

Business plan

DOG breeding

Module Code: BMSW 4006

Module Name: Managing Enterprise in the 21st Century

Name of students and ID numbers:

Marina Ivanova-2128092

Zornitsa Drakova-2133187

Nedyalko Radev-2128093

Name of Group: M&Z

Lecturer Name: Umar Sadaat

Title: VIP BULLIES/SERVICES AND PRODUCING

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VIP BULLIES /SERVICES AND PRODUCING

- Marina Ivanova
- Zornitsa Drakova
- Nedyalko Radev



INTRODUCTION

OVERVIEW

- **BUSINESS IDEA**

- High quality dog breeding (French bulldog)
- Fertility service

- **PRODUCT**

- Puppies

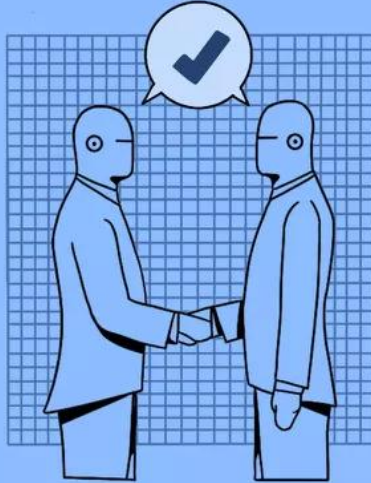
- **SERVICE**

- AI
- Collecting biological material
- Progesterone Testing
- Reverse Progesterone Testing
- Cytology Testing
- Scan (Pregnancy Confirmation)
- Chilled biological material
- Frozen biological material
- Transportation Boxes



LEGAL FORMAT

- General partnership
 - Three Parties
 - Share Profits
 - Divide Responsibility's
 - Business In Common



Partnership

[ˈpärt-ner-,ship]

A formal arrangement by two or more parties to manage and operate a business and share its profits.

