

MANAGING ENTERPRISE

BMSW4011

**THE PROPOSED BUSINESS IDEA: DEVELOP A PET CARE APP NAMED
“CARING PET”**

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Task-1

Part 1

Introduction

Managing the enterprise involves balancing the strategic act of planning, operational efficiency, and organisational structure. Within the business strategy, the functional member involves managing the customer relationships, supply chain, marketing, and finance (Yeh *et al.*, 2021). In this study, the researcher would develop a business idea named “Caring Pet” which would be known for providing support-based care to the pet-owners who are staying away from their beloved pets and fail to take necessary care of their pets.

1. Describe in detail the name, product/service proposition of the business and behind theory

“Caring Pet” is a pet-care brand that is known for provisioning quality care services and the brand would not only provide care products, however would also offer a wide range of support-based care including care foods, supplements and diagnostic services. Within the diverse range of care services, the business unit would also develop a care application named “Pet-o-Care”, through which the consultants would be aligned and busy pet parents can appoint with the care consultants through the app.

Behind story

“Caring Pet” would mainly focus on the busy individuals who failed to take care of their beloved pets due to their busy schedules and the development of the “Pet-o-Care” application would assist them to tackle their beloved pets virtually, which would save both the costs and time.

2. The ownership style of the business

Business ownership is the financial and legal control of an enterprise, including the responsibilities and rights of the owners (Burns, 2022). The “Caring Pet” would follow the “partnership strategy” whereas the company would in future collaborate with other Pet care units in UK to develop the product portfolio and enhance the larger customer base.

3. Mission statement, objectives and aim of business including USP

Mission statement

The mission of the organisation is to provide personalized care services to diverse pet parents, which would meet the pet's different needs, and help them to lead a sustainable life.

Aim

The major aim of the organisation is to upgrade the sustainable life standards of different pets across the UK by promoting pet-friendly services.

Objectives

- To develop personalized pet care services for a diverse range of pet owners with an affordable price range
- To attract a large number of pet owners across the UK with innovative services within the UK.

USP

The USP of the brand is the app would support the pet parents in collaborating with a wide number of veterinarians through virtual mediums which would save time and cost.

4. Physical location

The success of the business is heavily dependent on the identification of the market and in this case, the newly launched unit would primarily focus on the digital market. On a primary scale, they would interact with a diverse number of buyers within the online medium, more precisely through their official website.

5. Human resources

Developing the Human Resource values helped the business unit gain a competitive advantage (Newman *et al.*, 2022). The company primarily would employ approximately 10-15 people from marketing, operations, and HR backgrounds. The employees would be sourced from online and offline job portals. Identifying the job roles as per the workers' performing criteria is one of the key elements that define productive values (Nusratovich, and Usmonkhan, 2022). Their job roles would be conducting the interactive session with pet owners, coordinating with the doctors and specialists and developing the promotional campaign for the app.

Organisational Chart

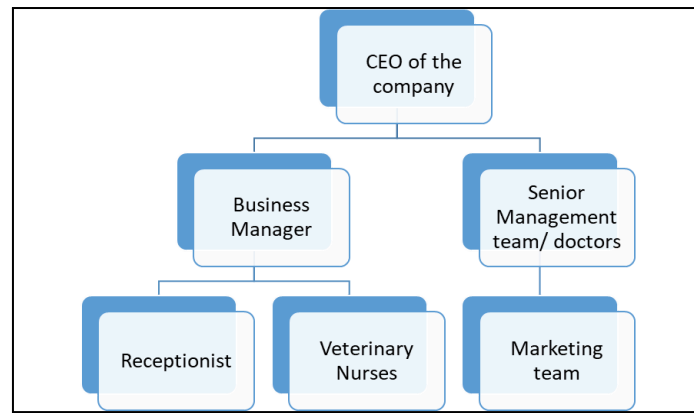


Figure 1: The Organisational Chart

6. Marketing activities

The promotional activities help the functional unit to maintain its marketing value and ensure a greater amount of market share through their activities (Bulturbayevich, 2023). In order to promote the services, “Caring Pet” would focus on several online PR initiatives to attract new-age pet owners. For example, the brand would use “Flyers” where all the services and products would be showcased along with their charges. Apart from that, the brand would also use Blog posts, where the short promotional videos would be shared.



