

## Perfect Petsitters Business Plan



# Business Plan

Student

*“Know Your Sitter”*

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# Perfect Petsitters Business Plan

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## Perfect Petsitters Business Plan

### I. Executive Summary

Perfect Petsitters is a business idea created by Student, the future owner of this business. Perfect Petsitters will be a pet sitting company with both an office and a website. Our site will allow customers to view “Sitter Profiles” of all of our company’s sitters. Each profile will include the sitter’s name, picture, strengths, past jobs, and contact information. On our website, customers will be able to outline their pet sitting needs: how many pets they have (and the type of pet), how long they will need to be cared for, how many times a day, particular jobs they wish preformed (feeding, watering, dog walking, poop scooping, cage/bowl cleaning, etc.), and any other comments. Our office workers will sort these job submissions and find the sitter that will best suit the customer’s needs. This sitter’s information will be sent to the customer, and the customer and sitter will meet before the job starts so that the sitter knows how to perform their job.

My business will work within the retail industry, providing direct customer service to those who need it. Use of technology in the retail industry is growing, and so Perfect Petsitters will be able to start into an industry with a more advanced business which is run through our website.

My business will hire three financial and business advisors, five office workers, and fifteen pet sitters to start out. The advisors will aid in running the business and managing income. Office workers will receive customer submissions for potential jobs and oversee the pet sitters (each office worker will oversee three pet sitters). Our pet sitters will be teenagers who strive to provide quality pet sitting, be able to work with more organization and clarity of needs of the customer, and also have the experience of working with a business.

Perfect Petsitters will charge per day, per week, or per month, as needed. Prices will also change according to how many pets the customer has, how often they will need to be checked, and any extra jobs that will be done. In this way, both the customer and the sitter will have a set plan for the cost of the job, and the customer will have a personalized cost plan that they would not be able to receive from unexperienced neighborhood teens or from impersonal pet kennels. Perfect Petsitters’ prices will likely be higher than a customer would pay a neighbor, but they will be cheaper than that of pet kennels. Our business will provide quality care and friendly service for cheap prices personalized to customer’s needs.

Perfect Petsitters is projected to start up in the spring and summer of 2014. To start up this business, I have projected a need of \$12,800 to go into the rent of the office building, furnishings of that building, as well as office supplies. My projected net income after the first year will be an estimated \$85,000. Even if half of this is achieved, any investments should be paid back in full after this first year.

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### II. Description and Analysis of the Business Situation

#### A. Rationale and marketing research:

Perfect Petsitters' mission is to provide people a way to find quality pet sitters for a lower price quickly and easily.

This business falls under the retail industry, as it will sell pet sitting services via an online site. The service (retail) industry is a business growing in technological use, and so my idea of an online service business is rooted in knowledge of likely success. Perfect Petsitters will target to market to people in apartments or in neighborhoods with few teenagers to provide easy sitters. Essentially, we will be marketing to pet owners, mostly single pet owners, who don't already have access to a pet sitter. Perfect Petsitters is a pet sitting service, competing in the pet service industry. A group of teens would help pet sit animals in their area. Each sitter would have a profile on the business website of where they are, what pet sitting skills they have, personal qualities, contact information, and any reviews of their work. Essentially it would be like Care.com, but for your pet(s).

**Market/Economic assessment:** According to Dixie Sommers, with the U.S. Bureau of Labor Statistics, there has been a shift of employment from manufacturing to service-related industries and strong labor productivity growth (<http://smallbusiness.chron.com/market-trends-service-industry-5045.html>). The use of technology is growing in the retail industry. Also, the industry is taking measures to make the customers more involved in the business and how they can buy. Combine the two, and you get websites and Facebook pages for customers to interact with the business, buy products, get coupons, and give opinions. Data and analytics are used to better understand what customers like. Survey says that data and analytics are most used to get customer insight on their business rather than to look at other data. Retailers are investing more in their own companies by spending on advertising, social media, etc to gain more money. Significant improvement of operation processes and related tech is the most estimated time requirement. According to KPMG surveys, retail revenue has grown for more than seventy percent of businesses from 2012 to 2013, and seventy nine percent of businesses expect an increase in revenue the next year. The US economy, according to businesses, is, for the most part, growing in the retail industry. Seventy-four percent of businesses expect an increase in the retail industry. Political/regulatory uncertainties are the largest threat to retail businesses, but this is still not too large a threat. Lastly, the percentage of challenges has gone down from 2012 to 2013.