 Investopedia

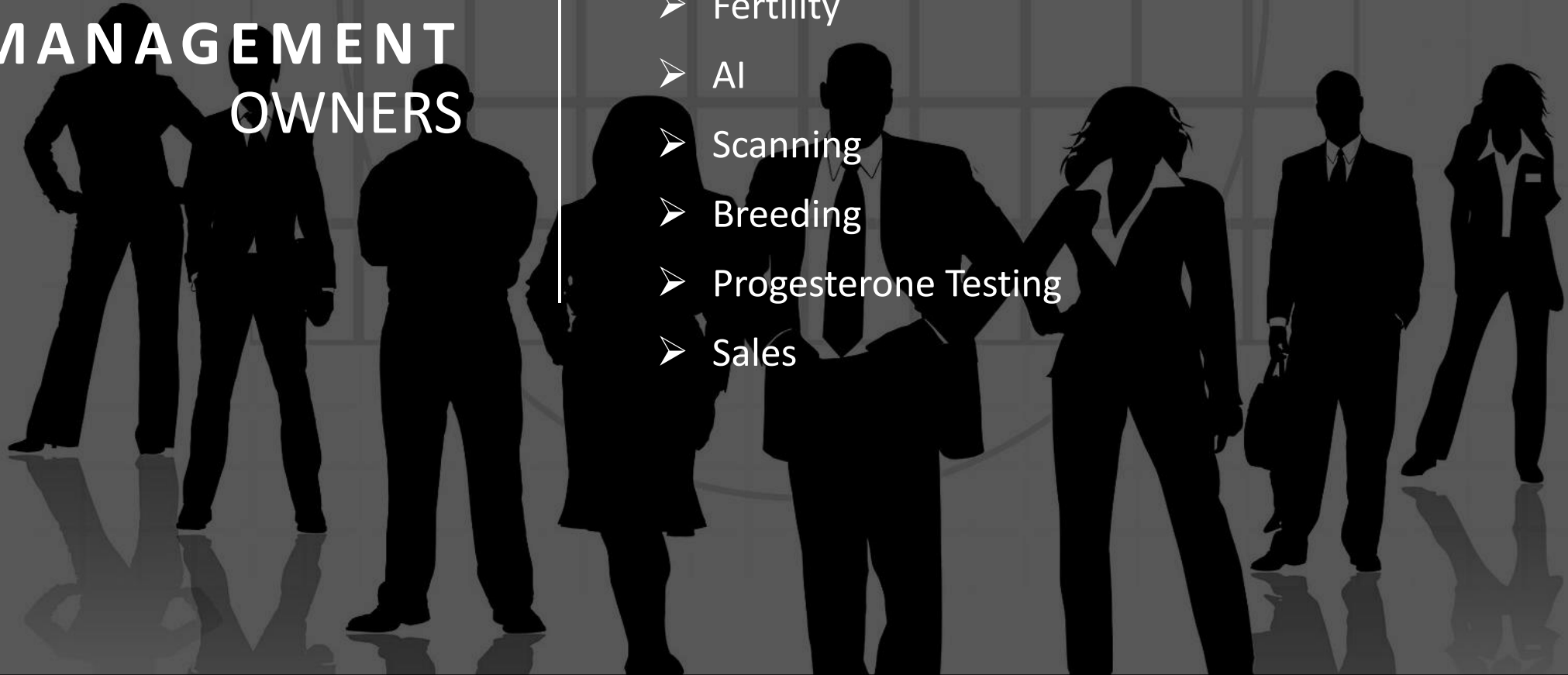
Matthew Collins 2022

MANAGEMENT

• Marina Ivanova

MANAGEMENT
OWNERS

- Fertility
- AI
- Scanning
- Breeding
- Progesterone Testing
- Sales





