

presentation busniss plan

by Magdalena Vintila

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¹ BUSINESS PLAN

Module code and name: Enterprise and Entrepreneurship LCLM4006

Name of the Students and ID Numbers: Magdalena Vintila 2216452

Lecturer Name: Fouziya Farheen

Title: The grooming salon for pets.

Part 2: Individual Presentation



INTRODUCTION



- A pet grooming salon dedicated to providing top-quality grooming services for beloved pets. We're pet lovers ourselves, so we understand the importance of keeping them healthy and looking good. The goal is to open a grooming salon that provides customers with the best service and sets new standards in pet care.

Services offered:

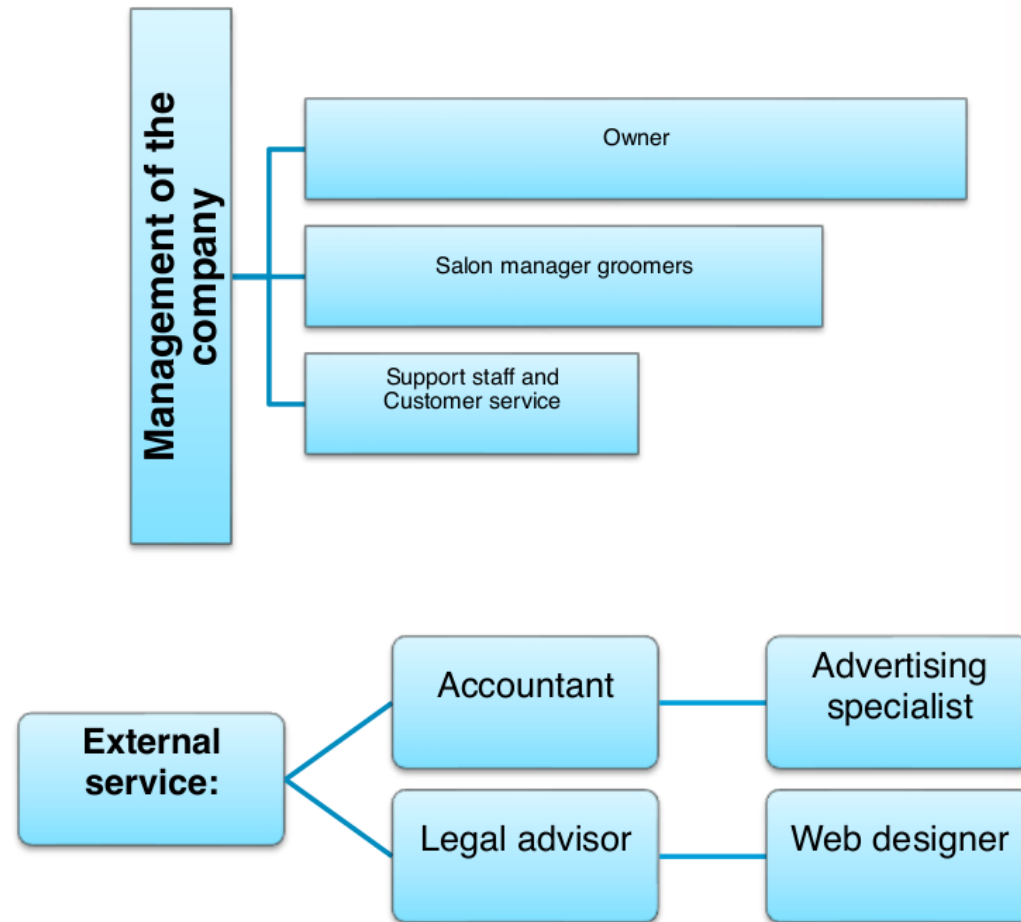
- bathing and brushing
- haircuts and styling
- nail trimming
- and ear cleaning
- styling and accessorizing and many others.

Legal format and management of the company

Limited liability company:

Main benefits:

- Limited liability protection
- Flexibility and simplicity
- Tax advantages



Target and marketing strategies

Primary target:

- Pet owners
- Local community



(Straus and Frost 2016)

(Kotler and Keller 2016)

Industry and Competitors analysis

1. Paws and tails grooming salon
2. Fur-ever friends pet spa
3. Happy tails pet salon

Funding requirement and how funds will be used.

Potential funding sources: personal investment, bank loans, small business grant. (between 10,000 and 50,000) .

Using of funds:

- Salon setup
- Inventory and supplies
- Staff and training
- Marketing and advertising
- Operational expenses

Conclusion :

Our pet grooming salon presents an exciting opportunity in the growing demand for professional pet care services. With a focus on providing high-quality grooming and personalized attention, we aim to create a positive and stress-free experience for both pets and their owners

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