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Introduction

The people of the world have been passing an uncomfortable situation because of the Covid-19 pandemic situation. The pandemic situation cannot allow people to move freely outside the home even if the pets are not allowed to move outside. Especially in the UK region, the present covid-19 situation does not allow the citizen of the UK to move freely due to health risks. The pet lovers of the UK want to provide a safer and healthier living environment to their pets than usual. The number of pets in the UK family is increasing day by day and each member of the UK family considers pets as a family member. The opportunity to perform pet business is increasing where the Covid-19 situation enables the entrepreneurs to start an online pet supplies business.

Business description

The online pet supplies business will be named “Pet Kingdom” where Ollie Nelson and Emilia Nelson will be the owner of this business. Ollie and Emilia Nelson are planning to open the business on 1st April 2022 in the Coventry area. The goal of the business is to produce quality pet products for the pet lovers of the Coventry area and delivery them to the pet lovers after receiving online orders. The main objective of the business is to make it a profitable business in the first year by creating more customers in the Coventry area. The mission of the business is to help pet lovers to ensure a healthy and safe environment for their pets by providing quality pet food and products in the Covid-19 situation. The business will involve in getting financial success from the UK market in the first year to help the owners and the investors of the business.

Pet Kingdom will offer homemade pet food and innovative pet products to the pet lovers of the Coventry area. The business will offer nutritious and natural food products to the customers to provide them with the best kind of pet food. The business will offer online orders and free home delivery service to the customers where customers will be able to order pet meals from Pet Kingdom's kitchen and receive it from their home without paying any delivery cost. The business will provide innovative pet products like food-preserving pet bowls, cleansing pet bathers, etc to the customers to meet their needs. Homemade pet food products for the pets will diminish the health risks of pets and offer a safe life to the pets. The innovative products will reduce the anxiety of pet owners and ensure pet fitness. Home delivery service will be given to the customers of Pet Kingdom for saving their valuable time and reducing the risks of health issues in this post-Covid situation.

Industry analysis

The revenue growth has been increased by 11% in 2021 in the case of the Online Pet supplies business and the industry demand of online pet business is in the increasing form. The increase of online sales of pet products is increasing to a great extent due to the Covid-19 pandemic situation. The market, growth rate, and sales of online pet supplies are in an increasing mood.

