 for one year. Reduce this number for sales costs to £ 145,000, operating expenses by £ 48,000, and taxes by £ 10,000. The result is the firm's profit (profit, net profit) of £ 52,000.

As much money the companies makes as much investors they can have. Most of them are looking for companies that usually making a high profit, practically they invest money for make more and more.

Conclusion

Luca Oreno

Thank you.
Feel free to ask any questions!



Now that we have concluded that the operating costs are set, we just have to invite our future customers and investors to visit our company located in the beautiful landscape of Richmond, we invite you to come with your pet and give you a stay of care and well-being with the animated company of our experts in the field. For further questions and

information please do not hesitate to contact us on 020.35.36.365 or send us an email at
petresort@gmail.co.uk

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Target Market

- Pet Owners
- 41% of UK homes have one or more Pet (Statista.com)
- 31% for London (Statista.com)
- Initially targeting London, expanding to the South East

Target Customer Base

- Pet Owners are varied in many ways
- Spread all throughout the UK
- Want their pets to be well looked after
- \$10bn spent annually on pet grooming alone (Grandviewresearch, 2020)



Target Market

Our target market will include any cat or dog owner. In the UK, this equates to 41% of the population, and in London, that is 31% (Sabanoglu, 2020). These percentages have remained consistent during the last decade, with only a 4% change in either direction being noted in that time. These customers are also spread throughout the country, giving good potential for growth. We shall initially focus on the Richmond area of London, and as we grow, we can begin to look at expansion into new areas. Currently, there is a slight downturn in the percentages of households that own one or more pet. This could be an issue, however it has occurred in the past with an almost immediate bounce back, so is not something we are particularly worried about. As the market is likely to continue expanding over time, there will always be space for more and more of services such as ours.

Target Customer Base

Pet owners come in many different shapes and sizes. This means that we can target our services in a vaguer way, as there is no need for specified marketing. This will help reduce marketing costs in the long run. As I said previously, our potential customer base is all over the United Kingdom, however, to begin with we will be targeting the London borough of Richmond. In London, 31% of households own one or more pet. Considering the population of London is 9 million people (*A growing population*, n.d.) this means that 2.79 million

households in London own a pet, showing that we have many potential customers. These customers all want the same thing, for their pet to be taken care of, and to have the best services available, which is what we can provide. They need to be assured that their furry friends will be treated with the best possible care, and they will get that with our moneyback guarantee. We know that they will be interested in our services, over \$10bn is spent in the pet grooming industry alone globally (*Pet Grooming Products Market Size, Share & Trends Analysis Report By Type (Shampoo & Conditioner, Shear & Trimming Tools, Comb & Brush), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2019 - 2025, 2020*) This clearly shows that people are more than willing to pay for the their pets to be professionally looked after.

Competitors

Noemi Baglieri




Competitors		
Name	Strengths	Weaknesses
 1 Riverdog Studio 2 Richmond Rascals 3 The Barkery Doggy Daycare	 - Highly trained - Specialised - Large selection of services - Award Winner - Sells accessories - Daycare/Walking services - Up to 5 days per week - Multi dog per household 16 years experience	 - Only for dogs 5 days a week - Only two staff - No website - No overnight care - Not 24h - No vet services - No grooming services - Only for dogs - Small scale



We feel we will have three main competitors in the Richmond area. These are **Riverdog Studio**, **Richmond Rascals**, and the **Barkery Doggy Daycare**.

Riverdog Studio

Riverdog Studio is a small, two-person dog grooming salon, who currently provide services only to dogs. They have several strengths, however also some weaknesses. They are highly trained, with both members of staff being fully qualified, and specialise in dog care, of which they provide many services. Despite this, they do only cater for dogs, not cats, only operate 5

days a week, and as I previously mentioned, only have two members of staff. This means they are limited in the number of customers they can have at any one time. (*Born from the love of dogs*, n.d.)