Figure 2: Flyers

7. Market Research

Current market research of UK

The UK petcare brands' overall market size reached up to USD 11.88 Billion in 2024 and it is estimated that the market share of the brand would reach USD 20.59 Billion by 2033 (Statista. 2023). Additionally, the CAGR growth rate would be 5.70% between 2025 to 2033. In 2023, the veterinary services were approximately valued at worth £22.6 billion.

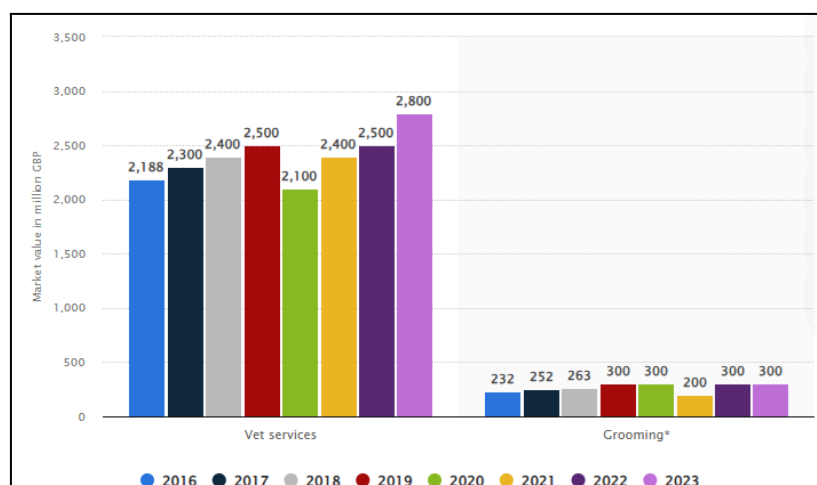


Figure 3: The market share value of Pet care services between 2016-2023

(Source: Statista, 2023)