#### B. Introduction:

Perfect Petsitters will be a part of the service/retail industry, as it allows customers to find their perfect pet sitter with a few clicks of a button. The business Perfect Petsitters will be formed in the summer of 2014. The idea of the Perfect Petsitter was inspired by commercials from Care.com, and the founder's experience as a pet sitter and needing to keep the family dog at a "pet resort" during one summer vacation. Many people have pets as companions, and it can be difficult to find a good, trustworthy pet sitter for their animals quickly and easily. Perfect Petsitters will allow easy access to personal profiles of potential pet sitters. Our legal structure would be one of a sole proprietorship, with Student as the leader overseeing the creation and maintenance of the business site. As the company's owner, I bring the experience of both a pet sitter and a pet owner. I know what

## Perfect Petsitters Business Plan

pet owners would like in their sitters, and how to find sitters, as well as what pet sitters take note of while on the job. Perfect Petsitters will sell pet sitting services via a searching site that gives personal profiles of all sitters registered with my company, also giving typical price ranges on the site for services given. We will sell to any pet owners who would like the services of my site, but will market more towards young adults or the more elderly population as they are more likely to live alone, want quality care, and/or are not always able to care for their pet(s). As we will provide an easy-to-use business site that provides profiles on all of my pet sitters, my company would be fairly unique to the market. Perfect Petsitters will provide busy pet sitters everywhere with the ability to review possible pet sitter's skills and find a pet sitter instantly, finding one that works for their specific needs. My company would provide services from simple check-ins to provide some love, to feeding and watering pets, to scooping poop or changing litter or cleaning bowls, to dog walking or pet bathing, or even adding in some basic plant care for flowers that need to be watered.

### C. Self-analysis:

As founder and CEO of Perfect Petsitters, Student brings in 7 years of experience in pet owning and pet sitting. She carries a love and knowledge of animals that started from childhood and continued into the making of this company.

### D. Analysis of the Business Opportunity, Customer, Economic Analysis, and Competition:

**Business Opportunity:** My target customers would be young adults, older people, or those who aren't very close with their neighbors (such as those in apartments or maybe neighborhoods with less children, or those who are in very nice neighborhoods), because they wouldn't have a cheap petsitter already. My customers would care more about the quality of pet care, maybe someone who wants to live a more "elite" lifestyle or who enjoy pampering their pets.

**Customer Geographic:** My customers would be those who are looking for quality pet care, and don't always have someone to go to for that. They would most typically be single or small family white middle-class people. Many would live in places that do not have teenagers in the area to pet sit for them, such as apartments, condos, hotels, or neighborhoods that are not very tight-knit. My business would operate on a regional level, only in the Williamson County.

**Trading area:** Perfect Petsitters would fit in the pet housing area of the pet services industry - it would be a type of average/elite business that is more professional and informative than other businesses, while still being warm. We would be competing with other pet sitting businesses and pet kennels, but able to have the customers more influencing and knowledgeable in the pet sitting that would go on.

#### Competition:

Competitor	Product/Service Price	Location	Facility	Strength	Weakness	Strategy
<b>Austin Pet Sitters Organization</b>	Depends	Online service	N/A	Great, easy-to-use website; Plenty of information	No real location; Only shows pet-sitting businesses, not actual employee profiles	Attract customers with their needs in mind; Tries to be the "easy-to-use" service finder

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<b>SitterCity</b>	Depends	Online Service	N/A	Gives individual sitter info	Slightly confusing site; Not professional	Give great info
<b>Care.com/PetSitters</b>	Depends	Online Service	N/A	Detailed, professional profiles on each sitter	You have to join the site to even look for a sitter	Provide security that your pet has a good sitter
<b>CapCity Petsitting</b>	\$10-\$19 per service, depending	Austin	Nice	Distinct style; Well laid-out	Name could be a turn-off; Only has two listed people	Attract pet owners with style and information
<b>Sleepover Rover Inc.</b>	\$36-\$80 total depending on pet/number of pets/services wanted, etc	Various	N/A	Many locations; Clearly laid out prices	Weak-looking site; Boring; Too many locations; Impersonal	Look "professional"; No distractions