Richmond Rascals

Richmond Rascals is specialist dog grooming and pet care service provider. They are award winning (2020 Pet Groomer of the Year for London at the Corporate Livewire Innovation and Excellence Awards). It is quite difficult to garner any information from this company, as they do not have much online presence, however from what we could find, they do have some positive aspects, including their selling of accessories, and also that they provide not only grooming services, but also day-care and dog walking. They also have some weaknesses, including the lack of website (only a Facebook page), they do not provide overnight care as well as not being open 24hr. They also do not provide veterinary as we will. (*Richmond Rascals*, n.d.)

The Barkery Doggy Daycare

This is a small, dog only day care service. They seem to be a very small company based on their website, which only mentions two members of staff. They can take dogs for up to 5 days a week, which is quite good, as well as being able to take more than one dog per household. The fact that they have been in the business for 16 years means that they have good experience. While these are good strengths, they have some glaring weaknesses. They do not provide any form of grooming service, only day-care, as well as only taking dogs, and being very small scale. (*About us*, n.d.)

The Future

Currently, the overall pet owner market is in a downturn. As I have said previously, this has occurred before (2016), and when it did, within one year it had returned to previous numbers. As populations increase, we believe that pet ownership will only continue to rise, so our Customer Base will rise along with it. We also believe that when the market sees the quality and extent of our services, they will use more than one of said services, and we will gain market share from our competitors. As we grow, we will be able to expand into new areas, and take advantage of customers who otherwise would have had access to our services. The fact that we have so many different services, ranging from grooming to day care and

veterinary services, means that even if one area sees a decline, we will continue to gain income from the others, which gives some security against downturns.

Marketing and Sales

Noemi Baglieri

Our USPs

- Spa and Hotel
- Be-spoke, 24 hour service
- Pick-up and Drop-off
- Money-back guarantee available
- “One Stop Shop” for Pet care



We will be offering a wide range of services. Our pet grooming service will give customer a place to come and have their beloved pets pampered and relaxed, while our day and night care will allow those who work during the day, as well as people going on holiday or other such departures, to leave their pets with us, all with peace of mind that they will be looked after and taken care of in the best possible way, by the best staff around. As we also offer behavioural training and veterinary services, we plan to become the “one stop shop” for all pet care.

Our USPs

Spa and Hotel.

We can not only take a pet and make it look it's best, but we can also take a pet while the customer cannot, and take care of them to make sure that a usually stressful situation, is as easy and comfortable as possible.

Be-spoke, 24-hour service

Unlike most of our competitors, we will be open 24 hours a day, 7 days a week. Whether our customers need to quickly rush away somewhere, no matter the time or day, we can take their pets at short notice.

Pick up and Drop off

Something that, according to our research, none of our competitors can provide, we will be not only able to receive a pet in a drop off, but we will also be able to go and collect from the customer, so that even people who are unable to get to us, can still make the most of our services.

Money-Back guarantee

We will provide and 100% money back guarantee, for cases where the customer is not fully satisfied with our products or services. This shows that we are fully confident in what we will be providing.

The main benefits our services will be first and foremost the quality. We aim to provide the best service available and will engrain that into our customers over time, until we are the first name in pet care.

We truly feel that our wide variety of services, and money back guarantee, will really set us aside from our competitors. There are two main areas that we see ourselves as better than our competitors. These are the fact that unlike others, we are open all day and all night. This allows us to take customers away from competitors who are not open on the weekend, which is when most of our customers will need our services, as they will be at work during the week. We also offer more services than other businesses. While others either do veterinary or grooming, or day-care, we can provide all of this, so customers will not need to go to multiple places to get them and can instead just come to us for everything.



Advertising



- Targeted, direct leafleting (Royal Mail - £500 per 8000)
- Local Radio advertising (Riverside Radio - Monthly Package £450, Quarterly Package £995, 6 Month Package £1,795)
- Social Media (Facebook, Twitter, Instagram)
- Billboards at bus stops (Bubble Bus Stop - £265 for 2 weeks)
- Local newspaper (Richmond & Twickenham Times – Starting at £150 p/a)



- Leaflet drops GPS tracked
- Monitor Social media following, activity on posted material
- Use newspaper sales to estimate views



In order to promote our business, we will use several advertising methods.