MANAGEMENT OWNERS

• Zornitsa Drakova

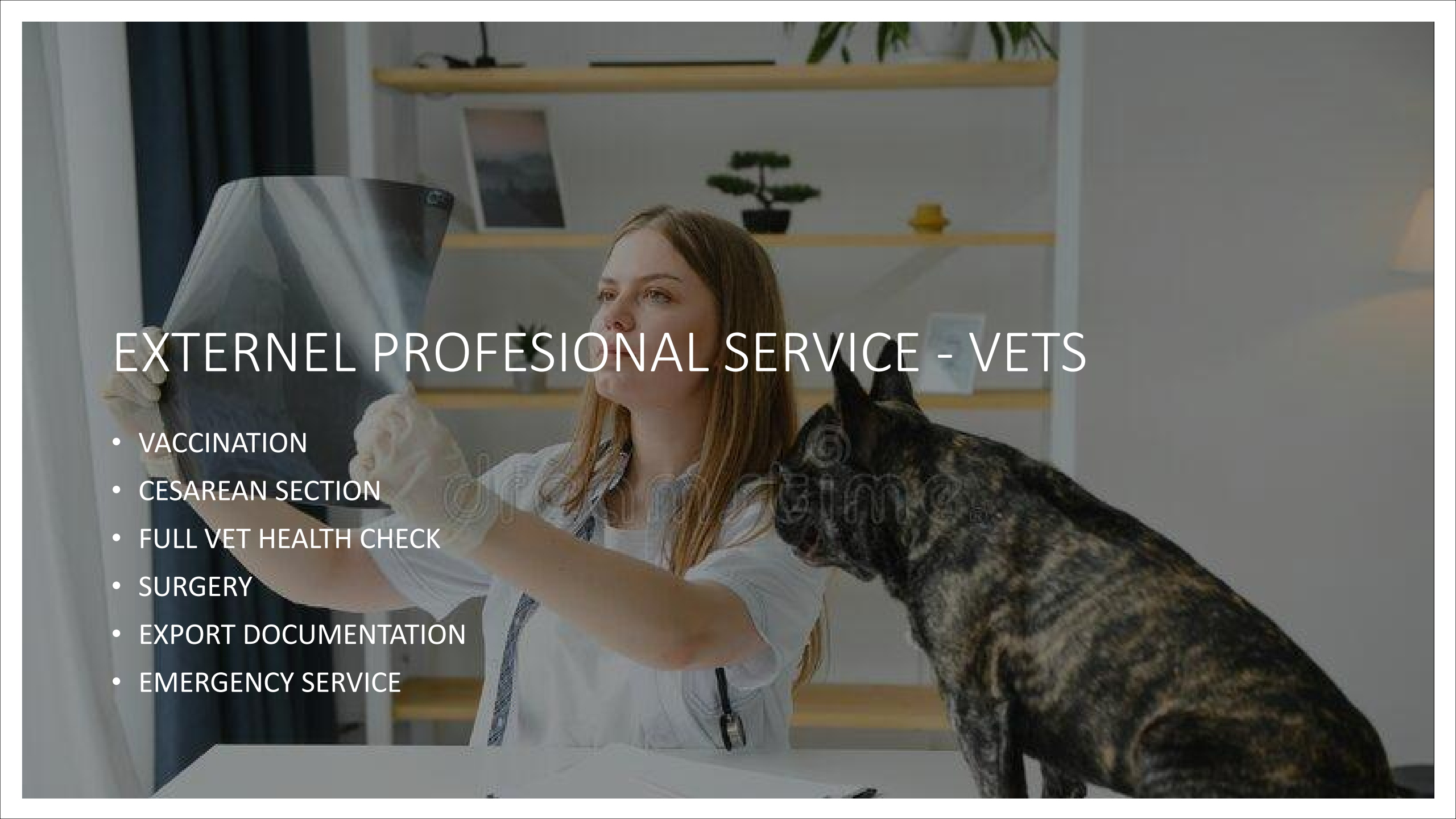
- Advertisement
- Social Media(Facebook,Instagram,TikTok, Google)
- Specialised-Sites
(Gumtree,Pets4Homes,ForeverPuppy,Free Adds...)

