




Dog Kennel


BUSINESS PLAN


Designed for your furry friend




Prepared By

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Financial Plan

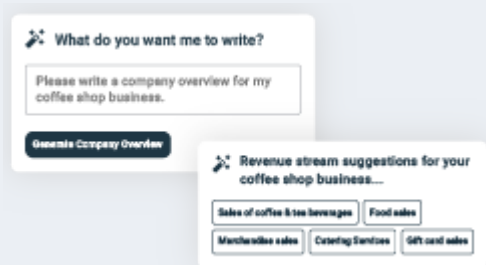
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1.

Executive Summary

Products and Services

Mission Statement

Objectives

Customer Focus

Keys to Success

Financial Summary



REMEMBER

Before you think about how to start a Dog Kennel business, you must create a detailed Dog Kennel 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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Tom's Kennel

Tom's Kennel is a full-service animal care facility dedicated to consistently providing high customer satisfaction by rendering excellent service, quality pet care, and furnishing a fun, clean, enjoyable atmosphere at an acceptable price. We will maintain

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Products and Services

Tom's Kennel

Tom's Kennel will focus on providing dog kennel services to moderate to wealthy residents in the area. These services will include daycare, overnight accommodations, pet grooming, dog training, and other specialized services.

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Mission Statement

Tom's Kennel

To provide excellent animal care in a pet-friendly atmosphere while ensuring our customers, both pet and owner, receive excellent service in a playful safe environment.

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Objectives

Tom's Kennel

1. Monthly sales increased steadily throughout FY 1.
2. Gross margin higher than 50% on net products.

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Customer Focus

Tom's Kennel

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

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Keys to Success

Tom's Kennel

The keys to success in our business are:

- Superior Customer Service: 24-hour high-quality care and service.

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Financial Summary

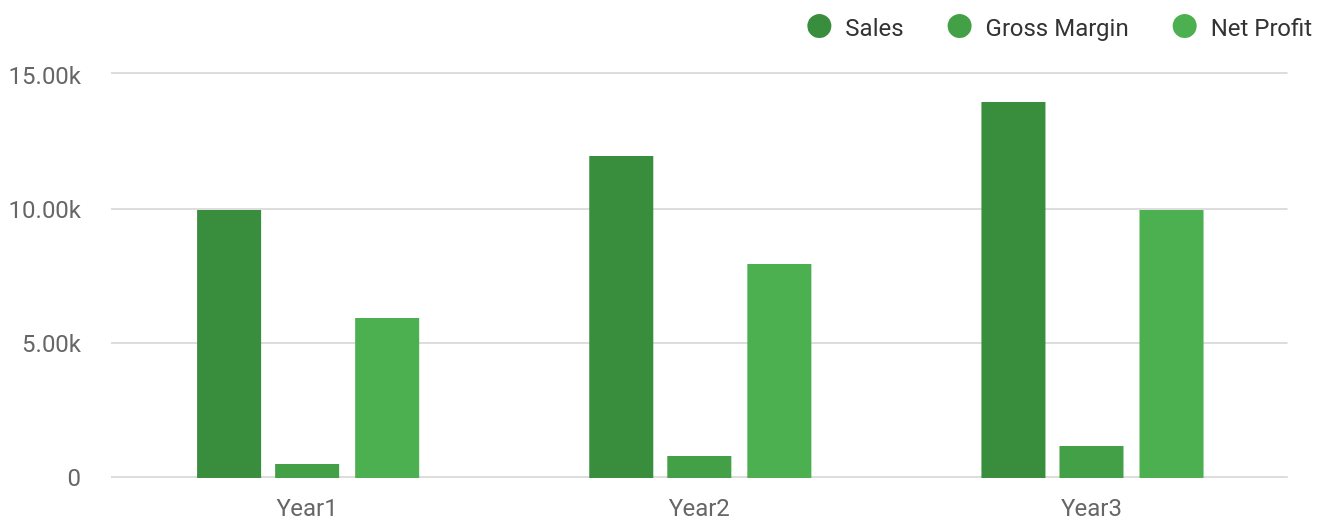
Tom's Kennel

Tom's Kennel is seeking total funding of \$222,000 of debt capital to open its dog kennel 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



Tom's Kennel

Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

History

Startup summary

Tom's Kennel

Tom's Kennel will be created as a Detroit Limited Liability Company (LLC) based in Multnomah County, privately owned by its principal operator. To assist people who might not be able to take care of their dogs for any reason, we will provide a wide range of services.

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History

Tom's Kennel

John Moore started Tom's Kennel in Jan 2015. Driven by his passion for dogs and because of the increasing number of dog lovers within the city, John Moore decided to open a place where clients can bring their dogs for day/overnight care while they are away.

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Startup summary

Tom's Kennel

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	50,000
Assets	80,000
Investment	35,000

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

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

3.