Porter's five forces analysis

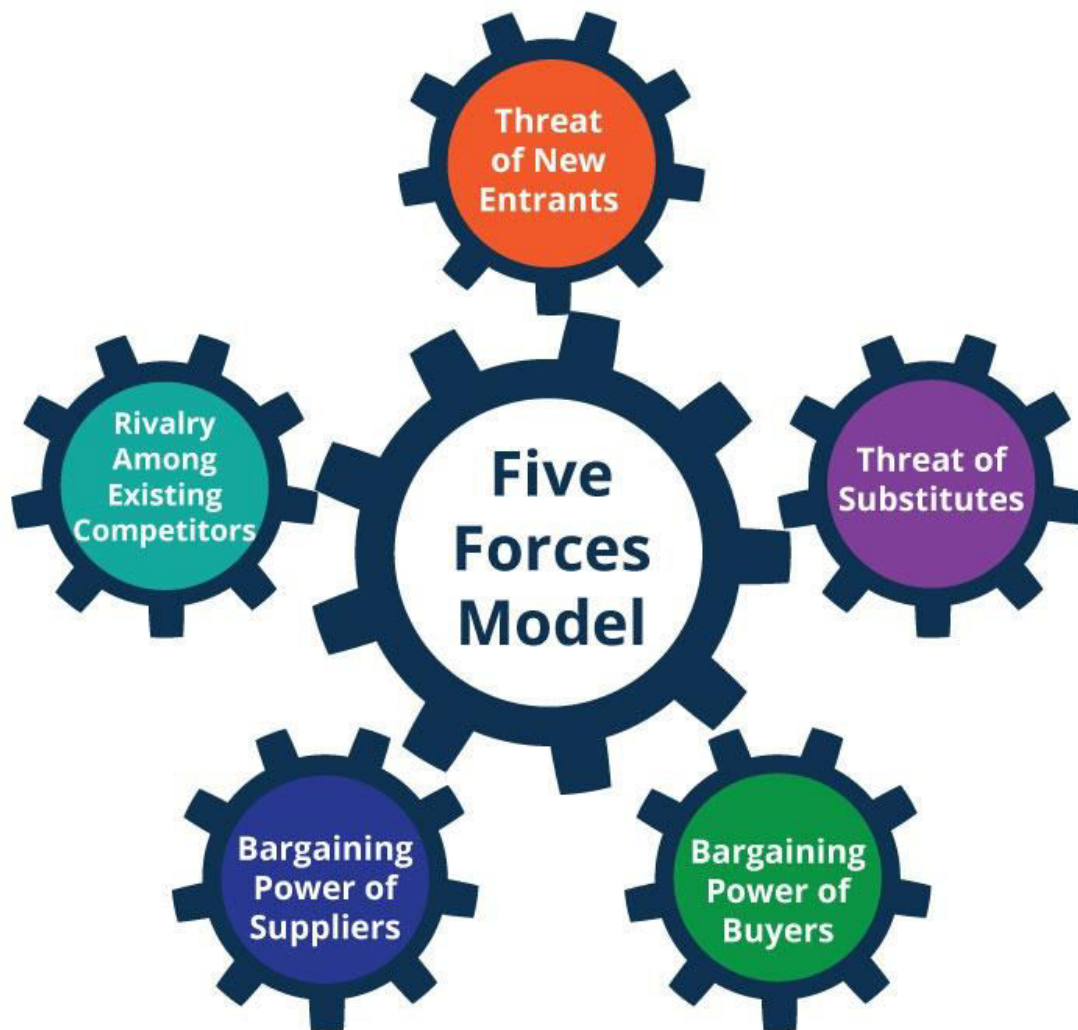


Figure 01: Porter's five forces model (Buljan, 2021)

The threat of new entrants: The possibility of coming new pet business in the UK market is moderate where the new pet business planner can get the grooming technologies and materials of pets without any difficulty. In the UK market, the existing pet business offers a wide range of pet

products where a new pet business can enter the market easily through offering homemade quality pet foods and innovative pet products.

Bargaining power of buyers: The bargaining power of the buyers in case of purchasing Pet Kingdom's products and services will be low because the other business operators in the UK market are not offering the same products and reasonable prices of products (Juliana and Nyoman, 2019). Pet Kingdom has the opportunity to create itself as a reliable brand which will create higher switching costs for the customers.

Bargaining power of suppliers: The suppliers of Pet Kingdom will be holding moderate bargaining power because the business has the opportunity to collect raw materials from the different suppliers. Pet Kingdom will gain more discounts from the suppliers through maintaining a good relationship with its suppliers.

The rivalry among existing competitors: The competition among Pet businesses is medium in the Coventry area (Indiatsy et al., 2019). In the areas where Pet Kingdom will have the most focus like homemade and innovative products, the competition is comparatively low. In the Coventry area, only two businesses provide homemade pet food products to the customers.

The threat of substitute products and services: The threat of substitute products and services from other pet businesses is low because the other businesses are not able to provide the same features, design, and services to the customers like Pet Kingdom is going to offer. This business is engaged in providing innovative and healthy products which will create difficulties for other businesses to adopt the same products and services.

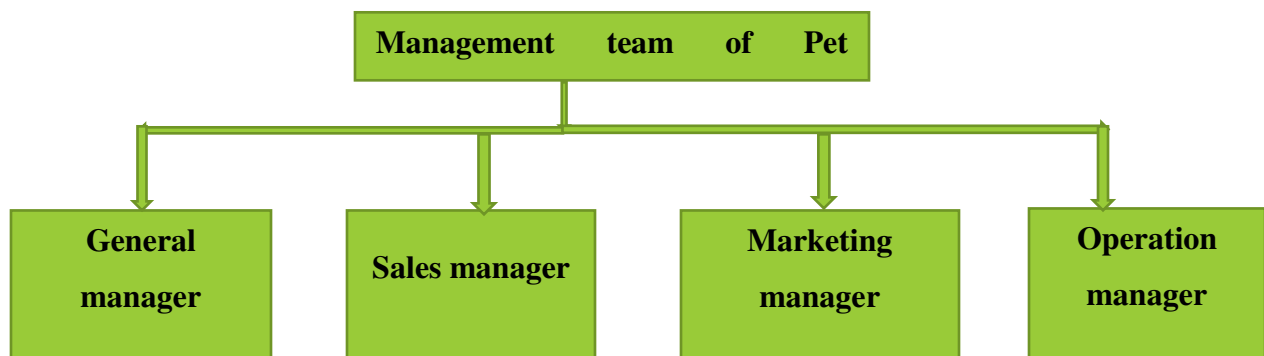
Operational plan

The operational plan of Pet Kingdom involves creating clear objectives for helping everyone to be focused on operational completion. The strategic objective of Pet Kingdom is to deliver Pet products within one hour after receiving orders all over the Coventry area. The other operational objectives of the business are creating a mobile app for offering customers a better experience, increasing app users by promotional activities, increasing sales by gaining more customers (Rojchanaprasart et al., 2018). To meet the strategic objectives, Pet Kingdom will collect the raw materials from the two local suppliers of Coventry. To meet other operational objectives, the technology team of Pet Kingdom will develop an app for the business which shows product