MANAGEMENT OWNERS

•Nedyalko Radev

- Animal Welfare
- Diet Plan
- Hygiene
- Walking
- Grooming





EXTERNAL PROFESSIONAL SERVICE - VETS

- VACCINATION
- CESAREAN SECTION
- FULL VET HEALTH CHECK
- SURGERY
- EXPORT DOCUMENTATION
- EMERGENCY SERVICE



EXTERNAL PROFESSIONAL SERVICE - TRANSPORT

DELIVERING PUPPIES AND BIOLOGICAL MATERIAL ALL OVER THE WORLD

A woman with long brown hair and green eyes, wearing a dark pinstriped blazer over a red shirt. She is adjusting her brown-rimmed glasses with her right hand. The background is white with faint, diagonal, repeating text 'dreamstime' and circular logos.

EXTERNAL PROFESSIONAL EXPERTS - COUNCIL

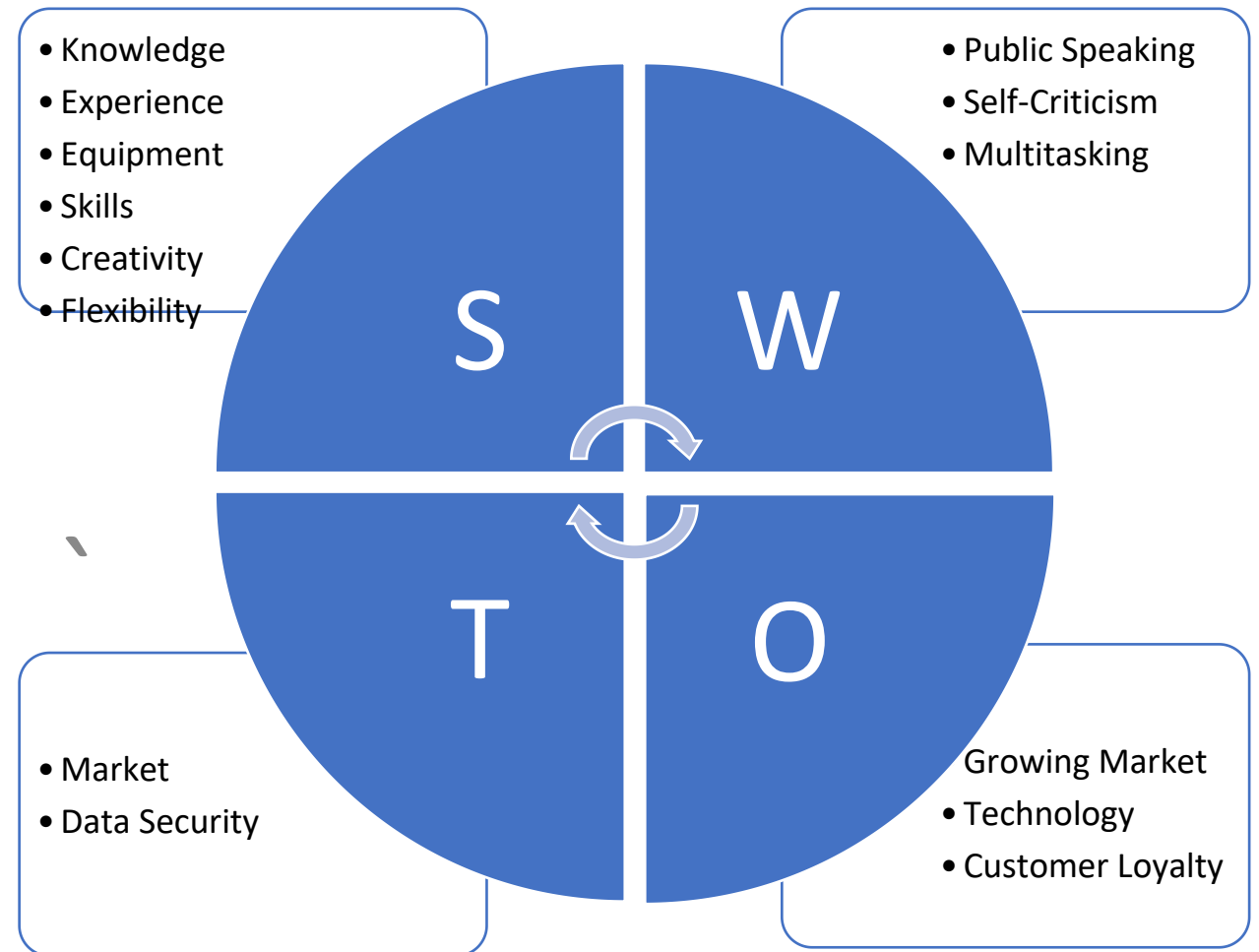
DOG BREEDING LICENCE

SWOT analysis (short for strength , weaknesses, opportunities, threats)is a business strategy to assess how an organization compares to it`s competition.

D Teoli,T Sanvictores (2019)

SWOT is a popular four box strategy analysis and strategy development framework

Sarsby , A (2016)



A PESTLE analysis studies the key external factors (Political ,
Economical, Social,
Technological ,Legal ,
Environment) that influence
an organization.
CIPD(2021)

P	E	S	T	L	E
Current Tax Policy	Exchange Rates	Lifestyle Attitudes	Level Of Innovation	Animal Welfare	Weather
Trade policy	Interest Rates	Population Growth	Technological Awareness	Health And Safety	Climate Change
Government Policy	Unemployment Rate	Population Age	Data Protection		Environmental Policies
	Inflation Rate	Target Demographics	Technological Change		



Target Market

Demographic

Age 25-70
Families
Pets Lovers
Business Entrepreneur

Geographic

Neighbourhood
City
Country
Continent
World

Psychographic

Personality
Interests in Pets

Behavioural

Responsible People

A target market is a group of potential customers that you identify to sell products or services to. Each group can be divided into smaller segments. Segments are typically grouped by age, location, income and lifestyle

Australian G.(2021)

Marketing Strategies

An advertisement is generally considered a public communication that promotes a product ,service , brand or event .

Square B. (2022)