Direct, targeted leafleting

Leading up to our opening, and for a period afterwards, we will be distributing leaflets around Richmond, which will give information about our business, and perhaps some introductory offers, in order to get people through the door. Our research has shown that if we use Royal Mail, it will cost around £500 for 8000 leaflets, which we will is a good value for money, as leafleting is a long-proven method of advertising. (*Royal Mail Door to Door®: Cost-effective door drop marketing*, n.d.)

Local Radio Advertising

Once we have opened, we will begin advertising on a local Richmond radio station, Riverside Radio. This will allow us to get our name out to more people, as people listen to the radio every day. This will cost us different amounts, depending on the length of the ad run: £450 p/m, £995 p/q, or £1795 per 6 months. (*Advertising: Why advertise on Riverside Radio?*, n.d.)

Social Media

We acknowledge that in this day and age, a good social media presence is essential for promotion. We intend to have a Facebook page, and Twitter page, and Instagram, where we

can provide news to our customers, as well as correlate reviews, and share pictures of our satisfied customers pets.

Billboards

The borough of Richmond has many bus stops, so we will take full advantage of this and place targeted adverts at several bus stops across the area. Not only will this be seen by bus users, but also people just walking past, and are some of the most effective forms of advertising available. We have found that this will cost around £234 for 2 weeks with “Bubble Bus Stop” advertising. (*6 Sheets*, n.d.)

Local Newspaper

Newspaper advertising is one of the oldest forms of advertising still in use today. We feel it is important to have our name in a newspaper, because while many young people use the internet instead of a newspaper, many of the older generations still buy newspapers regularly, and they are a large sector of pet owners, so it is vital to make sure they see what we provide. With the Richmond & Twickenham Times, we can advertise for around £150 per annum, for a small ad. This works out as great value for money and gets our name out of Richmond into surrounding boroughs. (*Sales Pack: Newsquest (South London)*, n.d.)

In order to see which form of advertising are the most effective, when a customer places an “order” with us, we will ask how they heard of us. From this, we will be able to see where we should most focus our advertising budget.

When it comes to selling our products and services, we will allow customers to make appointments online on our website, over the phone, or in store. They will be able to book at short notice, in the case of emergencies. Our pickup services, however, will not be available at short notice, simple because of logistics, as it is very difficult to get someone out to the customer at short notice. Online, we will have an option for the pet owner to provide any specific requirements that their pet has, such as dietary or exercise requirements, so that we can prepare the best possible care for the animal. When it comes to veterinary services, we will require the customer to book an appointment either over the phone or in store. This is to allow a proper conversation to be had, in order to get the correct knowledge needed to best treat the animal.

All appointments will be tracked with our booking system, which will take appointments booked online and put them in a calendar. Once a time slot has been fully booked, the system will no longer take orders for that time, and will provide alternative available times to the customer. It will also link through to the office, so that when taking orders over the phone and in store, we can see when we are booked or not.

