

ENT300
BUSINESS PLAN



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UNIVERSITI
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PAWCATION

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Executive Summary

PawCation introduces an all-encompassing business plan aimed at fostering customer trust and ensuring our position as a top-tier service provider in the pet boarding industry. This document outlines our strategic approach, significant discoveries, and suggested initiatives to achieve specific opportunities. The primary goal of PawCation is to offer premium services at affordable prices, positioning us as a frontrunner in the realm of domestic pet services. In pursuit of our objective, we have delineated key goals, such as ensuring the well-being of pets in the absence of their owners. While our immediate objectives focus on specific goals, they form part of a broader vision to become a pet boarding of excellence offering the very best to its customers' pets in terms of service, comfort, and safety.

The animal healthcare industry is a dynamic and rapidly evolving sector that plays a crucial role in meeting the growing demand for its service globally. Recent trends indicate rising consumer preference for pet sitting, driving innovation and reshaping the competitive landscape. With a current market size of RM 1,050,000 and a projected CAGR of 6% percentage over the next three years, pet boarding in the Seremban city population presents substantial growth opportunities. The market can be segmented into market share, sales forecast, and market mix, each with distinct characteristics and demands. The industry operates within a regulatory framework that includes placement, and promotion strategy, and our business is committed to maintaining compliance to ensure ethical operations. At PawCation, our distinct competitive edge is rooted in both our pricing strategy and our targeted customer base, setting us apart in the market. The combination of our budget-friendly rates and a dedicated team of skilled pet handlers empowers us to consistently provide services of the highest quality, surpassing customer expectations. Guided by a customer-centric approach, every facet of our business, from product development to service delivery, is customized to meet and exceed the unique needs of our clients.

The financial performance of PawCation reflects a robust and sustainable business model, positioning us for continued growth and success. Our revenue projections over the next three years anticipate consistent growth, propelled by the strategic implementation of our projects and diverse sources of financing. Our profitability metrics, including a pro-forma balance sheet and and income statement for the next three years demonstrate the efficiency and effectiveness of our operations. In conclusion, PawCation is well-positioned to be profitable pet boarding shop through a strategic and well-defined plan. We are confident that this proposal provides a solid foundation for investors to understand the value and potential of our initiative.



PURPOSE OF PREPARING BUSINESS PLAN

- To function as a guide and ensure that all business activities are in line with the company's mission, vision, and goals.
- To act as a legal document that provides guidance to the owner, investor, supplier, and client.
- To manage resources effectively and efficiently.
- To act as a resource for identifying our company's issues and potential fixes.