






Dog Grooming


A great place to have your dog groomed.


Business Plan [YEAR]

 John Doe

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@upmetrics.co

 <https://upmetrics.co>

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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Financial Summary



REMEMBER

Before you think about how to start a Dog Grooming business, you must create a detailed Dog Grooming 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

Maxwell Groomers is a standard and licensed dog grooming and one-stop pet company that will be located in the heart of Detroit in a neatly renovated and secured housing facility; an organization that will carry out all-round services as it relates to dogs and other pets.

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Mission Statement



TIP

- We have a very strong mission and that is to provide affordable professional and highly effective dog grooming services and other pet-related products and services to a wide range of clients who own different types of pets.

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Vision Statement



TIP

Our vision is to create a highly good and effective dog grooming services business that will become the number one choice for both individuals and corporate organizations in Smethport – Pennsylvania and the whole of the United States of America.

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Customer Focus



TIP

Maxwell Groomers is uniquely qualified to succeed due to the following reasons:

- Maxwell Groomers will fill a specific market niche in the dog grooming community we are entering. In addition, we have

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Financial Summary



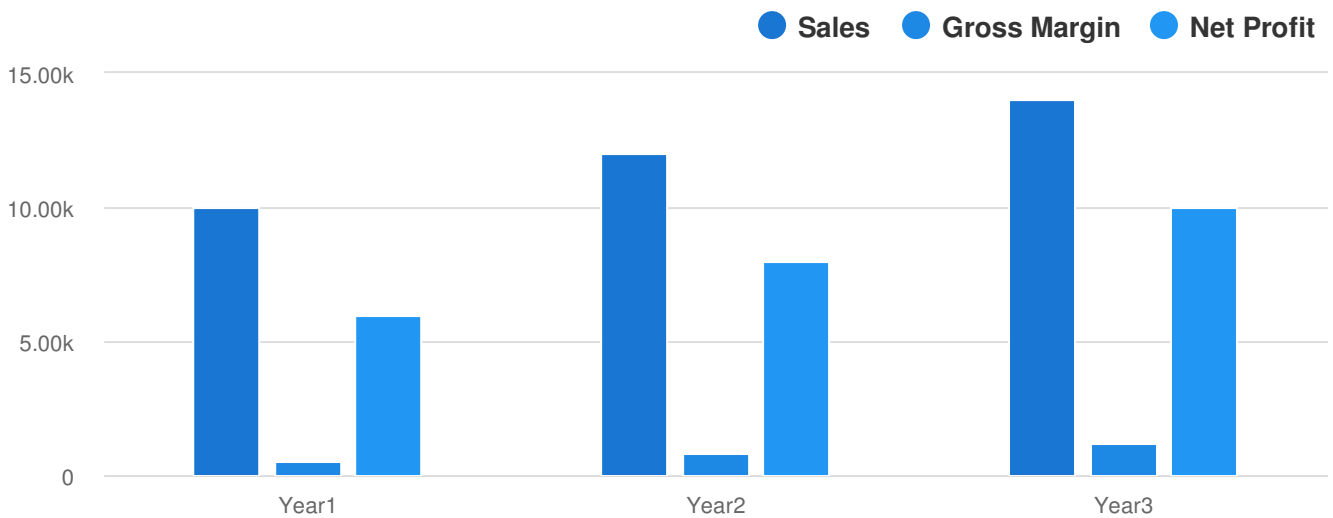
TIP

Maxwell Groomers is seeking total funding of \$92,000 of debt capital to open its dog grooming salon. 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

Startup summary



TIP

Maxwell Groomers is founded by Dr. John Moore and he will run the business with his business partner and Wife Dr. Jane Moore. John is a renowned and licensed Vet Doctor and dog trainer. He has well over 15 years of experience as a vet doctor and dog trainer for various security agencies including the government of the United States of America.

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History



TIP

Founded by John Moore in Jan 2015, Maxwell Groomers started as a home dog grooming service on weekends. John Moore would be contacted by clients for their dog's grooming and he would either pay them a visit or schedule them to drop their pets by.