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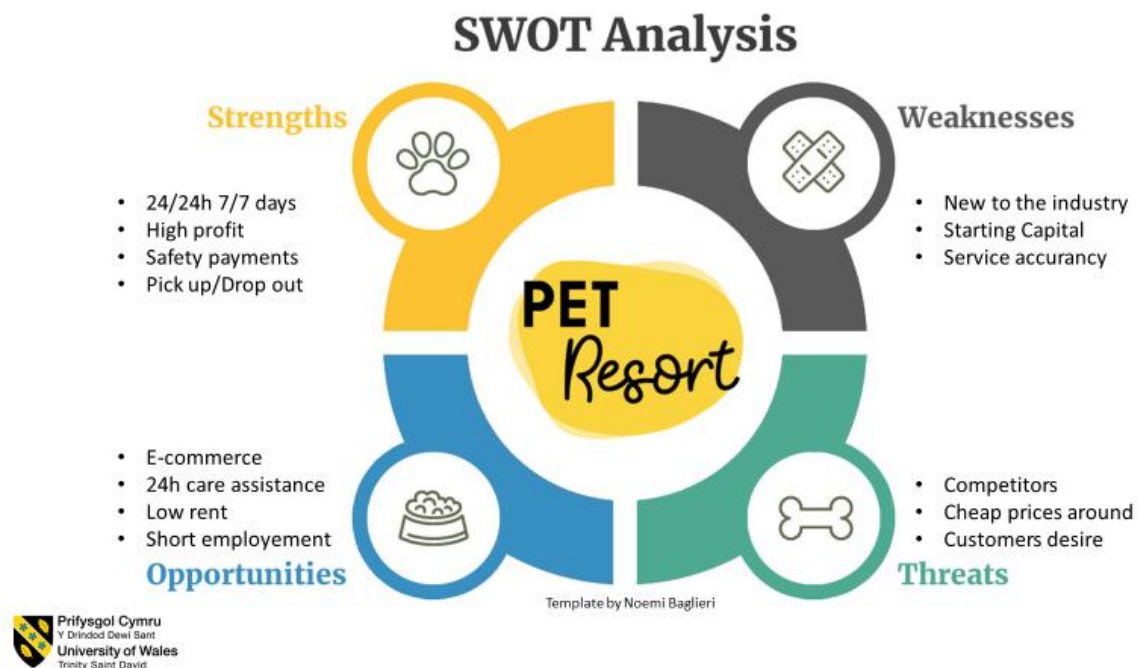
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- **Definition:** A SWOT analysis is a breakdown of your company's strengths, weaknesses, opportunities, and threats.
- The primary task of a SWOT analysis is to help organizations/ businesses develop a full awareness of all the criteria involved in making a business decision.
- Carry out a SWOT analysis before you commit to any sort of company action, whether you are exploring new ventures, revamping internal policies, looking for opportunities to change or altering a plan midway through its execution.

(Schooley, 2019)

In the case for our Pet Spa business find below our own SWOT.

Strengths:

- 24hrs 7 days service – offering an anytime with 24h receptionist on call
- Safety payment set up – contactless payment, bank transfer or direct debit
- Pick up/ drop off service- fully insured and adapted vehicle for safety transportation of customers' pets.
- Customer loyalty program- reward customers for their trust and value their fidelity.

Weaknesses:

- New to the industry – new starters in a quite competitive market.
- Low starting capital- securing low capital investment
- Service accuracy- securing trust from our customers and be of a positive brand reputation takes time to build

Opportunities:

- E-commerce – secured commercial transactions conducted electronically via the internet.
- 24h care centre – 24h round the clock care with overnight staff
- Short term employment – use the services of a local agency as we go through busy periods

Threats:

- Local competitions – already established businesses in the area
- Price match – based on local competitors
- Customer needs may change- change of trends / costs

Pricing Strategy



Pricing Strategy

- Competition oriented pricing
- Clear pricing menu
- Loyalty Card scheme (*cally, 2020*)
- Roll over promotions (*blog.uniqodo, 2020*)
- Free sign ups
- Recommend a friend

Ashvin Ramhit



Definition: Pricing a product or service can make or break a small business. It is essential to use a good pricing strategy to ensure the products or services are appealing to customers and to ensure that the company is profitable. An optimal pricing strategy will depend on more than just the business costs. Forces within a business environment such as competitors, suppliers, availability of substitute products, and customers' disposable income all come into play. (Andrew Gregson BA, 2020)

The strategy we want to follow is as below:

- Competitive prices relating to the market
- Set up a loyalty scheme card
- long term promotions
- Free first-time sign ups
- Recommend a friend discount

Competition pricing: What Promotes A Successful Pricing Strategy?

An working pricing strategy needs to mirror a cohesive pricing structure that facilitates the successes of business goals by ensuring the value of a product/service offering compared to the value offered by competitors (Meehan, Simonetto, Montan and Goodin, 2011). A good pricing strategy should therefore direct an organisation's core behaviour as well as its peripheral communiqué to the market for all pricing-related activities (Meehan et al., 2011).

Loyalty scheme card:

The loyalty card program is an incentive plan that will allow our business to gather [data](#) about our customers. Customers will be offered service discounts, coupons, points toward merchandise or some other reward in exchange for their voluntary and continued custom.