details, prices, ratings, and order systems. The production department of the business will produce products in a safe environment to ensure healthy pet products. The marketing team of the business will use social media marketing for promoting its products and services. The sales team will use virtual phone system technology for communicating with the employees. The location of the operational activities will be done in the west point of the Coventry area. The working hours for the employees will be from 8a.m to 10 p.m. The manager of each department of Pet Kingdom will take the responsibility of performing the business operations successfully.

Management Team Plan

The owners of Pet Kingdom will hire a team of consultants for this business to get direction in the key areas with their skills and experience. An advisory board will be formed for making strategic decisions in the case of Pet Kingdom. This board will be formed with specific persons who are experts in engineering, business planning, new product development, entrepreneurship, etc. (Eirmann et al., 2019). The management team of Pet Kingdom will include a General Manager, a Sales Manager, a Marketing manager, an operation manager where the organisational structure of the business will be relatively flat.



General manager: Mr. A will be the general manager of Pet Kingdom where he will perform some roles and responsibilities for the business. Mr. A will manage the people, budget, and timelines of the business with the use of his skills and experience. Mr. A will increase the effectiveness of the business by performing different roles in recruiting, selecting, coaching, training, product design, new product development, communicating, planning, monitoring, controlling, etc.

Sales manager: Mr. D will be the sales manager of the business where he will possess some qualifications and responsibilities to perform his job. Mr. D will develop the sales strategy and

process, operate customer relationship management software database, manage distributors, build a relationship, etc.

Marketing Manager: Mr. X will be the marketing manager of the online pet supplies business and he will have the qualifications as well as experienced in the marketing field. Mr. X will perform various duties like managing external research to attract customers, identifying market opportunities, identifying market trends, developing a marketing strategy, and so on.

Operation Manager: Mr. Y will be the operation manager who will manage the daily activities of the business by performing various roles and responsibilities for the organisation. Mr. Y will perform various roles like keeping proper records of goods, interacting with suppliers, controlling goods and supply, supervising the workforce, and so on.

Marketing Plan

Target market and positing

The initial target market of the business is only the pet owners of the Coventry area. The target market is located in a specific region and the positioning of the market will be done based on the expectations of the customers (Sheng and Zhang, 2020). Pet Kingdom will produce and deliver innovative pet products as well as homemade pet foods to the target customers for aspiring pet owners to the business. The patented design and technology will be the key to the business to make it unique from other businesses and create a position in the pet owner's mind.

Differentiation

Pet Kingdom will provide unique features, superior performance, long-lasting durability, and credibility to differentiate its products from others (Rizqiyah et al., 2020). The business will provide easy access to online orders, one-hour delivery after order, customer perceive pricing, etc to its customers to differentiate its services from other pet businesses. The business will provide products and services based on the perception of the customers, make communication with the customers, provide advertisements on social media, etc. to create reputation differentiation.

Proposed Marketing mix

Marketing elements	Implications for Pet Kingdom

Product	Pet Kingdom will offer innovative, functional, reliable, and beautiful pet products to the pet owners of the Coventry area where the products will be included four standard heights like small, medium, large, extra-large, and three standard colours like clear, pearl, smoke along with one material acrylic (Xiao et al., 2021). Pet Kingdom will design and develop pet products through the use of methods and materials that have environmental and social control.
Price	Pet Kingdom will follow a value-based pricing method for the pet products to meet the expectations of the customers. The business will also adopt a competitive pricing strategy to sustain in the competitive environment and decrease the doubt of the pricing of the products.
Place	The products will be available for online orders in this Covid-19 situation. Pet Kingdom will launch a mobile app and a website for helping customers to order online (Xiao et al., 2021). The business will operate a home delivery service for the customers, and they will not take charge of the home delivery.
Promotion	The promotional activities of the new business will be conducted on social media platforms to inform a great audience about the new products and services in the online marketplace. Pet Kingdom will also provide advertisements in community-based newspapers, pet magazines, and local TV stations to promote the products and services in the offline media.

