# **Executive Summary**

## **Company Name & Contact Information**

Company: Pets Onsite Service

Wenzhou-Kean University, Zhejiang, China

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## **Opportunity/Problem**

### Keeping andraising pets, especiallydogs or cats, has been part of modern life. It is a common phenomenon that people keep and raise pets at their home, not only for their house guards, but also pets serve people’s emotional needs. For instance, in China, with people’s income increasing and life attitude changing in recent years, raising pets has become a stylish and cash-burning lifestyle in urban areas. However, when people need to go travel or leaving home for several days or months, they cannot feed their pets timely. While they can put their pets at their friend’s home or some pets’ shop temporarily, pets may perform some situations like hunger strike, irascibility or inadaptation because of changing to new living environment. Moreover, it could always be hard to find a spare space or cages in pets’ shop during festival vacation or peak season in China’s urban areas, and it will cause your pet wouldn’t get enough care from pets’ shop. Your friend may not have spare time to take care of your pets. And from the culture effect, Chinese people doesn’t want their friends feel inconvenient for their pets. We want to make benefits for these pets’ owners and carry out new industry revolution for pet market.

### **Solution**

Our company, Company Pets Onsite Service, continuously seeking to provide professional pets raising and keeping service at home for pet owners. Pet owners can book the service time via our official website three days in advance before leaving home. Then our staff will visit owners’ home to take keys or pets’ owner can send the key to our company. For recording owners’ raising requirements, our staff will visit pets’ owner home or pets’ owner can connect with our online consumer service in the next day after booked. Professional staffs from our company will offer onsite service like feeding pets, clean up excreta and so on. If the pet is dog, we will also walk the dog as our service. Maybe the pet owners will consider the safety of their house, there are three options for pet owners to choose. The first option is that pet owners can request our staff to use live video call during the whole onsite service process. The second option is that our staff will take camera to record all the service they offered at home, then our staff will upload this video to pet owners. The third option is that pet owners have their own camera at their home, so they will supervise our company’s service. For the payment of our service, the pet owners should settle it within two days after they come back. In addition, pet owners can share and leave their comments in our official website, including rank our overall process.

### **Target Market**

### Our market mainly focuses on the pet owners in their 20s and 30s, especially those people who work and live in the urban areas. It was researched that more than 85 percent of the dog and cat owners are women in China. The majority of the pet owners belong to the post-1980 or post-1990 generations, which means they have strong consumption capacity in pets’ market. Culture and lifestyle make this industry more attractive in the pets’ market. People have more emotional needs from their pets nowadays, and this shows they would more eager to buy good service for their pets. Our company wants to have franchise chain to develop our business, which is developed with sequence as: Wenzhou City, Zhejiang Province, big cities (Beijing, Shanghai etc.) in China, southern Area and then whole China will be our pets service.

### **Competition**

In the pets’ market, our main competitor is the pets’ shop. Pets’ owner can put their pets in that shop temporarily, but it may encounter many problems. Firstly, as I mentioned before, pets may feel inadaptable in new living environment. Secondly, the pets’ shop wouldn’t have more spare space or cages for occupied during festival vacation or peak season. Thirdly, the pets’ shop may not offer professional and enough care service for pets. Fourthly, the fee in pets’ shop is more expensive than our company’s service. Because the pets’ owner will book our service online, we don’t need to add our rent fee of physical shop in service as the pets’ shop. In our company, we will offer our best and professional service for pets with reasonable price. The pets’ owner would more prefer our company.

### **Why Us?**

### This idea comes from our real experience and current situation in China. Professions and experiences make us more outstanding and trustworthy for the pets’ owners. We have four departments in our company, and they are Decision Department, Training Department, Marketing Department and Consumer Service Department. Our Training Department will provide professional training for staffs to make our service better and reliable. Where can we get these staff with pets feeding skills and make sure that they are kind-hearted? We will recruit staffs with the restrictions that they need have pets at their home, and then divide our staffs as the city district to cover all the communities and departments. After each onsite service finished, pets’ owner is free to leave and share any comments in our website, including rank our service. Our Consumer Service Department will collect each comment and feedback for making progress next time. We also plan to expand our business to pets training, medical service and so on.

### **Forecast**

Company Pets Onsite Service may not be profitable within the first year, because it takes time for market acceptance. In the first three years the projected revenue will be 200k, 350k, and 500k, respectively. We assume most of our expenses will come from salaries, training staffs, marketing.

### **Financing Needed**

Company Pets Onsite Service would need a total of $100,000 to start. We will invest $50,000 for our company. Then we are looking to obtain $20,000 for funding through Kickstarter or Gofundme. Lastly, we are asking for the remaining $30,000 from investors and lenders. $20,000 will go towards recruiting new company members, like professional staffs. $10,000 will go towards marketing campaigns. $15,000 will go towards the license for our company. $35,000 towards rent, office, and storage and $20,000 towards operations.