




Dog Boarding


BUSINESS PLAN


Your dog's favorite time of the day




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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a Dog Boarding business, you must create a detailed Dog Boarding business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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TIP

Tom's Dog Boarding Services, LLC is a standard and licensed dog boarding care center and one-stop pet company that will be located in the heart of Detroit - Michigan in a neatly renovated and highly secured, and ideal housing facility for pets; an organization that will carry out all-round services as it relates to dogs and other pets. We will provide pet c

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Mission Statement



TIP

Our mission is to position Tom's Dog Boarding Services, LLC to become one of the leading dog boarding cum pet services brand in the industry in the whole of Detroit - Michigan, and also to be amongst the top 5 dog boarding cum pet services brand in the United States of America within the first 5 years of starting the business.

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Vision Statement



TIP

Our vision is to build a highly successful, competitive, and effective dog boarding business that will become the number one choice for both individuals and corporate organizations in Detroit - Michigan.

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Customer Focus



TIP

Tom's Dog Boarding will primarily serve the residents within a 10-mile radius of our location. The demographics of these customers are as follows:

- 97,927 residents

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Success Factors



TIP

Tom's Dog Boarding is uniquely qualified to succeed due to the following reasons:

- Tom's Dog Boarding will fill a specific market niche in the community we are entering. In addition, we ha

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Financial Summary



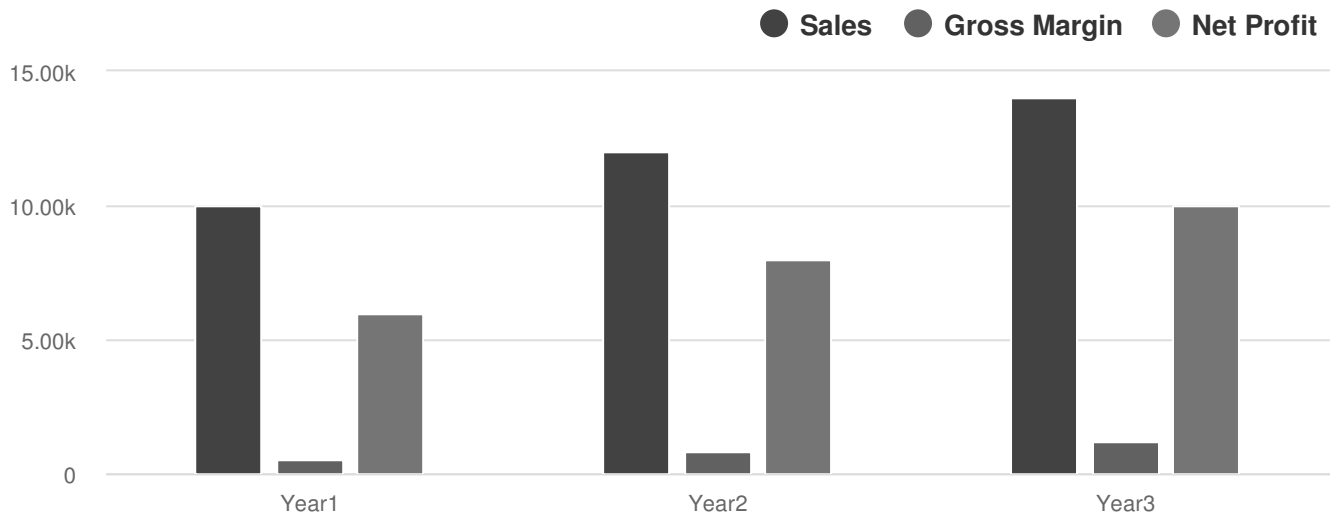
TIP


Tom's Dog Boarding is seeking total funding of \$222,000 of debt capital to open its dog boarding business. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

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3 Year profit forecast





TIP

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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2.

Company Summary

History

Business Structure

Startup summary



TIP

Tom's Dog Boarding Services, LLC is owned and managed by John Moore and his immediate family members. John Moore is a renowned and licensed dog handler/trainer. He has well over 10 years of experience as a dog handler/trainer working for some of the leading pet services companies in the United States of America.