Financial Plan

The owners of Pet Kingdom are two people, and they will finance 75% of the total finance to the business. The two partners are from the same family, they are husband and wife. They do not allow any external business partners in this business and for this, they will collect the remaining money from the bank loan (Hobbs, 2019). The finance of the business will come from the owners and the bank loan. The total finance for the business will be £172000 where the owners will provide £129000 from their savings and a commercial bank will provide the remaining £43000.

Areas to spend money	Sources of Money	Required amount
Registration of the business	Ollie's savings	£500
Legal expenses	Ollie's savings	£2500
Expenses for marketing promotion	Ollie's savings	£3500
Cost of hiring consultant	Ollie's savings	£2500
Cost for the purchase of insurance	Emilia's savings	£2000
Cost for payment of rent for first 6 months	Ollie's savings	£30000
Operational costs for the first 3 months	Ollie's savings	£34500
Cost for start-up inventory	Ollie's savings & Bank Loan	£65000
Cost for store equipment	Bank Loan	£10000
cost for shop remodelling	Ollie's savings	£10000
Cost for store equipment	Bank Loan	£8000
Cost of launching a website	Emilia's savings	£500
Cost for our opening party	Emilia's savings	£2000
Other expenses	Emilia's savings	£1000
Total	-	£172000

Three-month cash budget forecast

Particulars	April	May	June
Beginning of cash balance	£30000	£25000	£35000
Expected cash receipts:			
Cash sales	£40000	£30000	£45000
Collection of account receivable	£95000	£80000	£105000
Other income	-	£5000	£15000

	£165000	£140000	£200000
Expected cash payments:			
Raw materials	£60000	£20000	£10000
Payroll	£25000	£25000	£25000
Other direct expenses	£5000	£5000	£5000
Advertising	£15000	£5000	£2000
Selling expenses	£8000	£10000	£8000
Administrative expenses	£5000	£5000	£5000
Plant & Equipment expenditures	£20000	£20000	£20000
Other Payments	£1000	£1000	£1000
	£139000	£91000	£76000
Cash surplus (Or deficit)	£26000	£49000	£124000

Market Research

The popular trend in the present time in the UK market is running an online store. The owners of Pet Kingdom can start an online pet supplies store for the pet owners of the Coventry area in the UK. The people of the UK prefer home delivery in the pandemic situation for diminishing health risks and reducing their valuable time (Thomas et al., 2019). The delivery system of the new business needs to be efficient according to the market demand because customers of pet products want a quick response after giving online orders. Delivery within one hour after receiving the order from customers can create effectiveness for this business.

Macro Environment Analysis (PEST analysis)



Figure 02: PEST analysis (Koumparoulis, 2019)

Political factors: The running government of the UK is very aware of diminishing the negative impact of the Covid-19 situation where the government can take strict restrictions for the people of the UK. There is no way to accept the necessity of online business in this pandemic situation and online pet supplies business can be a good decision at this time.

Economic factors: The pet owners of the Coventry area want to ensure a healthy and safe environment for their pets where they prefer innovative products to provide their pets the best services like family members get (Peng and Nunes, 2017). The moderate and high economic condition of the pet owners of the Coventry area shows that the innovative pet products have the demand in the target market.

Social factors: The social community needs online services in the present time because they want to keep themselves as a healthy person. Again, the social community of the Coventry area has a huge of pets which forces the social people to buy online pet products. So, the online pet supplies business can be profitable by meeting the needs of the social community of the Coventry area.

Technological factors: Modern technologies are available in the Coventry area to produce innovative products for this business (Thomas et al., 2019). The owners of the business can adopt modern technologies for performing business activities easily where modern technologies can help to produce innovative products and deliver those products in the right manner.

Conclusion

The covid-19 pandemic situation has changed the pet industry radically where the Covid-19 forces the pet businesses to operate their activities through online order and home delivery to sustain in the market. Besides, the citizen of the UK prefers to fosterage pets like dogs, cats, birds, etc. in their family and consider them as family member. The citizen of the UK in the Covid-19 situation has not been able to go outside for buying pet foods and other pet products for the association of health risks. So, it forces the pet businesses to operate online business activities. The decision by Ollie and Emilia Nelson in the case of operating an online pet supplies business can be profitable in the Coventry area in the post-Covid-19 world.

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