Products and services

Product and Service Description

Tom's Kennel

Tom's Kennel 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 m

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Product and Service Description

Tom's Kennel

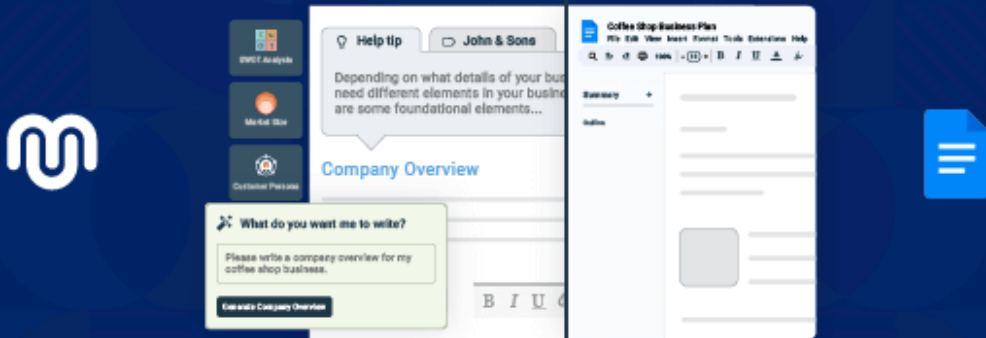
Tom's Kennel will be considered an upscale, full-service animal care facility. We will offer a wide range of services, not limited to dogs or cats. Services are as follows:

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Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



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4.

Market Analysis

Market Trends

Market Growth

Service Business Analysis



REMEMBER

The most important component of an effective Dog Kennel 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

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Tom's Kennel

Tom's Kennel will focus on dual-income, traveling professional families with hectic schedules. Those trying to strike a balance between the demands of their careers, personal lives, and their pets. Our most important group of customers are those who do not have

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Market Trends

Tom's Kennel

Dog kennel businesses are high in demand and will remain in demand for the next five to ten years. According to IBISWorld, over 139k pet grooming and boarding businesses are running in the United States. In the past five years i.e. from 2016 to 2021, this industry has

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Market Growth

Tom's Kennel

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 Kennel offers a peace of mind alternative to leaving their pets home alone. Over 350,000 Portlan


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Service Business Analysis

Tom's Kennel

The animal care service industry consists of many small individual facilities. Tom's Kennel's direction is to establish itself as a full-service, 24-hour facility, creating customer convenience.

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5.

Strategy & Implementations

Sales Strategy

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

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Sales Strategy

Tom's Kennel

- We'll run a social media campaign emphasizing how we can help people taking care of their animals.

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Advertising Strategy

Tom's Kennel

Tom's Kennel 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 af

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Referrals

Start writing here..

Tom's Kennel

Tom's Kennel 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 eng

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Internet

Start writing here..

Tom's Kennel

Tom's Kennel 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

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Publications

Start writing here..

Pricing Strategy

Tom's Kennel

Tom's Kennel's pricing will be competitive compared with Max Kennels and lower than James Kennels, although higher than independent pet kennels. For regular, weekly clients, pricing will be based on the average labor needed for a job and a steady fee will b

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6.

Operations Plan

Milestones

Tom's Kennel

Tom's Kennel will book appointments via the internet and call-ins during business hours. Dog kennel services will be available 7 days a week scheduled within time ranges (i.e. 10 am – 4 pm Wednesday) rather than at exact times to allow leeway for jobs that m

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Milestones

Tom's Kennel

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

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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 Kennel 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

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Tom's Kennel

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 Kennel business start-up, no equity funding or outside loans will be required. With the help of

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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

	2024	2025	2026
Revenue	\$244,541.90	\$397,087.70	\$649,412
Dog Boarding Services	\$79,587.50	\$142,939.50	\$256,700
Unit Sales	1,592	2,859	5,134
Unit Price	\$50	\$50	\$50
Dog Grooming Services	\$56,768.40	\$80,937.20	\$115,396.80
Unit Sales	1,419	2,023	2,885
Unit Price	\$40	\$40	\$40
Dog Training Classes	\$108,186	\$173,211	\$277,315.20
Unit Sales	1,803	2,887	4,622
Unit Price	\$60	\$60	\$60
Cost Of Sales	\$13,313.55	\$17,163.20	\$23,507.91
General Costs	\$13,313.55	\$17,163.20	\$23,507.91
Dog Care Supplies	\$10,913.55	\$14,727.20	\$21,035.31
Dog Food	\$4,800	\$4,800	\$4,800
Grooming Supplies	\$6,113.55	\$9,927.20	\$16,235.31
Facility Costs	\$2,400	\$2,436	\$2,472.60
Maintenance	\$2,400	\$2,436	\$2,472.60
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$231,228.35	\$379,924.50	\$625,904.09
Gross Margin (%)	94.56%	95.68%	96.38%