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History



TIP

John started Tom's Dog Boarding in Jan 2015. Driven by his passion for dogs and because of the increasing number of dog lovers within the city, John decided to open a place where clients can bring their dogs for day/overnight care while they are away for work, business, or personal trips. With his years of experience with dogs as an assistant to a local veterinarian,

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Business Structure



TIP

It is a known fact that the success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available role. Tom's Dog Boarding Services, LLC will build a solid business structure that can support the growth we envisage for our dog boarding services and pet-related business. We will

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Startup summary



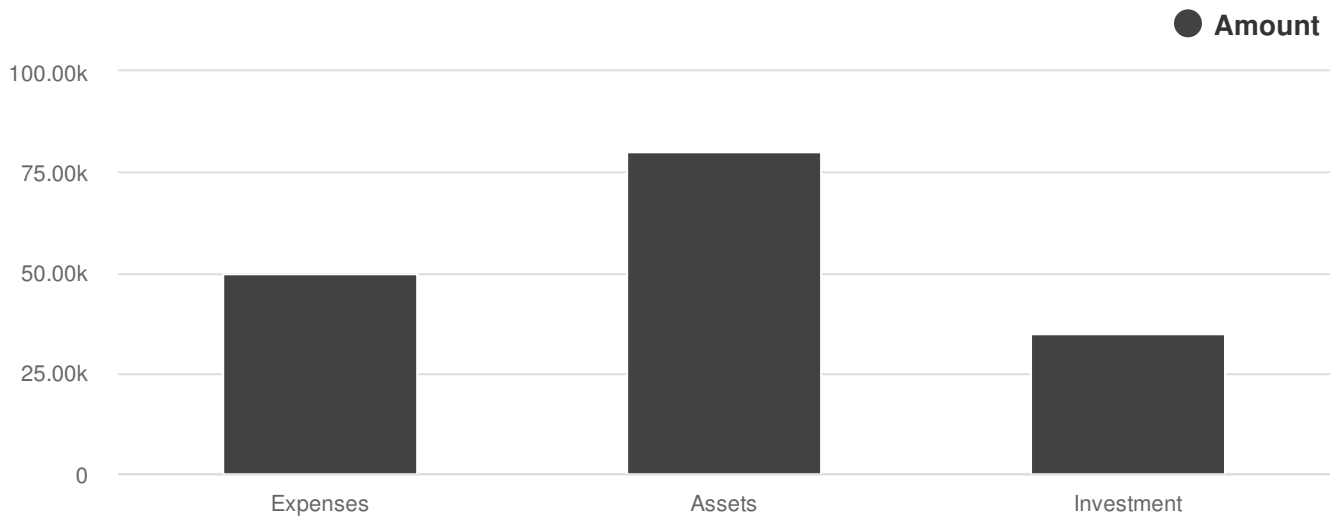
TIP

Total start-up requirements include legal costs, logo design, stationery, and related expenses. The start-up costs are to be financed partially by the direct owner investment and long-term loan financing. The details are included in the following table and chart.

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Startup cost



Cost distribution

Amount

Expenses	50000
-----------------	-------

Assets	80000
---------------	-------

Investment	35000
-------------------	-------

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

Start-up Expenses	Amount
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875

Start-up Expenses	Amount
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services

Product and Service Description



TIP

Tom's Dog Boarding wants to set itself apart from other animal service facilities that may offer only one or two types of services. While talking to several pet owners, I have come to realize they desire the services I am proposing, but are frustrated because they must go to several different businesses. The focus of Tom's Dog Boarding is daycare and overnight care.

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Product and Service Description



TIP

Tom's Dog Boarding will be considered an upscale, full-service animal care facility. We will offer a wide range of services, not limited to dogs or cats. Services are as follows:

- **Overnight Care:** Leave your pet for as long a

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4.

Market Analysis

Market Trends

Target Market

Market Growth



REMEMBER

The most important component of an effective Dog Boarding business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Dog Boarding business plan sample or other Dog Boarding business plans available online.

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Market Trends



TIP

Today's trend consists of professionals having their families later in life or deciding not to have children at all. Pet owners are increasingly treating their pets as they would their children. Pets aren't just part of the family anymore. In some cases, they are the family. They are willing to invest dollars to have them cared for in an environment that would mirror their h

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Target Market



TIP

Before starting our dog boarding services and pet-related business, we are certain that there is a wide range of both corporate and individual clients who would definitely need our services. We will ensure that we develop strategic pacts with communities and corporate organizations especially dog owners who are always out of town. This will give us severa

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Market Growth



TIP

The benefits of sharing our lives with our pets offer owners affection, companionship, and security. For busy families, professionals, and single pet owners, Tom's Dog Boarding offers peace of mind alternative to leaving their pets home alone. Over 350,000 Portland Metro households have dogs according to the Dog Nose News. The nation's 58 m

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5.