Personal Analysis

Question 1

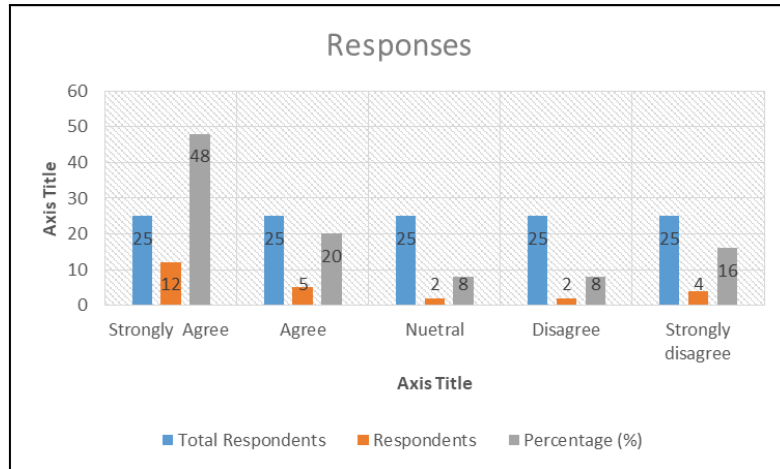


Figure 4: The Survey Result Graph

Question 2

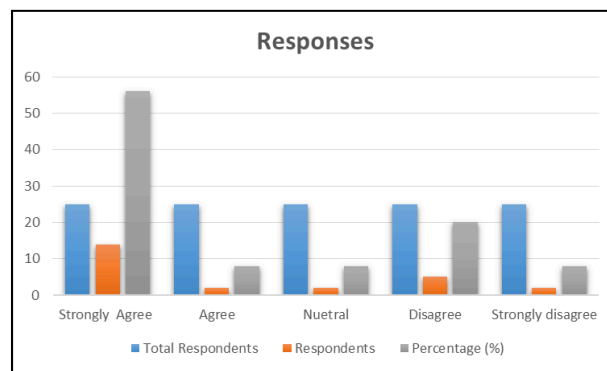


Figure 5: Survey Responses Graph

Question 3

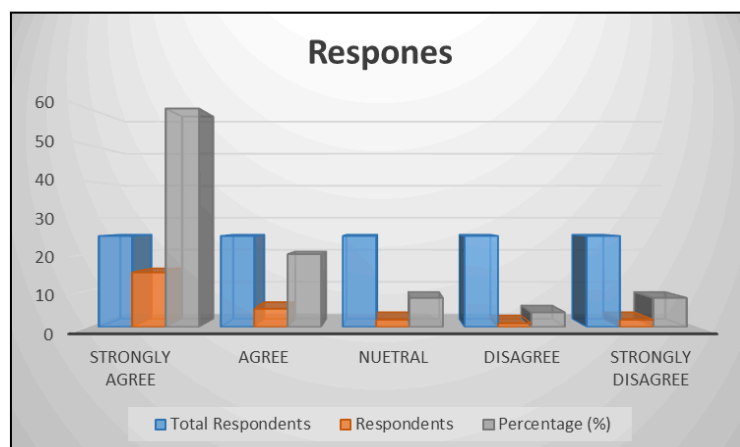


Figure 6: Survey Responses Graph

Analysis

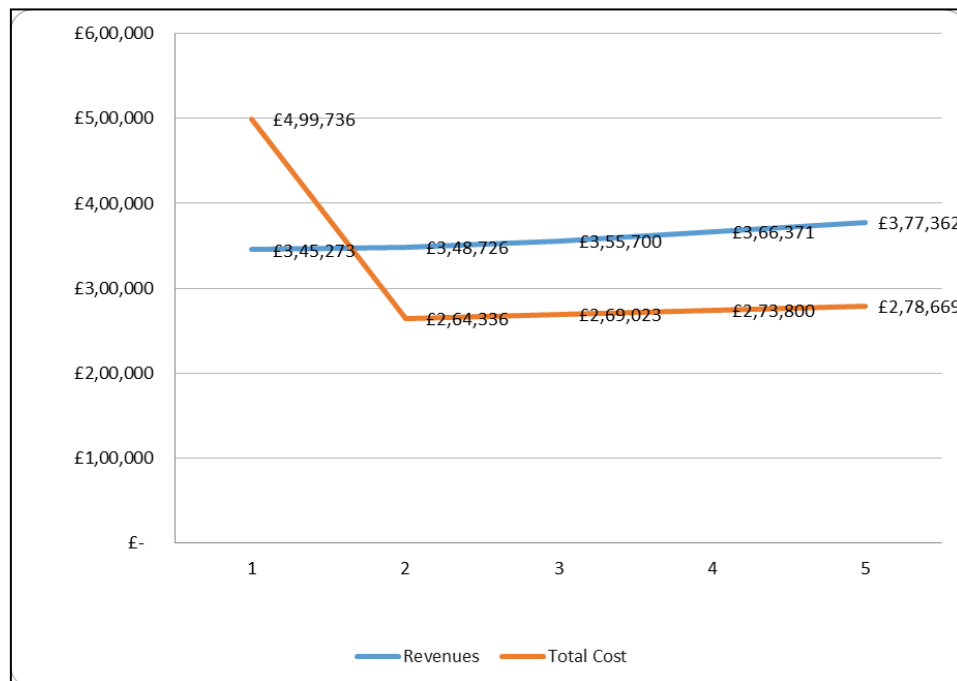
In this section, the market survey has been conducted where the majority of the pet owners, approximately 48% of individuals believe that affordable online pet care assistance would help them to develop accessibility rates. Similarly, approximately 56% of pet owners in UK believe processing online care services helped them to gain on-time care services. Similarly, 60% of respondents felt that online pet care assistant services would help their brand to reach out to the larger customer base in UK.