	2024	2025	2026
Operating Expense	\$297,073.66	\$259,209.26	\$275,461.78
Payroll Expense (Indirect Labor)	\$230,712	\$236,575.80	\$242,600.28
Kennel Staff	\$103,200	\$106,020	\$108,922.92
Kennel Assistant	\$52,800	\$53,856	\$54,933.12
Kennel Manager	\$50,400	\$52,164	\$53,989.80
Grooming Staff	\$70,320	\$72,264	\$74,263.08
Dog Groomer	\$53,760	\$55,372.80	\$57,034.08
Assistant Groomer	\$16,560	\$16,891.20	\$17,229
Administrative Staff	\$57,192	\$58,291.80	\$59,414.28
Receptionist	\$24,192	\$24,796.80	\$25,416.84
Office Manager	\$33,000	\$33,495	\$33,997.44
General Expense	\$16,381.66	\$22,633.46	\$32,861.50
Facility Expenses	\$6,690.83	\$9,795.73	\$14,879.33
Utilities	\$1,800	\$1,854	\$1,891.08
Maintenance	\$4,890.83	\$7,941.73	\$12,988.25
Operational Supplies	\$3,000	\$3,060	\$3,121.20
Cleaning Supplies	\$1,200	\$1,224	\$1,248.48
Dog Treats and Toys	\$1,800	\$1,836	\$1,872.72
Marketing and Advertising	\$6,690.83	\$9,777.73	\$14,860.97
Digital Marketing	\$4,890.83	\$7,941.73	\$12,988.25
Print Advertising	\$1,800	\$1,836	\$1,872.72
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$49,980	\$0	\$0

	2024	2025	2026
EBITDA	(\$65,845.31)	\$120,715.23	\$350,442.31
Additional Expense	\$48,008.42	\$46,886.62	\$45,683.75
Long Term Depreciation	\$45,000	\$45,000	\$45,000
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$110,845.31)	\$75,715.23	\$305,442.31
Interest Expense	\$3,008.41	\$1,886.63	\$683.75
EBT	(\$113,853.73)	\$73,828.61	\$304,758.56
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$358,395.63	\$323,259.09	\$344,653.44
Net Income	(\$113,853.73)	\$73,828.61	\$304,758.56
Net Income (%)	(46.56%)	18.59%	46.93%
Retained Earning Opening	\$0	(\$133,853.73)	(\$80,025.12)
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$133,853.73)	(\$80,025.12)	\$204,733.44

Projected Cash Flow

	2024	2025	2026
Cash Received	\$244,541.90	\$397,087.70	\$649,412
Cash Paid	\$263,415.63	\$278,259.07	\$299,653.44

	2024	2025	2026
COS & General Expenses	\$29,695.21	\$39,796.65	\$56,369.41
Salary & Wages	\$230,712	\$236,575.80	\$242,600.28
Interest	\$3,008.41	\$1,886.63	\$683.75
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$18,873.73)	\$118,828.63	\$349,758.56
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$200,000	\$0	\$0
Net Cash From Investments	(\$200,000)	\$0	\$0
Amount Received	\$100,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$35,517.78	\$36,639.58	\$37,842.64
Loan Capital	\$15,517.79	\$16,639.57	\$17,842.64
Dividends & Distributions	\$20,000	\$20,000	\$20,000
Net Cash From Financing	\$64,482.22	(\$36,639.58)	(\$37,842.64)
Summary			
Starting Cash	\$0	(\$154,391.51)	(\$72,202.46)
Cash In	\$344,541.90	\$397,087.70	\$649,412

	2024	2025	2026
Cash Out	\$498,933.41	\$314,898.65	\$337,496.08
Change in Cash	(\$154,391.51)	\$82,189.05	\$311,915.92
Ending Cash	(\$154,391.51)	(\$72,202.46)	\$239,713.46

Projected Balance Sheet

	2024	2025	2026
Assets	(\$49,371.51)	(\$12,182.46)	\$239,733.46
Current Assets	(\$154,371.51)	(\$72,182.46)	\$239,733.46
Cash	(\$154,391.51)	(\$72,202.46)	\$239,713.46
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$20	\$20	\$20
Long Term Assets	\$105,000	\$60,000	\$0
Gross Long Term Assets	\$150,000	\$150,000	\$135,000
Accumulated Depreciation	(\$45,000)	(\$90,000)	(\$135,000)
Liabilities & Equity	(\$49,371.52)	(\$12,182.48)	\$254,733.44
Liabilities	\$34,482.21	\$17,842.64	\$0
Current Liabilities	\$16,639.57	\$17,842.64	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,639.57	\$17,842.64	\$0
Long Term Liabilities	\$17,842.64	\$0	\$0
Long Term Debt	\$17,842.64	\$0	\$0

	2024	2025	2026
Equity	(\$83,853.73)	(\$30,025.12)	\$254,733.44
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$133,853.73)	(\$80,025.12)	\$204,733.44
Check	\$0	\$0	(\$15,000)

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%

	Year 1	Year 2	Year 3	Industry Profile
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.
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.

	Year 1	Year 2	Year 3	Industry Profile
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.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The image shows two side-by-side screenshots. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' section. A table shows financial data for two periods: 2023-04 and 2024-03. Below the table is a form asking 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The current input is '\$ 40 Per Unit'. On the right is a standard spreadsheet interface with a grid of cells and a formula bar. A green document icon with a grid pattern is positioned between the two screenshots.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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