NAME: ERESIMADU WINNER AMARACHI

DEPARTMENT: LAW

MATRIC NUMBER: 18/LAW01/093

COURSE: ENTREPRENEURSHIP

LEVEL: 200 LEVEL

ASSIGNMENT: Create a business plan of your choice

**PLAN OUTLINE**

* **Executive summary ( objectives, mission, keys to success)**
* **Company summary**
* **Products**
* **Market analysis summary**
* **Strategy and implementation summary**
* **Management summary**
* **Appendix.**

**Executive summary**

Goshen’s animal service is a full service animal care facility dedicated to consistently providing high customer satisfaction by rendering excellent service, quality pet care, and furnishing a fun, clean, enjoyable atmosphere at an acceptable price. We will maintain a friendly creative work environment which respects diversity, ideas, and hard work. The timing is right for starting this new venture. Animals are playing a larger role in our lives, and working people are choosing to provide them with a good life. Loving families with active pets and an active conscience are in search of better lives for their pets and peace of mind for themselves, causing busy animal lovers to flock to an ever growing number of animal day care, Goshen animal service will include overnight care, wash your own, pet grooming, animal behavior, pet portraits, gift and pet specialty products, 24 hour service and special requests, all at one facility. Eresimadu winner, owner, has worked at a high paced, customer service oriented profession at a growing company for twenty five years. She has earned the respect of her colleagues through hard work and dedication. Her daughter is a graduate from veterinarian technical college and will join the staff in the fall of Year one. Winner cares for pets of friends often, and at any given time there have been one or more animals living in her home. From business colleagues to friends surveyed, winner has what it takes to make this venture extremely successful. She will count on her reputation to exceed expectations while continuously establishing an active client base. To achieve our objectives, Goshen’s is seeking a long term loan. This loan will be paid back from the cash flow of the business within seven years, collateralized by the assets of the company, backed by personal integrity, experience and a contractual guarantee from the owner. Start up costs will be used to purchase fixed assets, supplies, advertising, and opening cash on hand.

**OBJECTIVES:**

1. Monthly sales increasing steadily throughout FY1
2. Gross margin higher than 50% on per products.
3. Full capacity by year end FY2
4. Expansion of services by FY3

**MISSION:** To provide excellent animal care in a pet friendly atmosphere while ensuring our customers, both pet and owner, receive excellent service in a playful safe environment.

**KEYS TO SUCCESS**

The keys to success in our business are:

* **Superior customer service:** 24 hour high quality care and service.
* **Environment:** provide a clean upscale, odor free, enjoyable environment conducive to giving professional trusting service.
* **Convenience:** Offering clients a wide range of services in one environment.
* **Location:** provide an easily accessible location for customer convenience.
* **Reputation:** Credibility, integrity and 100% dedication from 23+ years employment at current workplace.

**COMPANY SUMMARY**

Goshen’s animal service is a new company that will provide high level animal care and customer service in the following categories:

* Overnight care: leave your pet for as long as necessary for 24 hour care and attention. 30 large dog runs and 10 kitty condos.
* Day care: Provide 3,000 sq ft for a fun, safe atmosphere for pets to spend the day exercising and enjoying the company of other pets.
* In home care: Staff will go to homes to feed, walk play, and check on pets, as often as requested. Mail will be picked up and plants watered if requested.
* Wash your own pet: provide four tubs, brushes, environmentally safe shampoo, dryers and aprons for clients who bring their pets in to wash.
* Pet grooming: provide on site professional pet grooming services.
* Animal behavior classes: provide certified training courses for the beginner, intermediate, and advanced.
* Pet portrait: on site portrait opportunities.
* Gift shop: provide specialty pet related gifts and products.
* Special events: coordinate pet birthday parties on any other special occasion on site or at a location of choice.
* Special requests: Provide service for pets with special needs including administering medication, assisting with recovery from surgery, handicaps, etc.
* 24 hour service.

When will set Goshen’s animal service apart from the competition is our commitment to provide these services in one location that is not limited to dogs and cats.

COMPANY OWNERSHIP: Goshen’s animal service will be created as a Limited Liability Company based in Lagos, owned by its principal operator.

START UP SUMMARY: Total start up Requirements include legal costs, logo design, stationary and related expenses. The start up costs are to be financed partially by the direct owner investment and long term loan financing the details are included in the following table.

START UP REQUIREMENTS

Start up Expenses

Legal and accounting. 2,000

Office supplies(stationary). 500

Collateral materials(cards, brochures) 4,000

Consultants/permits. 5,000

Insurance. 3,000

Rent/lease. 7,500

Space design/ contractor. 2,000

Sales and marketing(advertising) 2,500

Expensed equipment. 0

Other. 500

Total start up expenses. 27,000

COMPANY LOCATIONS AND FACILITIES: This facility will be established in an upscale, growing area in Lagos. We will service the growing condominium area, the west area, while capturing the area for those customers coming into the downtown areas. The facility is zoned, which will allow day and overnight care.

**PRODUCTS AND SERVICES**

Goshen’s animal service wants to set itself apart from other animal service facilities that may offer only one or two types of services. While talking to several pet owners, I have come to realize they desire the services I am proposing, but are frustrated because they must go to several different businesses. The focus of Goshen’s animal service is day care and overnight care. However, the services we provide will be above and beyond what our competition can offer. Our businesses atmosphere will be clean, friendly and upscale where customers will be comfortable leaning their pets. We will offer personal touch, such as birthday cards and a daily report card for each pet that is registered with Goshen’s animal service. Our business will offer 24 hour service, a unique concept in this type of industry.