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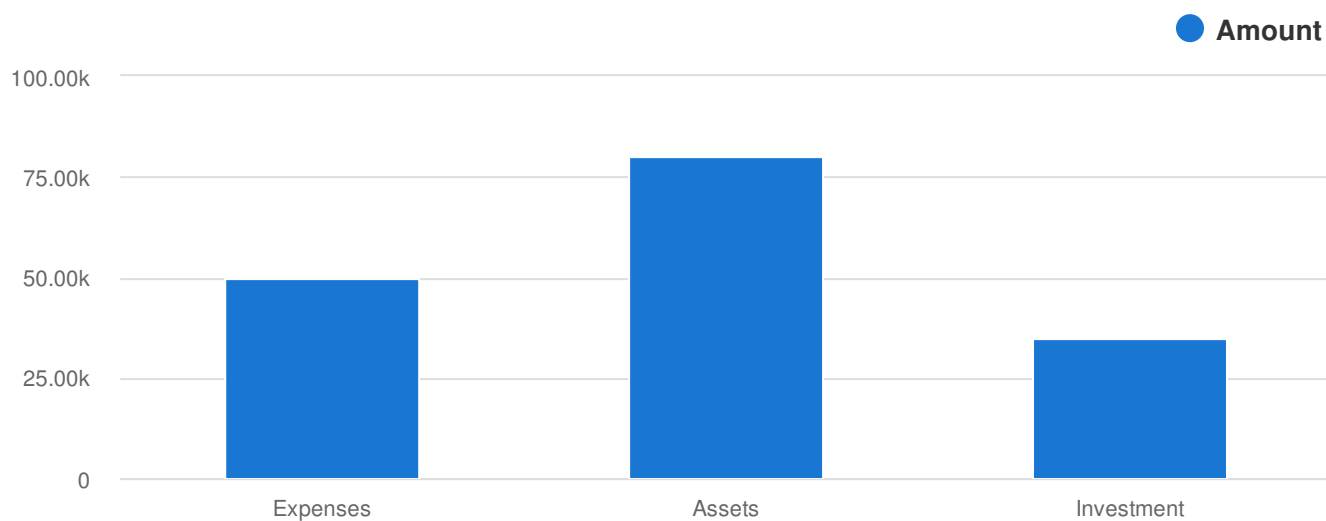
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Startup summary

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

Start-up Expenses	Amount
Long-term Assets	\$125,000
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

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

3.

Products and services



TIP

Maxwell Groomers is going to offer varieties of pet-related services (dog walking and dog training services inclusive) within the scope of the pet industry in the United States of America. Our intention of starting our dog grooming services and pet-related business is to help in developing our client's dogs and pets in any skills and knowledge of their choice as it relates to specific useful

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General dog and pet grooming services



Training / grooming dogs and pets in specific skills



Construction and sale of kennels



Sale of Puppies



Supply of well – trained security dogs



Operating standard vet clinic



General merchandize of pet related products

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4.

Market Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective Dog Grooming 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 Grooming business plan sample or other Dog Grooming business plans available online.

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TIP

With revenue doubling over the past decade the Pet Grooming industry has proven to be one of the few established industries to post consistently strong gains over the past decade.

Demand for pet grooming is at an all-time high due to To unlock help try Upmetrics!

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Market Trends



TIP

One thing is certain, the trend in the pet industry is such that if you want to be ahead of your competitors, you should be able to be highly creative, simplify your processes and you should be able to have loads of testimonies from your clients.

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Target Market



TIP

Before starting our dog grooming services and pet-related business, we are sure that there is a wide range of both corporate and individual clients who would absolutely need our services. We will guarantee that we develop calculated pacts with communities and corporate organizations especially security agencies that make use of dogs for guards.

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5.

SWOT Analysis



TIP

Maxwell Groomers employed the services of a core professional in the area of business consulting and structuring to assist our organization in building well-structured dog grooming services and pet-related businesses that can favorably compete in the highly competitive pet 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 industry, a team with excellent qualifications and experience in dog walking and pet-related services including veterinary medicine.

Aside from the synergy that exists in our carefully selected workforce, Maxwell Groomers is well positioned in a community with the right demographic; 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 grooming and pet-related services company in Detroit, 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 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

No doubt, the opportunities in the pet industry is massive considering the number of individuals and corporate organizations who own dogs and other pets who would 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 walking services and pet-related business, we are ready to take advantage of any opportunity that comes our way.

O

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.

T

6.

Strategy & Implementations

Advertising Strategy

Pricing Strategy



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 Grooming business startup and must be properly planned before you think about starting you

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Advertising Strategy



TIP

Maxwell Groomers 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

Maxwell Groomers 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 i

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Internet

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TIP

Maxwell Groomers 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 grooming services business both per hour, billing and flat fees on a weekly or monthly basis apply. As a result of this, Maxwell Groomers will charge our clients flat fees except for a few occasions where there will be a need for us to charge special students on an hourly basis.

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7.

