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1.0 Executive Summary

Purrfect Groom Haven is a partnership business company that is located at Seremban, Negeri Sembilan. Our business is in the industry of services. This service provides top-notch grooming services for cats of all breeds and sizes. Our target customers are cat owners in the surrounding area who care about their pets' health and looks and seek dependable, high-quality grooming services. This includes busy professionals, families, and senior pet owners who may be unable to groom their pets themselves.

Furthermore, our objective is to improve the health and appearance of customer cats by providing expert grooming services that prioritise animal comfort and safety. We are committed to giving excellent care, ensuring that each pet feels comfortable and pampered during their grooming experience. By emphasising gentle procedures and a stress-free atmosphere, we hope to make grooming a pleasurable experience that benefits customer cats overall health and happiness.

This business is a company that generally offers a full range of grooming services, including baths, haircuts, nail trimming, and ear cleaning, all customised to each pet's specific requirements. Our professional groomers utilise gentle, pet-friendly materials and procedures to offer a stress-free experience while prioritising your pets' happiness and well-being. By establishing a relaxing and pleasant atmosphere, we provide pet owners peace of mind knowing their pets are receiving high-quality care that improves their look and general health.

Our business saw the huge potential for success in this field, identifying a clear chance to lead the pet grooming industry. With an increasing number of busy pet owners looking for easy and dependable grooming services, we are well-equipped to handle this need. By providing outstanding quality and attention, we hope to gain a significant market share and establish ourselves as the go-to choose for pet grooming.