

Doggy care executive summary

[Business](#), [Marketing](#)



“ Doggie steps” is a pet business venture, which aims to be set as a leading example in booming business of pet care markets. The operations of the company will be modelled on the basis of innovation, strategic acquisition and brand growth. With a fantastic portfolio of human resources and products which we are intensely passionate about, we will delight growing number of customers in gurgaon with great care every single day.

Everything we do will be channelled by the company’s philosophy of care, innovation, customer centricity and intense passion.

This report will outline the initial steps to meet the company’s objectives and goals. This report has been formulated after collecting individual insights from key players of the company; which will be instrumental in establishing the company “ Doggie steps”. Our report begins with an overview related to the key events and the developments that has aided the company founders to set up this business venture. In this section, the readers will be able to relate the company’s vision to the significant details of the market. Strategic approach to needs and reasons for choosing a location has been summarised in this section.

A brief account of the market related figures has been provided in the market analysis section of the report. This section will also broach upon the current gaps in the market that needs proper attention. The next section will explain how the company is going to provide value to the customers. A six step plan, which has been formulated by the company founders, has been provided in this section. The company aims to win market share by practicing the six step plan. Also a detailed marketing mix comprising key

characteristics has been explained in detail to complement and help us meet our goals with respect to the six step plan.

The following sections- pricing and distribution channels has been supported with facts and figures that will be implemented by the company to start up the operations of our business venture. The next section, planning, is explained in detail to provide a clear view of the strategies that will be executed to abide by our mission and eventually realize our vision. This section will illustrate that the company has a bold ambition to build a national framework by entering new markets, unconquered markets and with service that will be differentiated and practiced on the scale of world class delivery.

The planning section has been divided into sales and financial to provide a clear understanding of the amount that will be invested and the consequential return on investment that will be stipulated for the company. The financial planning section has been formulated with the help of well known business strategists in the market of pet care. Accounting records has also been provided in this section to help the reader analyze the probability of profits and minimization of losses for the company on account of the initial expenditures.

The section operational plan has requisite conditions specified for the type of customers that the company is going to cater to. These conditions has been made based on the historical records of the pet care activities which included damages caused by the unruly behaviour of different species of dogs that had been catered to. Health related specifications in the conditions,

mentioned in the section have also been provided based on the advice of veterinarians and members of animal council organizations.

A schedule for the operational activities has also been provided in this section to help the customers to understand the different services offered at different times. The company aims to deliver exceptional service by employing qualified personnel's. The report will also identify the reasons, why doggie steps as a company will be embracing talented professionals to provide high class of service in the city of Gurgaon. The section- human resource and human - resource policies have been made after indentifying the needs of the company and the goals that the company is aspiring for.

A brief explanation of the job profiles of each valuable participant of our operation has been outlined to help the readers understand the amount of care and service that our customer will be given. At the end of the report, policies have been explained in brief to give an account of the codes and conduct that will be practices by our company. Finally, this report is an account of the business operations of a newly formed company that will be looking to enhance its prospects in the coming years.

Several key strategies instrumental for the success of our company is formulated on the aspect; a new company entering a growing sector and aspirations to reach new heights in the field of pet-care. The founders of the company are aspiring to build a national brand by focussing on innovation, processes, distribution and people. In each section of this report, the aforementioned characteristics will be the basis to explain the strategies, figures and goals for the company. Through this report, we would like to

encourage our business partners and customers to share our vision and join us on our mission.