Operational Plan

Milestones



TIP

Maxwell Groomers will carry out its sales operations through the internet and phone calls. Dog grooming services will be scheduled within time ranges (i.e. 10 am – 4 pm Wednesday) rather than at exact times to allow leeway for jobs that may be longer or shorter than expected. After clients are served a number of times, appointments will be scheduled more tight

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Milestones



TIP

Maxwell Groomers’s long-term goal is to become the highest quality provider of dog grooming 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 t

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8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Dog Grooming 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 Grooming 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

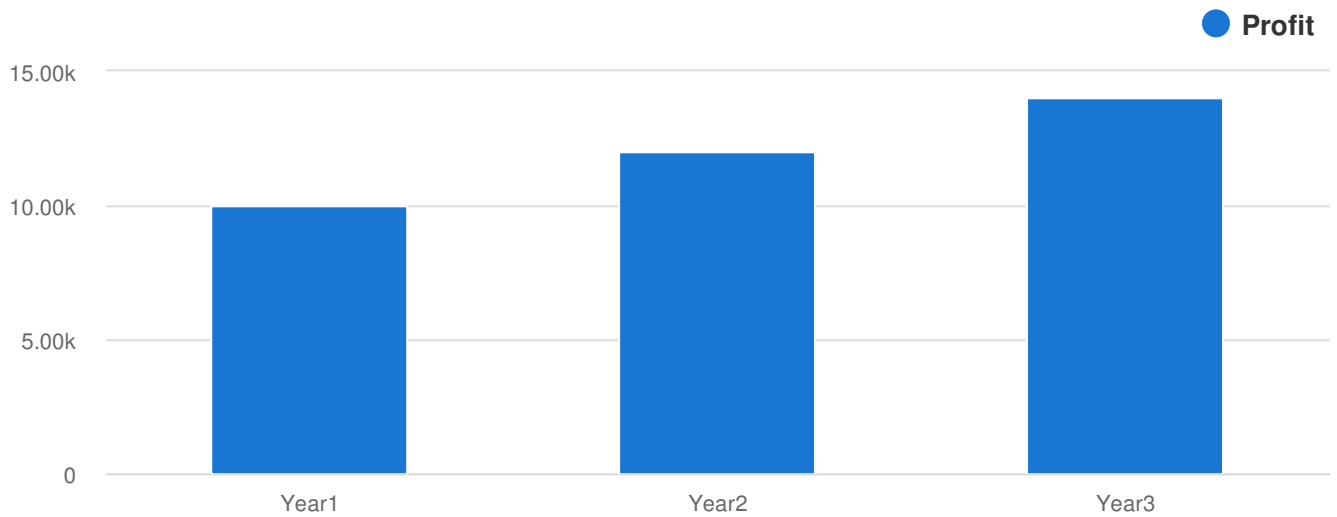
Brake-even Analysis

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

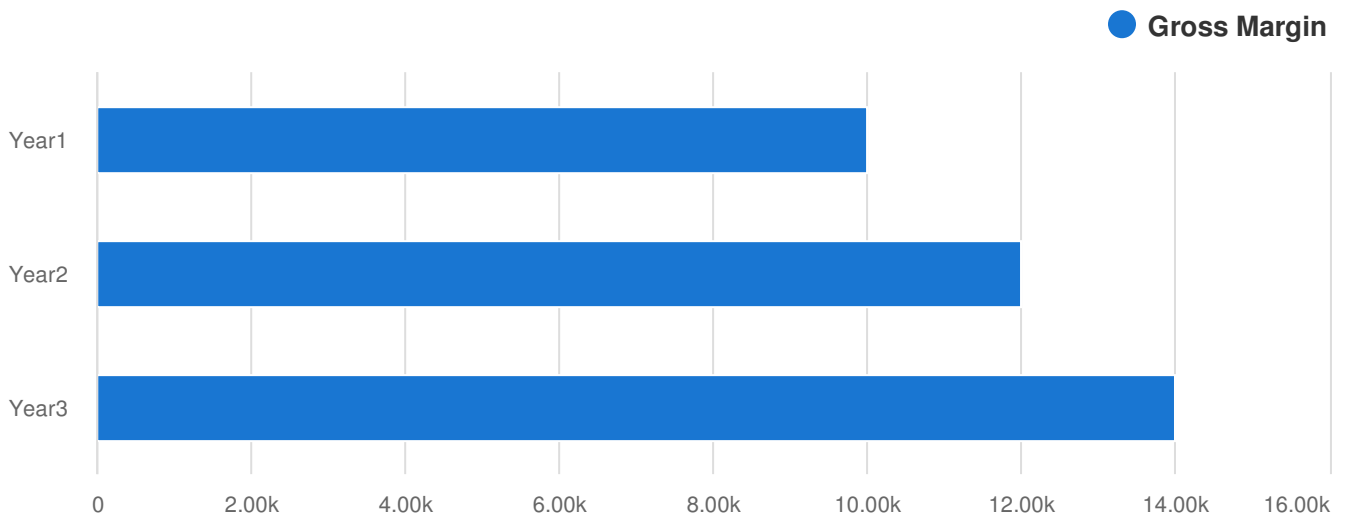
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales 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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