8. Financial resources

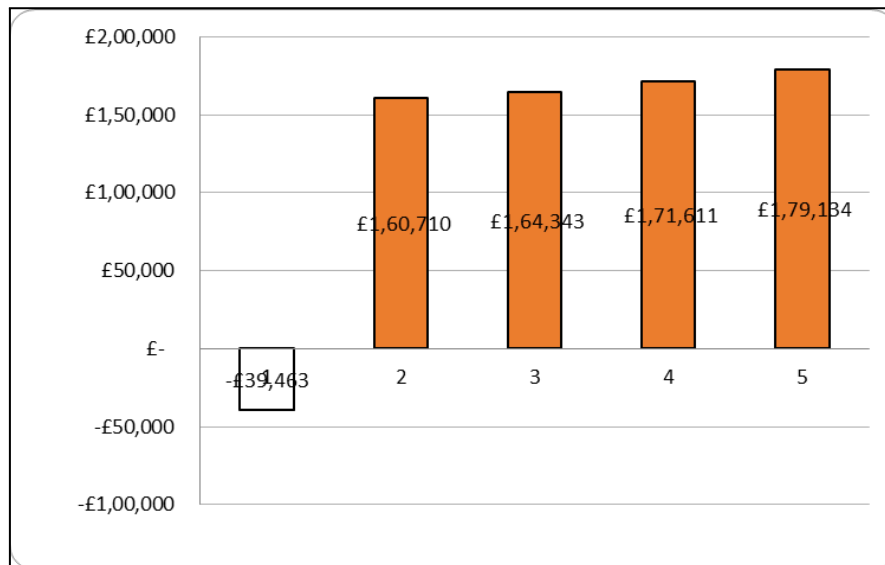
The funding sources for running this pet care service in the UK are mainly the different shareholders, especially community service groups, veterinary clinics and banking institutions would be prioritized. The estimated cash flow resources would be approximately £2,98,000.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenues	£ 21,500	£ 22,790	£ 23,930	£ 25,126	£ 26,382	£ 27,701	£ 29,086	£ 30,541	£ 32,068	£ 33,671	£ 35,355	£ 37,123
Less												
Wages Amount	£ 5,500	£ 5,500	£ 5,500	£ 5,500	£ 5,500	£ 5,500	£ 5,500	£ 5,500	£ 5,500	£ 5,500	£ 5,500	£ 5,500
Salaries Amount	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000
Other Expenses	£ 3,500	£ 3,535	£ 3,570	£ 3,606	£ 3,642	£ 3,679	£ 3,715	£ 3,752	£ 3,790	£ 3,828	£ 3,866	£ 3,905
Rent, Rates & Taxes	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000
Transportation	£ 3,000	£ 3,060	£ 3,121	£ 3,184	£ 3,247	£ 3,312	£ 3,378	£ 3,446	£ 3,515	£ 3,585	£ 3,657	£ 3,730
Cash Profit	-£ 2,500	-£ 1,305	-£ 262	£ 836	£ 1,993	£ 3,211	£ 4,493	£ 5,842	£ 7,263	£ 8,758	£ 10,332	£ 11,988

12 Months' Cash Flow



Break Even Point



Cash Profit Graph

9. Completion of SWOT analysis

Strength Availability of different doctors, clinicians Supportive care services with flexibility and adaptability values	Weakness Frequent changes in clients' needs Seasonal demands can change the profitability rates
Opportunities Online market growth can develop profit-making values Customer's awareness towards pet's wellness products	Threats The tough competition from the wide number of pet care clinics The supply chain disruptions in petcare products can disrupt the services

The threats overcoming strategy

The biggest business threat that Caring Pet would witness is the high level of market competition. In order to develop competitive values from other pet care clinics, the newly

launched business unit would develop online promotional values and a social media promotional campaign would help them to have a desired customer profile. In order to develop the supply chain and inventory values, the brand would focus on the cloud supply chain network within the UK market.