**Strengths and weaknesses:** Our strengths would be that we allow customers to have an idea of who they are hiring, provide clear instructions to their sitter, know what they would be doing, have professional guarantees, and have easy communication with their business. We would provide quality pet care at reasonable, laid-out prices, and opportunity to have many types of services according to customer needs, with a guarantee of professionalism. Weaknesses would be that there are already many pet sitting types of businesses out there, as well as teens just going out in their neighborhood to pet sit, and our business may seem like too much trouble to some potential customers. Also, it would be hard to keep track of a large number of sitters, so we would have to have a fairly small number of employees to start out with.

**Location:** 595 Round Rock West Drive, Round Rock, TX, 78681. Renting for \$5941/year. My location would be very near many other pet businesses such as vets, pet stores, and other pet related businesses, being convenient for customers who are already out doing pet-related errands.

### **E. Proposed organization:**

I would own and control my company, maybe with two advisors to help me in decision making and money decisions.

I would be the head of the company, and make sure that money is being managed (with the help of advisors), and that the supervisors are keeping track of their work. I would manage with someone experienced with how to use/budget money, and another successful business leader who has had experience running a business to advise me.

As my business has not yet started up, I would need to hire my entire team. This would include

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experienced advisors, an office staff, and around 15 pet sitters. Advisors would need to have knowledge in running a business, finances, and marketing. Office staff would need good organizational skills, skills in Microsoft Office, and the ability to organize people. Sitters would need to be respectful and responsible, and be comfortable around animals.

### III Proposed Marketing / Promotion Plan

#### A. Proposed product or service:

My company is going to sell a pet sitting service. Our sitters will provide pet care by feeding, watering, walking, and/or maintaining the various types of habitats of people's pets. I decided to make this business so that Round Rock area pet owners would be able to find a structured pet service, and sitters would be able to have clearer job descriptions. My first step to creating the business would be to set up the site, and then to find advising staff, office staff, and sitters in order to get it up and running. Customers would be able to go on our website and search for a sitter that best fits their needs. Each sitter would have a profile with their skills, reviews, and times they are available to work. Once a customer finds out what sitter they want, what services, and when the services would be needed, our business would send out a sitter to fit their needs. Customers would pay up-front online, and once the job is completed, have an option to tip their pet sitter. Our service will be successful because we will give the customer more information and control in the process of finding a pet sitter and outlining their job. We will be a well-organized business that brings quality services to our customers at a price that is reasonable and walks through the expense.

Perfect Petsitters will have an office location in the Round Rock/Austin area. Our office would be in Round Rock, but our sitters would be able to pet sit in a fairly large radius, within a half hour around the office area. I chose the Round Rock area because this is the area I am currently located, and I know there to be many people who could use pet sitting services, and so would be a convenient place to market. We have found a location that rents out for a reasonable price (listed previously). Who are you suppliers and how will you use them? My services would be paid for via [perfectpetsitters.com](http://perfectpetsitters.com), where customers would be able to find a sitter, outline what they would have to do, and then proceed to pay online. The customers would receive our services at the time they would need them, as the customer would provide the detail of where and when the pet sitting services is required.

#### B. Proposed pricing policy:

**Pricing Policy:** We will charge on a per-day, per-week, or per-month basis for our sitting services. We would have fees depending on how many pets the customer has, how long the sitter will be caring for them, and how much work goes into the job. As prices will depend on all of these factors, it is difficult to judge a charge on our services. However, because our prices are customized to the needs of our customers, our customers will be able to have a fair price for excellent service. As we would have an organized business with quality service and customer involvement, our prices would be a little bit higher than, say, a neighbor's charge, but they would be than that of a kennel, with more love than something a kennel would provide. As it would still be on a range most pet owners have already paid, switching to our business where the customer would be able to review their sitter and have an outline to be able to provide clear instruction would entice potential customers to try out our services, where the quality and structure would keep bringing them back.

**Relationship to Competitors:** We intend to provide a service in a way that is both novel and familiar to our customers. Customers will be able to find a sitter for them, outline their job description with more structure

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so that nothing is left out, and get prices just slightly higher than that a neighborhood teen would be paid, but cheaper than that of kennels who do not often have the time to provide love to the animals. We would give the customer a guideline to help them to make sure their sitter knows what their job needs to be, and customers would have a quality guarantee.