The firm we want to approach, and use is Uniqodo. <https://www.uniqodo.com/>

Long term Promotion:

This will be in place for a minimum period of 6 months and reviewed every year. As we grow and continue to build our brand we will stay in close touch with our customers and offer the best promos for them.

Free first-time signups:

We want to offer first timers a free sign ups as this will be the nudge, we need to convert them to use our services.

Recommend a Friend discount:

To encourage and drive sign ups, the recommend a friend scheme will help greatly. This will be an incentive for our existing customers to benefit of discounted services and increase our customer base.

Sales Forecast

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Sales Forecast



Sales	YEAR 1	YEAR 2	YEAR 3
Overnight care	93,940	103,334	113,668
Day Care	146,050	111,360	133,600
In Home Other Care	9,240	11,090	13,310
Wash Your own	15,900	19,800	23,760
Grooming	7,000	8,880	10,660
Retail	10,600	12,720	15,260
Obedience	5,460	6,790	8,150
Small Size Care	28,620	31,482	34,630
Miscellaneus	1,600	1,920	2,300
Total	318,410	307,376	355,338

Direct Cost	YEAR 1	YEAR 2	YEAR 3
Other	0	895,00	1,070
Overnight Care	3,300	4,000	4,400
Day Care	2,425	3,000	3,300
In Home Care	205,00	252,00	300,00
Wash Your Own	370,00	440,00	530,00
Grooming	280,00	340,00	410,00
Retail	5,300	6,360	7,630
Obedience	275,00	330,00	400,00
Small Size Care	1,025	1,200	1,400
Miscellaneous	155,00	190,00	230,00
Subtotal	13,335	17,005	19,670

Graphic by Luca Oreno

Literature review

Definition: Sales forecasting is the process of estimating future sales. Accurate sales forecasts allow companies to make informed business plans and forecast short-term and long-term performance.

Forecasting involves methods that derive primarily from judgmental sources versus those from statistical sources. Judgment and statistical procedures are often used together, and since 1985, much research has examined the integration of statistical and judgmental forecasts (Armstrong and Collopy 1998b).

* Armstrong, J. S. and Collopy, F. (1992) "Error measures for generalizing about forecasting methods: Empirical comparisons," *International Journal of Forecasting*, 8: 69-80.

Firms often confuse forecasting with planning, and they may use the forecast as a tool to motivate people. That is, they use a "forecast" to drive behaviour, rather than making a forecast conditional on behaviour. (One wonders if they also change their thermometers to influence the weather.) One way to avoid this problem is to gain agreement on what forecasting procedures to use prior to presenting the forecasts. Another way to gain acceptance of forecasts is to ask decision makers to decide in advance what decisions they will make, given different possible forecasts. Do the decisions differ? These prior agreements on process and on decisions can greatly enhance the value of the forecasts, but they are difficult to achieve, in many organizations. The use of scenarios offers an aid to this process. Scenarios involve writing detailed stories of how decision makers would handle situations that involve alternative states of the future. Decision makers project themselves into the situation and they write the stories in the past tense. Scenarios are effective in getting forecasters to accept the possibility that certain events might occur.



Financial Forecast



- The following graphic is based on UK minimum wages salary



	YEAR 1	YEAR 2	YEAR 3
Playground supervisor	21,500	21,500	22,500
Playground supervisor part time	9,520	9,520	11,500
Playground supervisor part time	4,760	4,760	4,760
Groomer	21,000	23,040	24,000
Pet taxi/in-home care/dog walker	0	15,360	15,840
SUBTOTAL	56,780	74,180	78,600
Sales and Marketing			
Other	0	0	0
Other	0	0	0
SUBTOTAL	0	0	0
General and Administrative			
Manager	36,000	38,000	40,000
Reception 1	21,560	21,760	22,240
Reception 2	6,912	6,912	7,104
SUBTOTAL	64,472	66,672	69,344
Other Employers			
Other	0	0	0
Other	0	0	0
SUBTOTAL	0	0	0
TOTAL PEOPLE	8	8	8
Total Payroll	121,252	140,852	147,944

Graphic by Luca Oreno

N.B The wages shown above reflect the UK's basic minimum salary.