SWOT Analysis



TIP

Tom's Dog Boarding Services, LLC engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well-structured dog boarding services and pet-related business that can favorably compete in the highly competitive Pet Grooming and Boarding industry in the United States and the world at large.

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Strengths

Our core strength lies in the power of our team; our workforce. We have a team that is considered experts in the Pet Grooming and Boarding industry, a team with excellent qualifications and experience in dog boarding and pet-related services including veterinary medicine.

Aside from the synergy that exists in our carefully selected workforce, Tom's Dog Boarding Services, LLC is well positioned in a community with the right demography; loads of people who own pets. With that, we know we will attract loads of clients from the first day we open our doors for business.

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Weaknesses

As a new dog boarding and pet-related services company in Detroit - Michigan, it might take some time for our organization to break into the market and gain acceptance especially from top profile clients in the already saturated Pet Grooming and Boarding industry; that is perhaps our major weakness. Another perceived weakness is that we may not have the required capital to pump into publicity and advertisement as we would love to do.

W

Opportunities

Beyond every reasonable doubt, the opportunities available in the Pet Grooming and Boarding industry is massive considering the number of individuals and corporate organizations who own dogs and other pets who would want to drop them off in dog boarding facility or want them to acquire new skill sets and to perform excellently well in their jobs or who would want to bring their pets for treatment or to purchase pet supplies. As a standard dog boarding services and pet-related business, we are ready to take advantage of any opportunity that comes our way.

Threats

Every business faces a threat or challenge at any part of the life cycle of the business. These threats can be external or internal. This shows the importance of a business plan because most threats or challenges are to be anticipated and plans put in place to cushion what effect they might bring to the business.

Some of the threats that we are likely going to face like a dog boarding company and pet-related business operating in the United States of America are unfavorable government policies that might affect business such as ours, the arrival of a competitor within our location of operations, and global economic downturn which usually affects spending/purchasing power. There is hardly anything we can do as regards these threats other than to be optimistic that things will continue to work for our good.

6.

Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy

Milestones



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a Dog Boarding business startup and must be properly planned before you think about starting your own Dog Boarding business.

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Sales Strategy



TIP

Our goal is to grow Tom's Dog Boarding Services, LLC to become one of the top 5 dog boarding facilities in the United States of America which is why we have mapped out a strategy that will help us take advantage of the available market and grow to become a major force to reckon with not only in Detroit Michigan but also in other cities in the United States.

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Advertising Strategy



TIP

Tom's Dog Boarding understands that the best promotion comes from satisfied customers. The Company will encourage its clients to refer their friends and neighbors by providing discounts for new client products. This strategy will increase in effectiveness after the business has already been established.

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Referrals

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TIP

Tom's Dog Boarding will invest resources in two forms of geographically-focused internet promotion organic search engine optimization and pay-per-click advertising. The Company will develop its website in such a manner as to direct as much traffic from search engines as possible. Additionally, it will use highly focused, specific keywords to draw traffic to its website.

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Internet

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TIP

Tom's Dog Boarding will place print advertisements in key local publications, including newspapers, area magazines, and local sports programs. Additionally, the Company will print brochures and place them in specific locations frequented by target individuals, such as supermarkets and real estate offices.

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Publications

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Pricing Strategy



TIP

Generally for dog boarding services and dog walking services business both per hour billing and flat fees on a weekly or monthly basis applies. As a result of this, Tom's Dog Boarding Services, LLC will charge our clients flat fees except for a few occasions where there will be a need for us to charge special clients on an hourly basis.

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Milestones



TIP

Tom's Dog Boarding's long-term goal is to become the highest quality provider of dog daycare services in the Detroit area. We seek to do this by ensuring customer satisfaction and developing a loyal and successful clientele.

The following are a series of steps that will lead to the

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7.

Financial Plan

Important Assumptions

Brake-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Dog Boarding business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup. To unlock help try Upmetrics!



TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Dog Boarding business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial strategy. To unlock help try Upmetrics!