**Product and service Description:** Goshen’s animal service will be considered an upscale full service animal care facility. We will offer a wide range of services, not limited to dogs or cats.

TECHNOLOGY: Goshen’s animal service will maintain the latest windows and internet capabilities including complete email capabilities on the internet to work directly with clients for reservations, purchasing products online, asking questions, providing information, etc, as well as a web page will provide information and maximum exposure of available services.

FUTURE PRODUCTS AND SERVICES: one year growth

* Veterinarian technician on staff to administer vaccinations on specified days and tend to any unforeseen emergencies.
* Internet access to watch your pet online.
* Monthly newsletter
* Weekly play hour
* Espresso and juice bar.

THREE YEAR

* Expand the number of overnight kennels by 10.
* Mobil pet wash… will go to pet owners home to wash their pets
* Sell and distribute gifts and products online.
* Add an exercise pool
* Combine facility with a local veterinarian.

FIVE YEAR

* Expand the number of overnight kennels by 20
* Franchise.

**MARKET ANALYSIS SUMMARY**

Goshen’s animal service will focus on dual income, traveling professional families with hectic schedules. Those trying to strike a balance between the demands of their careers, personal lives and their pets. Our most important group of customers are those who do not have as much time as they desired to invest in their pets and are willing to seek additional help regardless of costs.

TARGET MARKET SEGMENT STRATEGY: We will not be successful waiting for the customer to come to us. Instead, we must focus on the specific market segments whose needs match our offerings. Focusing on targeted segments is the key to our future. Therefore, our focus and marketing message will be the services offered. We will develop our message, communicate it and fulfill our commitment to excellence.

**Market needs:** Our target customers are pet owners not restricted to only one pet per household. They are working professionals that need reliable, trusting and convenient pet care available to them to keep up with the demands of their hectic schedules. There is a need for one stop convenience.

**STRATEGY AND IMPLEMENTATION SUMMARY**

Emphasize customer service: Goshen’s animal service will differentiate themselves from other animal care service facilities. We will establish our business offering as a clear and wimble alternative for our target market.

**Build a relationship oriented business:**  Build long term relationship with clients, not just an occasional visit. Let them become dependent on Goshen’s animal service to help out in many situations. .make them understand the value of the relationship.

**Focus on target markets:** we need to focus our offerings on the busy professionals, who want to save time to enjoy convenience, multiple services, and total satisfaction at services.

**Differentiate and fulfill the promise:** we can’t just market and sell service and products, we must actually deliver as well. We need to make sure we have the knowledge intensive businesses and service intensive business we claim to have.

**Competitive edge:** Goshen’s animal service starts with a critical competitive edge. There is no competitor that can claim several multiple services, 24 hour care, and customer convenience at one location.

**Pricing strategy: Goshen’s animal service** will be priced at the upper edge of what the market will bear, competition with similar types of services in the area.

**Promotion strategy:** we will host an open house with a business card drawing for one free service. We will offer discounts after a specified number of visits for the first six months to establish a client base.

Example:

* 10 wash your own = one free day visit gift certificate
* 10 day care visits = one free overnight visit gifts certificate
* 10 overnight visits = one free wash your own gift certificate
* 20 visits = 10.00 discount.
* Three referrals = one free day care visit gift certificate.
* Monthly business card drawing = one free visit
* Create specified packages = one day, one night, one wash for a special discount price.
* Multiple pets from the same family = family discount rate.
* Use promotional items such as frisbees, collars, coffee mugs, etc. With Goshen’s animal service printed on it.
* **MANAGEMENT SUMMARY**

Goshen’s animal service will be organized and managed in a creative, innovative fashion to generate very high levels of customer satisfaction. We will create a working climate conducive to a high degree of personal development and satisfaction for employees. A policy manual will be developed and implemented. Job descriptions will be developed to identify necessary competencies and skill sets. Team oriented professionals with common goals will be hired. We will conduct weekly staff meetings to discuss ideas, suggestions, and operations. An annual motivational seminar will be held and we will develop an employee recognition program. As the business grows, the company will offer an employee benefit package to include health and vacation benefits for everyone.

**FINANCIAL PLAN**

The following table summarizes key financial assumptions, including payment for services in cash or debit card. We assume fast growth and large demands in this new specialized service.

. **Year 1. Year 2. Year 3**

Plan month. 1. 2. 3

Current interest rate. 0.00% 0.00% 0.00%

Long term interest rate. 9. 00% 9.00% 9.00%

Tax rate. 25.42% 25.00% 25.42%

Other 0. 0. 0

**APPENDIX**

**Appendix 5**

**Item. Cost/month. Total cost/year**

**1. Transportation. 800,000. 8,000,000**

**Of fresh dog kennels to site at**

**20,000/ton(40 tons/Month)**

**2. Administration cost. 40,000. 480,000**

**3. Insurance(2% on fixed**

**Assets 0.02× 50,000. 833,334. 1,000,000**

**Repairs and maintenance**

**(5% on fixed assets)**

**0.05× 50,000,000. 208,334. 2,500.**

**Depreciation**