### **C. Personal promotion:**

For personal promotions, I would make sure to hire respectful staff and draw up a code of conduct so that we put a friendly face toward the public and make a good impression. By having an organized, friendly staff, we would build up a reputation for a great business. We are selling a service, so we need to show we can provide it.

### **D. Non-Personal promotion:**

Perfect Petsitters is planning on using newspaper ads, flyers in pet-related stores and neighborhoods, and word of mouth. My team will create flyers to put up in traffic areas for families and pet owners with the Perfect Petsitters website and information about what service we provide. Newspaper ads would be simple logo-and-statement ad sections to put the business out there. Perfect Petsitters may also use radio advertisements praising our friendliness, service, and convenience.

### **E. Place (Distribution):**

Once my customers have heard of Perfect Petsitters through our various marketing strategies, they would be able to go to our website to look at our services. Those who wish to use our services would go through the process of filling out their needs, and then they would be informed about how much those services would cost them. Customers can choose to either pay up front online or to pay the sitter after the job is done. Perfect Petsitters' services would be found via our website, where people would be able to outline their needs. Office workers would contact the sitters and forward all of the customer information to them so that they know what their job would be. Petsitters would meet with the customer at their address before their job starts in order to be given face-to-face instructions and a tour around the house in which they will be working. After this, the sitter will care for the customer's pets at the times requested. When the job is over, the customer will be able to either pay the sitter directly or send a check to our business.

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### IV Proposed Financial Planning

#### A. Projected income:

<b>Perfect Petsitters</b>			
<b>Projected Income Statement - Year 1</b>			
Prepared by the owner, [REDACTED]			
<b>REVENUE:</b>			
<b>Sales:</b>	<b>Customers</b>	<b>Price</b>	<b>Totals</b>
Single pet one week	475	\$80.00	\$38,000.00
Single pet one month	250	\$300.00	\$75,000.00
Multiple pets one week	500	\$90.00	\$45,000.00
Multiple pets one month	300	\$350.00	\$105,000.00
Exotic pets one week	250	\$85.00	\$21,250.00
Exotic pets one month	200	\$325.00	\$65,000.00
Extra jobs (added onto normal cost)	350	\$15.00	\$5,250.00
<b>Total Sales:</b>			<b>\$354,500.00</b>
<b>Less Returns and Allowances</b>			\$1,000.00
<b>Total Net Sales:</b>			<b>\$353,500.00</b>
<b>LESS COST OF GOODS SOLD:</b>			
<b>Item</b>	<b>Estimate Qty.</b>	<b>Price Ea.</b>	<b>Totals</b>
Gallons of gas reimbursement	2808	\$3.00	\$8,424.00
<b>Total Cost of Goods Sold:</b>			<b>\$8,424.00</b>
<b>Gross Profit:</b>			<b>\$345,076.00</b>
<b>OPERATING EXPENSES:</b>			
<b>Item</b>	<b>Expense</b>		<b>Totals</b>
Building Rent	5941		\$5,941.00
Electricity	600		\$600.00
Water	610		\$610.00
A/C & heating	1800		\$1,800.00
Internet	500		\$500.00
Advisor salaries (3 workers)	100000		\$100,000.00
Office worker salaries (5 workers)	100000		\$100,000.00
Pet sitter pay (15 sitters)	30000		\$30,000.00
My pay	25000		\$25,000.00
Office supplies	800		\$800.00
Bathroom supplies	750		\$750.00
<b>Total Operating Expenses:</b>			<b>\$260,060.00</b>
<b>Net Income:</b>			<b>\$85,016.00</b>

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### B. Projected three-year plan: describe planned growth, including financial resources and needs.