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

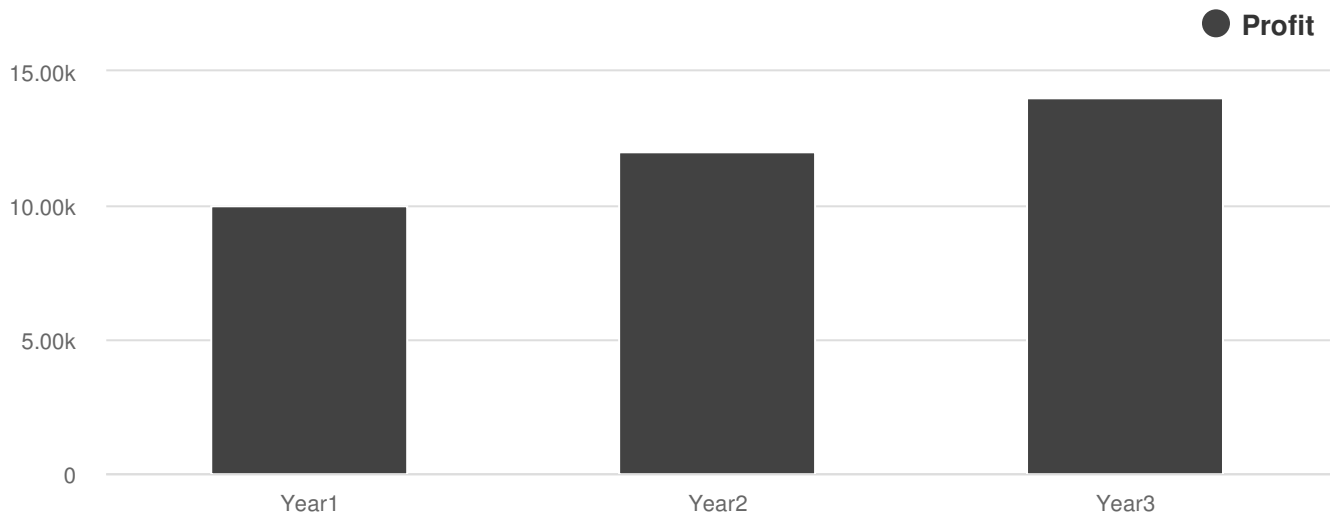
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

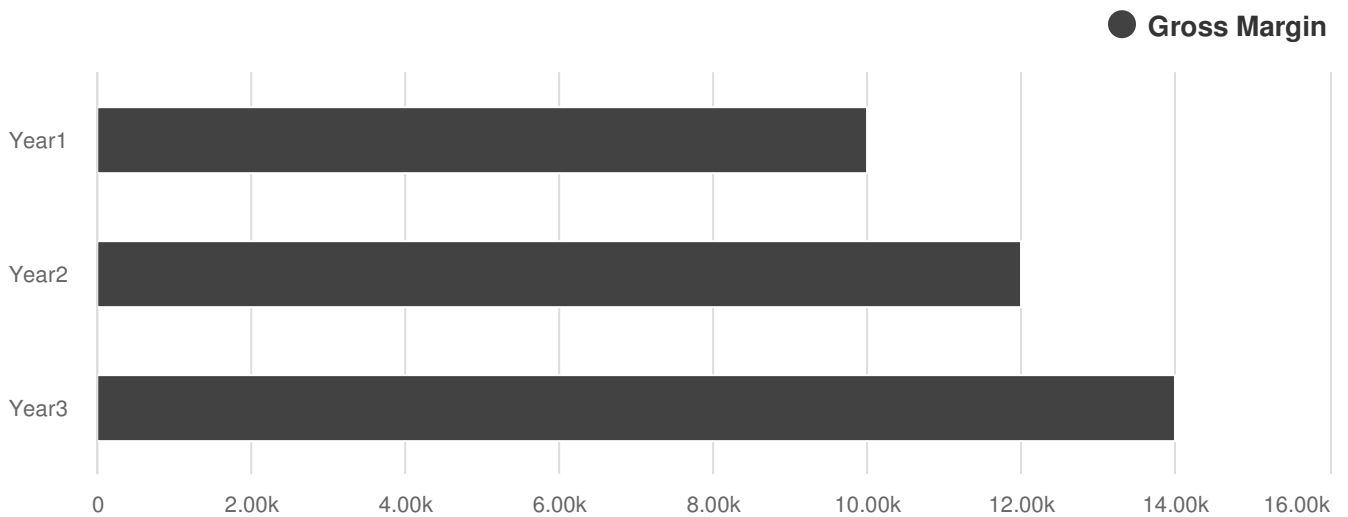
Profit

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Gross Margin Yearly



Financial Year

Gross Margin

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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