Management Process



Management is the process of designing and maintaining an environment in which individuals, working together in groups, efficiently accomplish selected aims. Management is defined as the process by which a co-operative group directs actions towards common goals. (John.F.Mee, 2020)

The basic skills for a management team are planning, problem solving, decision making, meeting, delegating and communications. In our case the 3 business owners will complete some basic pet care training skills and get certified. This will help during staff shortages.

Management Team

The executive team will consist of the 3 owners/ directors. The main tasks will be to implement strategies, set goals and oversee the general day-to-day running of the business.

Planning and directing operations: Ensuring that various procedures and rules and regulations are followed, responsible also to develop and implement an operational plan.

Finance: Controlling financial undertakings, including the assets of the business, this function will look at profitability, expenses, cash, and credit for the organization to have the means to operate as best as possible.

HR: This function will be responsible for the recruitment of staff, the safety of the workplace, employee matters, labour compliance, and training. The payroll department will also liaise with the HR team.

Review sales: Routine performance reviews will help the exec team to have a direct evaluation of the progress of the business.

Developing marketing strategies: setting up the game plan of the organization for the medium to long term and staying close to the fundamental goal for achieving a sustainable business.

Identifying business opportunities: Observe the trends, look at customer behaviours and recognizing problems. Bringing in new ideas and looking at potential areas of development and market needs.

Staffing

The staffing will be as follow:

- Floor manager (1)

To run day-to-day of the business, supervise daily activities, be a trouble-shooter who will improves the service, speed of operations and quality and efficiency of the work allocated.

- Receptionist (2)

Welcoming visitors and customers, accepting deliveries and couriers. Handling the diary and phone calls throughout the day/ night duty. Covering the administrative tasks, including data entry and safeguard of customers details.

- Qualified pet groomers (1)

Provide various services to pets, including nail clipping, bathing, hair removal and general maintenance of the physical appearance of the pets.

- Playground Supervisor (3)

Will look after customers pets, advising pet owners on pet care and maintaining stock.

Everyday tasks involve feeding and providing water to animals, cleaning out cages, exercising animals, dealing with deliveries, keeping the shop clean and tidy at all times and check for animal welfare and signs of diseases.

- Leaflet distributor/ handy man/ Driver (1)

Also known as 'flyering', will cover different areas with the aim to promote the business in the most efficient way, including neighbouring area and will have a track and trace system to monitor conversion.

Also taking on being the designated driver and covering the dropping off or picking up pets from local vicinities.

Cash Flow Planning

Ashvin Ramhit



Cash Flow planning

PRO FORMA CASH FLOW	YEAR 1	YEAR 2	YEAR 3
Cash Received			
Cash from Operations			
Cash Sales	318,410	307,376	355,338
SUBTOTAL CASH FROM OPERATIONS	318,410	307,376	355,338
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	0	0	0
New Current Borrowing	0	0	0
New Other Liabilities (interest-free)	0	0	0
New Long-term Liabilities	0	0	0
Sales of Other Current Assets	0	0	0
Sales of Long-term Assets	0	0	0
New Investment Received	0	0	0
SUBTOTAL CASH RECEIVED	318,410	307,376	355,338
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	86,760	163,440	167,520
Bill Payments	121,390	109,197	118,933
SUBTOTAL SPENT ON OPERATIONS	208,150	272,637	286,453
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	0	0	0
Principal Repayment of Current Borrowing	0	0	0
Other Liabilities Principal Repayment	0	0	0
Long-term Liabilities Principal Repayment	17,556	17,556	17,556
Purchase Other Current Assets	0	0	0
Purchase Long-term Assets	0	0	0
Dividends	0	0	0
SUBTOTAL CASH SPENT	225,706	290,193	304,009
Net Cash Flow	92,704	17,183	51,329
Cash Balance	131,704	148,887	200,216

Graphic by Luca Oreno



References

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