<b>Perfect Petsitters</b>			
<b>Schedule of Startup Funds Required</b>			
Prepared by the owner [REDACTED]			
<b>Startup funds available:</b>			<b>\$12,800.00</b>
<b>Equipment Required:</b>	<b>Price Ea.</b>	<b>Qty. Needed</b>	<b>Total</b>
Desk chairs	\$49.00	5	\$245.00
Computers	\$380.00	5	\$1,900.00
Office building	\$2,970.50	1	\$2,970.50
Printers	\$79.99	1	\$79.99
Phones	\$40.00	2	\$80.00
Filing Cabnets	\$99.00	1	\$99.00
Reception chairs	\$49.00	2	\$98.00
<b>Materials and Supplies:</b>			
Copy paper (100 piece)	\$5.98	20	\$119.60
Pencils/pens (10 pk)	\$1.50	4	\$6.00
White board	\$39.00	2	\$78.00
Cork board	\$25.72	1	\$25.72
Legal pads (12 pk)	\$11.66	1	\$11.66
<b>Advertising:</b>			
Flyers	\$0.50	100	\$50.00
Newspaper ads per week	\$585.00	12	\$7,020.00
<b>Total Startup Funds Required:</b>			<b>\$12,783.47</b>
<b>Startup Funds Left Over:</b>			<b>\$16.53</b>

After startup costs, Perfect Petsitters is not expecting to continue to need financial aid to assist with growth.

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### V Bibliography

### VI Appendix

#### Manager Job Analysis

##### I. Major Job Responsibilities (list the most important duties and responsibilities assigned to this job)

Website design and management; Employee profile review; Service pricing per pet sitting job according to what work was done; Report on money made

##### II. Education (list only that which is really necessary for training: high school, college, or other special training)

College education, with computer knowledge (website creation and management); Knowledge of how to set a price on a particular service

##### III. Experience (The amount of previous and related experience you or a prospective hire should have)

Has held at least one other paid leadership role; Experience with directing employees and website design

##### IV. Knowledge, Skills, and Attitude Desired: (List the most important specific knowledge, skills and attitudes which the job may require.)

Website design and management; Knowledge of appropriate service pricing; Indirect employee management; Needs ability to explain ideas and information to superiors if superiors do not have much knowledge of an area; Needs to be positive, hard-working, compassionate/empathetic (towards animals, employees, and customers), dedicated

##### V. Physical and Mental Requirements: (Mention any special physical or mental abilities required for the job, e.g., 20-20 eyesight, availability for irregular work hours, ability to work under pressure, special working conditions, etc.)

Needs to be able to work at a computer (no hand troubles); be able to oversee and manage an entire site (employee profiles, payments for service) largely on their own; Ability to work long hours

##### VI. Relationships (Who do you or this person supervise? Report to? Work with?)

This person would supervise employees and their online profiles; Report to me; Work with assistants or other managers to help them manage the site

##### VII. Salary: (Identify starting salary, range of salary possible and salary review periods)

Starting salary: \$20,000.00

Range of Salary: \$20,000.00 to \$28,000.00

Salary review periods: Annual salary review

# **Perfect Petsitters Business Plan**

## **Perfect Petsitters Employee Handbook**

### **I. Welcome Message to New Employees**

Welcome to Perfect Petsitters! We are here to bring easy, quality petsitting work to anyone who wants it. As a business, we offer a variety of petsitting jobs: watching all types of common pets and providing love and care while their owners are away. This can include watching multiple pets at a time, feeding, watering, or walking pets, watering plants, clean bowls, cages, or litterboxes, and just checking in. The owner of Perfect Petsitters is founder and CEO Student. Employees may excel by receiving many reviews of great work, by working though the company for more than a year, and/or by bringing in more customers.

### **II. What you as an Employee Need to Know**

#### **A. Regular and Overtime Pay Policies**

As this company allows customers to pick their ideal petsitter, hours can be different per employee (but job managers would ensure every worker has a workable schedule). As a sitter, one would receive a flat pay every two weeks as well as pay per job, according to how much work was involved in that job. Office employees would be paid every two weeks and would receive alternating lunch breaks (two “lunch periods”) that last for one hour. Sitters would only need to work their individual jobs. Office employees would receive overtime pay per ten minutes overtime. Sitters would not receive overtime pay, as their hours vary according to number of jobs held at the time as well as the time it takes to do a thorough job.

#### **B. Attendance and Absence Notification Policies**

If a sitter agreed to take a job, and later finds that he or she could not work the job due to sickness, death in the family, or another legitimate reason, she or she would need to immediately file a notice of absence, and find another sitter to do the job during their absence. One must file this report at least forty-eight hours before their job, or understand this could cause a suspension from work for the next paying period. If absence is unreported and their job has not been done, then the employee would be fired. Office employees must also file for absence and complete the work they missed on their own time, without pay.

