



## **WARM CAT SHELTER BLUEPRINT**

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## **1.0) EXECUTIVE SUMMARY**

### **1.1) Brief Description of The Business and Product Concepts**

Our business concept is around developing a product that reflects the increased awareness of animal welfare and the need for new solutions in the pet care market. The warm cat shelter is positioned as a compassionate answer to the unique needs of outdoor cats, capitalising on advances in materials, technology, and design to provide a practical and successful solution.

The warm cat shelter is made of durable HDPE and features an integrated electric heating pad and easy-to-use temperature controls. Designed for easy construction and maintenance, the product provides a customisable and warm environment for outdoor cats of various sizes. Recognising the growing trend of pet well-being, our company sees a large market opportunity to help the welfare of outdoor cats.

### **1.2) The Target Market and Projections**

The target market for the warm cat shelter consists of cat lovers and cat hotels, primarily in the local area of Kuala Lumpur for startups. The goal is to initially market the product throughout Malaysia, including Sabah and Sarawak. After the first year, there are plans to export the warm cat shelter to other countries that also require the product. As for projections, the aim is to achieve potential annual growth for the product, starting with local marketing in Malaysia and expanding to international markets over three years.

### **1.3) The Competitive Advantage**

The Warm Cat Shelter lies in its innovative design and durable material, which are tailored to provide maximum comfort and safety for outdoor cats during cold weather. Unlike traditional shelters, the Warm Cat Shelter features a high-density polyethylene (HDPE) structure that ensures longevity and weather resistance, along with an attached electric heating pad and temperature controller for customised warmth. This sets it apart from other products in the market by offering a combination of durable construction,

weather resilience, and personalised comfort features, making it a valuable asset for cat owners and caretakers.

#### 1.4) The Profitability

This section outlines the financial viability and potential success of the business venture. It emphasizes the importance of robust financial management practices and the strategic creation of a sound and practical budget to ensure financial success. It also highlights the assessment of the precise funds required to start the venture, as well as the ongoing capital necessary for its continued operation. Additionally, it may include projections of net income, expenditure, and sales, providing a comprehensive overview of the financial outlook for the business. This serves to demonstrate the potential for the business to generate profits and maintain financial stability, essential for attracting investors and stakeholders.

#### 1.5) The Management Teams



Figure 1.5: Management team organisation chart.

## 2.0) PRODUCT DESCRIPTION

### 2.1) Overview of Product

Welcome to Warm Cat Shelter, where we combine warmth and compassion for our feline friends. Warm Cat Shelter is more than simply a shelter; it's a warm and welcoming environment meant to provide those beloved cats with a comfortable getaway, assuring their well-being and happiness.

#### **Key features:**

1. **Durable High-Density Polyethylene (HDPE) plastic:** The Warm Cat Shelter has a strong design constructed of HDPE plastic, which ensures longevity, weather resistance and a safe environment for your cats
2. **Smart Temperature Control:** Imagine the assurance of mind that comes with an electric heating pad temperature control system, which ensures appropriate warmth for your cats year-round while reducing energy use.
3. **Microfiber cloth:** The revolutionary microfiber cloth composition enables easy removal and replacement, making cleaning and upkeep a breeze.

#### **Benefits:**

1. **Low Maintenance:** A Warm Cat Shelter is easy to maintain, with a detachable and replaceable microfiber cloth that keeps your cats' home clean and hygienic.
2. **Durability in Any Weather:** The weather-resistant qualities of HDPE plastic ensure that your cats' shelter can withstand the elements for an extended period.
3. **Enhanced well-being:** Maintaining a stable and pleasant temperature helps your cats' overall well-being. It helps to regulate their body temperature, which promotes relaxation and reduces stress.

#### **Call to Action:**

Ensure your cats' comfort with a Warm Cat Shelter, built for easy living. Visit our website to learn more, or contact us for information on creating a comfortable and convenient sanctuary for your feline pals.