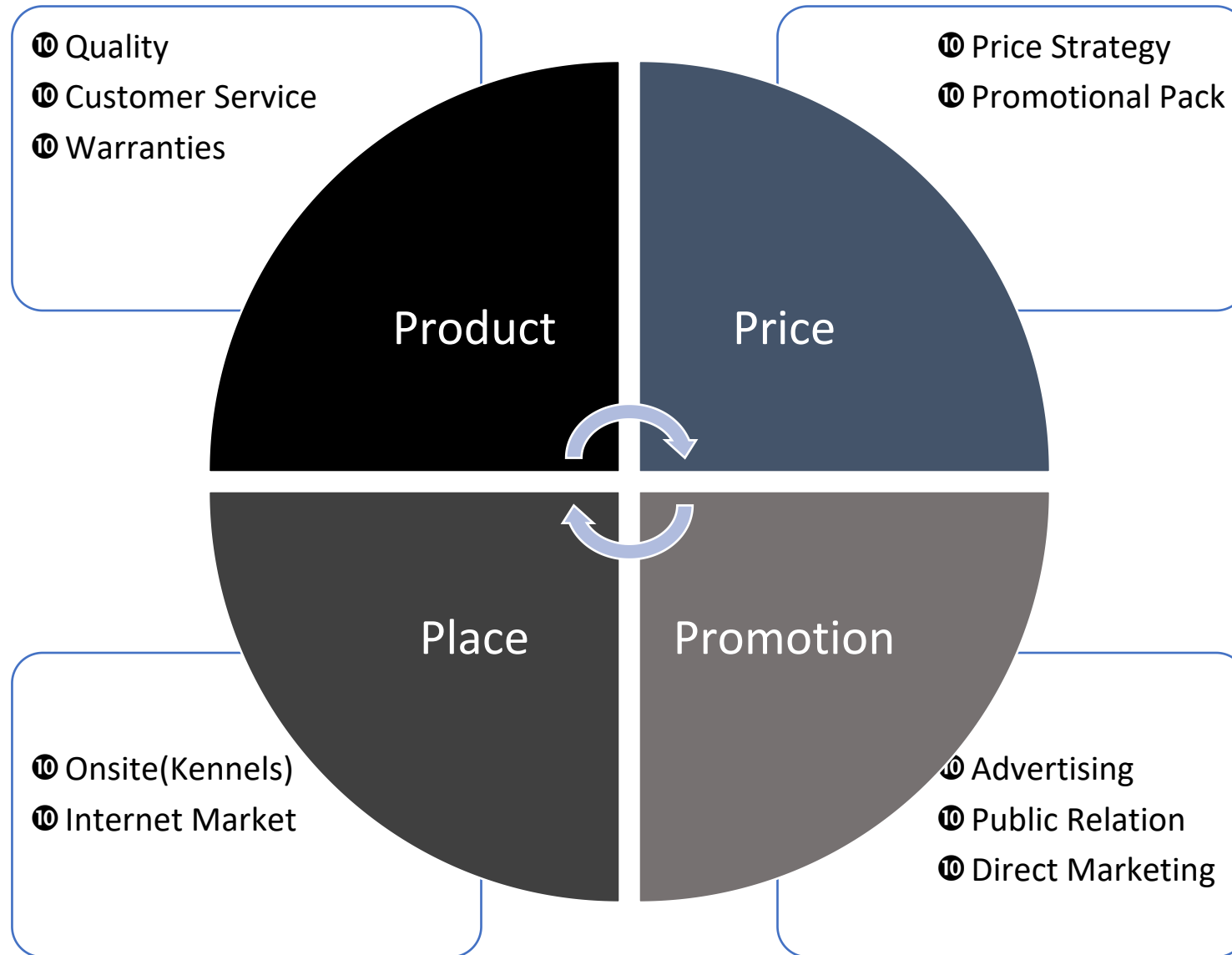
Julie Bang
(2022)



4 Ps of Marketing

[ˈfɔr ˈpeɪ əv ˈmɑr-kə-tɪŋ]

The four key considerations that must be thoughtfully considered and wisely implemented in order to successfully market a product or service. They are product, price, place, and promotion.





FUNDING

Start-up Cost:

- Equipment for Fertility Clinic - £ 30 000
- Refurbishing of Existing Building - £ 20 000

SOURCE OF FUNDING

Source 1 – Savings

Source 2 – Business Loan





Total Annual Sales

Service - £ 36 000
Sales - £ 90 000
Total Annual Sales - £126 000

PROFIT

Total Annual Profit - £55 000



- The funding available via various government sources can help with a number of things such as:
-

- Hiring and Training Costs
- Purchasing Tools and Equipment
- To improve Cash-flow and to Cover Startup Costs
- For Marketing and Advertising
- and more...

M. Mah (2019)



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