

## Market Summary

- Future Market
    - The pet population is growing at the rate of 2 million/year
    - Equally divided between dogs and cats
    - Dogs will exceed cats in the South and Midwest
    - Cats will exceed dogs in the West and Northeast
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# Patty's Pet Palace

## Revenue Division by Pet Type

- Dogs account for 75% of grooming revenue
- Cats account for 50% of healthcare revenue

# Patty's Pet Palace

## Competition

- Most Grooming Salons do not provide healthcare
  - Most locally owned and small
  - Weakness to Franchise
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# Patty's Pet Palace

## Primary Strategy

- Develop a franchise approach
  - Bulk purchase of healthcare & grooming products
  - National and local advertising
  - Internet links
    - Pet-related sites
    - Status updates on individual pets
    - The latest in pet healthcare
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## Possible Expansion Areas

- Metro areas have best profitability
- More dogs in suburbs
- Most human population growth in Midwest

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## Recommendations

- Choose a large, Midwest metro area
- Open store first in metro, then suburbs, then rural
- Use franchise model to
  - Undercut pricing
  - Improve revenue from advertising

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## Returns

- New Stores will be self-supporting
  - Volume will increase profitability
  - Additional profits can be used to open more stores
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