Conclusion

From the above discussion, it can be concluded that “Caring Pet” would focus on digital market initiatives and through these digital marketing initiatives, the brand would reach out to the largest customer profile. The demand for pet care services along with clinical support in UK is highly favourable, it helped the brand to earn the desirable profit rates through their performances.

Part-2 Individual reflection

Introduction

Developing the business plan as per the marketing needs and requirements is one of the leading strategic procedures. The entrepreneurial skills within the business are the amalgamation of communication values, leadership framework and business management.

The new business skills and knowledge during the development and formulation of the business plan

During the business planning, the new business skills that I have acquired are cost management skills, market analysis skills and presentation skills. With cost management skills, I have been able to prepare cash flow statements and maintain constructive ideas regarding resource estimation and allocation activities. During the process of formulating a business plan, I have also gained constructive knowledge regarding the different market demands and estimated market growth rates of pet care services in UK. Involving in this study would also offer me constructive views regarding Human resources and understood the multiple facets associated with the managerial skills.

Evaluating the Entrepreneurial strengths

Entrepreneurial Strengths are the skills, resources, and qualities that help a skilled individual to start his own business within the competitive market (Manafe *et al.*, 2023.). My critical thinking capacity is one of the leading traits that helped me to develop innovative business ideas and start my entrepreneurial journey. Apart from that, with the support of the cost estimation capacity, I have been able to estimate the financial resource planning as per the marketing and resource needs. Additionally, my problem-solving skills also helped me to understand the market gaps and develop the entrepreneurial business planning as per the marketing gaps.

As per the Entrepreneurial standards, my communication skills also sharpened than before during the market survey activities. The higher communication values helped the potential entrepreneur to share long-term marketing goals with the diverse community. My capacity to coordinate with the diverse functional members and the different market players also gave me the option to brainstorm unique entrepreneurial ideas, which are one of the essential elements for a new business unit to develop competitive advantage.

Sharing an entrepreneurial trait

Due to my limited exposure to the UK job market, my knowledge regarding innovative business thinking capacity is significantly poor and it restricts my capacity within the decision-making activities. Innovative decision-making values help the entrepreneur create a

unique identity within the competitive landscape. My lack of brainstorming capacity also hampers my values to develop unique values through this proposed business idea. Within the performing arena, the innovative decision-making capacity helped the entrepreneur to develop the market brand values uniquely.

The developing strategies

In order to develop innovative thinking values, I would predominantly focus on collaborating with the various market players from diverse business sectors. For example, I would be required to develop a professional network with the workers and managers, it would help me to have clear ideas regarding “situation decision making.” Situational decision-making also helped the entrepreneur to easily identify the market gaps along with the customer expectations. In this case, I would prefer to build up an effective network with the various business leaders and in this way, I have achieved the immense opportunity of business handling within the adverse situation.

Conclusion

From the above discussion, it can be explained that by participating in this study I would develop a wide number of entrepreneurial skills, which are cost management, and critical thinking skills. However, my poor innovative decision-making capacities might reduce my functional capacity within my entrepreneurial journey.

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Appendices

Question 1: Question 1: How far do you agree that providing affordable pet care services helped the wider UK pet lovers community?

Options	Total respondents	Respondents	Percentage (%)
Strongly agree	25	12	48
Agree	25	5	20
Neutral	25	2	8
Disagree	25	2	8
Strongly Disagree	25	4	16

Question 2: Do you agree with the statements that offering online care services helped European pet owners with desired pet care needs?

Options	Total respondents	Respondents	Percentage (%)
Strongly agree	25	14	56
Agree	25	2	8
Neutral	25	2	8
Disagree	25	5	20
Strongly Disagree	25	2	8

Question 3: Have you felt that offering online pet care brands and diagnostic care services can attract a wide number of clients?

Options	Total respondents	Respondents	Percentage (%)
Strongly agree	25	15	60
Agree	25	5	20
Neutral	25	2	8
Disagree	25	1	4
Strongly Disagree	25	2	8