

YOUR PET SITTING COMPANY

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Business Plan

Prepared by

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1. Executive Summary

This section is written at the very end, summarizing and highlighting the Plan.

2. Description of the Business

2.1. The Company and the Concept

2.2. The Products and Services

- The Company is going to sell the following services and products:
 - **Pet Sitting:**
 - **Mid-Day Dog Walking:**
 - **Pet Taxi:**
 - **Overnight Stays:**
 - **House Checks:**
 - **Other services pertaining to your company:**

2.3. Growth Strategy

- The Company will be growing by applying the following key success variables:
- The Company is expected to grow at the rate of.
- The entry and growth strategy is based on the following factors:
 - Pet sitting is a growing industry
 - No outside factors influence consumer spending in pet care industry
 - There is a lack of (or there is) direct competition.

3. Marketing Plan

3.1. Customers

The Company will target the following markets:

3.2. Competition and Competitive Edges

3.3. Market Size and Trends

According to the American Pet Products Manufacturers Association, Inc., 63% of all households own a pet, which equates to 69.1 million homes. 45% of all households own more than one pet. In 1988, only 56% of households owned a pet, which represents a very rapid growth in pet ownership in the last 15 years. Pet owners spent \$36 billion in 2005 on their pets, and the pet services industry spending equals to \$2.4 billion.

The above statistics are showing growth opportunities in the pet sitting industry. More and more pet owners choose to hire a pet sitter as an alternative to kenneling their pets. Several years in a row the Entrepreneur magazine named pet sitting to be one of the fastest growing home-based businesses.

The Company's customers drive the growth of the pet sitting market. *Explain customers...*

The market size for the Company is at least...

The growth of the industry will add more customers, and the increased awareness of the pet sitting industry as an alternative to kennel boarding will help to further grow the opportunities the Company. *List the Opportunities...*

3.4. Estimated Market Share, Pricing, and Sales

The Company is estimating the following revenue (list all the services you provide and revenues generated by those services):

	Service 1	Service 2	Service 3, etc.
Q1 20??			
Q2 20??			
Q3 20??			
Q4 20??			
Q1 20??			
Q2 20??			
Q3 20??			
Q4 20??			

3.5. Ongoing Market Evaluation

3.6. Overall Advertising and Promotional Strategy

4. Operations Plan

4.1. Operating Strategy

The Company is going to be based in the owner's home office. It is a service business, and most of its operations is going to be conducted on the phone or via the internet. Any meetings with outside consultants are going to be held in outside locations or over the phone. The owner of the Company does not see a feasibility of establishing a business location during the first ten years of the business operations.

The advantage of this set up is that the Company will not incur any costs associated with the overhead. In addition, lack of inventories will also make it feasible to manage the Company in this way, so the Company can focus on marketing and brand development.

4.2. Strategic Operating Plans

Once an administrative assistant is hired in the fourth quarter of 2007, a second office will be set up in the home of that employee. This position will require work from home during the following five quarters. This situation will be re-evaluated in 20?? again. The Company is not going to consider leasing an office until there is more than one administrative employee in the business.

The only facilities needed to run this business for the first ?? years of its operations are a phone, a computer, and access to the internet. Using the internet telephony company for its operations, the Company will have access to faxing and unlimited long distance, as well as establishing an 800 number at a minimal cost.

The goal of the Company is to keep operating costs minimal, so the Company has enough reserves to focus on marketing and brand building, which will eventually contribute to the success of the company.

5. Management Team

5.1. Organization

The Company is going to be a for-profit corporation. It is going to be run by the CEO and owner, ????. The Company is not going to have any employees until ???.

The first employee hired will be ????. She/he is going to begin working ????. She is going to work out of her home office. Her salary schedule is going to be set up as follows:

Q1 20??	Q2 20??	Q3 20??	Q4 20??	Q1 20??	Q2 20??

Set up and duties of the employee...

The Company will be using services of other companies on as needed basis. The following consultants will be regularly used by the Company:

- Certified Public Accountant
- Small Business Attorney
- Website Management Company

There will be no other full time or part time employees added to the company during its first ?? years of operations.

5.2. Key Management Personnel

The Company is going to be managed by ??, the CEO and Owner. She has extensive experience in ???.

Her educational background consists of ??.

Her professional career consists of ??.

Other accomplishments...

?? will hold ??% of the shares of the Company. Her compensation will grow as the company's revenue increases. She will not receive any compensation for the first four quarters while the company is not making any profits.

Once the company is realizing the net income, ??'s salary will be as follows:

Q1 20??	Q2 20??	Q3 20??	Q4 20??

5.3. Investors

List potential investors

6. The Financial Plan

6.1. Pro Forma Income Statement

	Q1 20??	Q2 20??	Q3 20??	Q4 20??	Q1 20??	Q2 20??	Q3 20??	Q4 20??
Income: (By category)								
Total Income								
Expenses:								
Total Expenses								
Net Income								

6.2. Pro Forma Balance Sheet

	Q1 20??	Q2 20??	Q3 20??	Q4 20??	Q1 20??	Q2 20??	Q3 20??	Q4 20??
Current Assets								
Total Current Assets								
Fixed Assets								
Total Assets								
Current Liabilities								
Total Liabilities								
Equity								
Total Equity								
Liabilities and Equity Total								

6.3. Breakeven Calculations

Fixed Costs:

Variable Costs:

Total Fixed Costs

Average Revenue per Pet Sit:

Total 8 Quarters of Revenue:

Total number of Pet Sits:

Average Revenue per Pet Sit:

Fixed Expenses:

Variable Expenses per Unit:

Revenue per Unit:

Breakeven Point Formula:

Breakeven Point: ?? Pet sits

6.4. Highlights

We are projecting the Company to hit revenues of ?? during the first two years of its operations. Total net income based on the projected pro forma income statement is just ?? for the two year period ending in 20??.

The start up capital will be supplied by ??. This loan will be at the rate of ?%, and payments on it will be ??.

The owner will take a salary after the first full year of operation and this can change based on the profitability of the business. Retained earnings are relatively high on the proposed balance sheet, but can be taken as salary, or a dividend, determined by the most favorable tax consequences. One of the goals of the service oriented Company will be to keep as little value on the balance sheet as possible and pay ownership the bulk of profits.

Due to ??, the access to capital with favorable taxation implications is a real benefit.

7. Critical Risks and Solutions

RISKS:

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SOLUTIONS:

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