#### **C. Dress and Appearance Standards**

Pet sitters must wear a Perfect Petsitters T-shirt while on the job. Standards for pants and shoes are more casual, allowing jeans or shorts without holes, and any comfortable shoes. Employees must not wear anything suggestive or offensive, and must keep up with their hygiene. Female office employees should wear a work-appropriate dress, company shirt, or casual-formal wear with neutral, solid-colored shoes. Male employees should wear a company shirt or a polo or button-down shirt with slacks and casual-formal shoes and proper hygiene.

#### **D. Performance Evaluations**

Customers would file reviews on their sitters, and sitters must keep a file of their jobs: for whom they did the work, when, for how long, and what was involved. Sitters would go in for performance reviews every six months in order to report on their work, unless they needed to come in because of very bad or very good reviews in order if a change would need to be made. Office employees must turn in progress reports, and would come in every three months for performance evaluations carried out by their overseeing manager.

#### **E. Complaint Procedures and Retaliation**

If an employee has a complaint against the company, they can ask to hold a respectful meeting with their

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superior in which they present their case and how they wish to fix it. Employees would not be persecuted for their complaint.

### **F. Accident and Safety Policies and Procedures**

In case of accident, we provide insurance. If a sitter is injured on the job, they are to report it to their manager immediately and the manager will instruct them to call the hospital, if needed. As most sitters will be teens, their manager will be responsible to calling their parents to alert them of possible injury.

### **G. Ethical and Legal Practices**

Perfect Petsitters follows all laws regarding employing, including child labor laws, minimum wage, etc.

### **H. Disciplinary Action**

Drug or alcohol use on the job would result in firing. Smoking is allowed on breaks or outside the office building. No office dating, though sitters may do so. If having a partner distracts from your work, or if a sitter has a partner with them on the job, then an evaluation would have to be in order. No PDA on the job. Violence in the office or on the job would not be permitted.

## **III. Benefits as an Employee**

### **A. Vacations, Holidays and Taking Time Off**

As most customers would want a pet sitter during the holidays, we will not have set holidays off for the sitters. On holidays such as Christmas or Thanksgiving, we may have shorter hours. In order to take time off, an employee must turn in a request for a holiday two weeks before the planned holiday. We will allow one month vacations for office employees, and one month for pet sitters (plus school hours during the day). The schedule of pet sitters is an unstructured one, so their work will vary according to how many jobs they are holding (a maximum of four one-week jobs or 6 one-day jobs per month).

### **B. Insurance Benefits Provided**

Perfect Petsitters will supply dental, visual, and general health to all full-time office employees. Sitters will be provided accident insurance in case of on-the-job sickness, infection, or injury.

### **C. Employee Purchases and Discounts**

In the need of pet sitting services, office employees as well as sitter employees (and their immediate family) will receive a 50% off discount on any needed pet sitting services.

### **D. Training Programs**

Petsitters receive basic instruction on how to set up their profile and how to log jobs. They can also register to be a part of employee enrichment programs to go over the basics of pet care for different animals or animal behavior. Office employees would receive basic training on how to use office technology and office procedure.

### **E. Other Fringe Benefits**

While working for our company, you will have the opportunity to work with other sitters and be able to have pet sitting jobs come to you. As a sitter, you will be able to care for and play with animals with clear instructions, and create a network of customers to work with, gaining work experience and references. Office employees will be able to use their leadership and organization skills to make sure every sitter has a job, but no sitter is being overworked.

## Perfect Petsitters Business Plan

Grand Opening!



Find the sitter for you!



Check out [perfectpetsitters.com](http://perfectpetsitters.com) to view pet sitter profiles to find the perfect pet sitter for your needs!



Perfect Petsitters  
595 Round Rock West Drive  
Round Rock, TX  
78681  
  
Phone: 512-569-0222  
Email:  
maddiemonkey321@gmail.com

Grand opening of the Perfect Petsitters website on January 1st, 2014!

Go to [PerfectPetsitters.com](http://PerfectPetsitters.com) to find the perfect sitter for your pets!