

DRAFT BUSINESS PLAN

For Aussie Pooch Mobile



(Revision 2.5)

November 2016

This business plan is to be completed by the prospective franchisee and returned to the support office prior to Aussie Pooch Mobile granting a franchise.

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Executive Summary

I first found out about Aussie Pooch Mobile _____

I became more interested in Aussie Pooch Mobile after reading all the information that was given to me and also after I spent a day out on the road with an Aussie Pooch Mobile Franchisee.

The Aussie Pooch Mobile seems a perfect opportunity for me, as I love working with dogs, being my own boss, and working outdoors, knowing that you have back up support from the company.

I have had dogs since early childhood and I understand how hard it is to keep a pet clean and healthy. I love dogs and I really enjoy looking after pets. Aussie Pooch Mobile provides a fast, easy and economical way of providing the best possible care for pets.

I believe I have the knowledge and understanding of what it requires to love and care for pets and the understanding of what pet owners require. I also believe that with the support that the Aussie Pooch Mobile offers its franchisee's that I can make my business successful and I will be an asset to the Aussie Pooch Mobile team.

Present Situation



Commencing in Australia in 1991 Aussie Pooch Mobile were the World's 1st and premier dog wash and care franchise and continue to be the market leaders.

The Aussie Pooch Mobile currently has almost 200 units travelling throughout Australia, New Zealand, New Caledonia, Malaysia and the United States of America washing and caring for over 20,000 dogs per month and growing.

There are five full time staff and 2 part-time staff at the Support office in Brisbane and one full time Operations Manager in Sydney. Further support is provided by franchise support managers within the field.

Market Environment

The marketplace continues to grow as dog owners increasingly see the benefits to dog ownership and the importance of their care and wellbeing whatever their profession. The Aussie Pooch Mobile is a household name that provides a service that is caring, affordable, reliable and efficient.

Products and Services

The Aussie Pooch Mobile provides a 'to your door' dog washing, grooming, clipping, retail sales and advice service for all the dogs needs.

The Aussie Pooch Mobile standard service includes:

- **Hydrobath** - A massaging bath for dogs, in warm fresh water
- **Brushing** - To remove light matting and excess hair from the dog
- **Nail Clipping** - To ensure that the dog's feet are kept in great shape
- **Ear and Eye Clean** - Hygienically cleaned to remove any build-up of ear wax and sleep
- **Aromacare** - A delightful range of essential oil rinses for use on the dogs
- **Blow Drying** - All dogs are blow-dried with a warm blow dryer to ensure they are ready to cuddle
- **Doggy Treat** – A yummy healthy pooch treat is provided at the end of each service

The solutions used to actually wash the dogs are environmentally friendly which include Aromatherapy rinses to further enhance the dog's best wellbeing. The shampoos used in the service are exclusive to Aussie Pooch Mobile.

Additional services are available which add profits to the business. An example of these are grooming, clipping, massage, tick wash, medicated washes, facials and aromatherapy.

Retail Profits: New products and solutions are being designed to further enhance the ability to benefit the dogs, build the Aussie Pooch brand and the franchisees profitability. Eg. Aussie Pooch exclusive liver cookies and various deodorants to be used in between baths just to name a couple.

Pricing and Profitability

Current prices are holding and profits are increasing because of the ability to bath more dogs in a smaller area as the service becomes better known as well as the ability to provide additional services, such as clipping and retail sales all on a regular basis for the customer's and dog's convenience.

Customers

Aussie Pooch Mobile is a 'Repeat Business'. A large percentage of current customers have their dogs washed approximately two to four weeks to maintain their dogs' best well being. The services to the customers can be enhanced with further services such as retail sales and grooming and clipping for the dogs. Approximately 75% of the customers are women who are looking to take care of their valued family member.



Objectives

My primary objectives are to:

- Be known and appreciated by all dog owners throughout my exclusive territory.
- I expect a good return on my investment that will continue to grow with continual market growth.
- To own my own franchise outright and to use it as a financial basis to purchase another trailer for the exclusive territory that would be operated by a subcontractor.
- Enhance the business within my exclusive territory by offering the customer retail items, grooming and clipping.

Business Goals

- Customer satisfaction
- Quality service
- Reliability
- Affordability
- Growth

Rationale

On the basis of my experience with the company, I feel that:

- The customer is the most important person in any business. The Aussie Pooch Mobile is customer based and offers the service best fitted to the customers' requirements.
- The Aussie Pooch Mobiles managers come from environments where they are experienced with working with animals to produce an income and return a high profit growth, to managing a large organisation with a rapid growth high-tech development team. I believe that this experience and knowledge will help me to achieve my objectives.

My objectives are:

- Appropriate... They "ring true" for what I expect to be doing.
- Acceptable... Within industry and political environments.
- Feasible... Achievable given my resources.
- Measurable over time... Number of years.
- Motivating... Aggressive, yet achievable.

Service and Benefits

The service is extremely affordable, requiring a minimal fee per visit to have your dog maintained. This allows customers to utilise its services at regular intervals without costing them a fortune. For example: One of the Aussie Pooch Service features is its ability to be affordable to dog owners regardless of income. Eg. The price of a weekly standard service is approximately the same as purchasing a coffee a day.

Environmentally friendly products are another powerful feature. This ensures that the dog and anyone coming in contact with it will not be harmed by hazardous chemicals. One very strong capability is the products ability to help with fleas and clean the dog's coat.

In addition, the use of the hydrobath does not require a tremendous amount of effort on our behalf to ensure that the product reaches the dogs skin through even the thickest coat.

Hydrobathing saves a tremendous amount of water and saves time, compared to traditional bathing methods. With the utilisation of a hydrobath it makes it easy and convenient to bath dogs in colder weather as the hydrobaths have built in heaters, as well as the dogs being blow dried. This also benefits dogs with arthritis or racing dogs that need regular massaging.

Compared to traditional bathing methods, The Aussie Pooch Mobile methods saves time and water (only using 20L per dog). The hydrobathing system and our proven products also help with many skin disorders and coat conditions.

Key Benefits of All Services

The clients and dog's will benefit from a 'to your door service' offering to maintain and achieve a pets best well being. The service is convenient, affordable, reliable and efficient, helping to enhance the benefits of dog ownership.

The combination of all services for the dog are improved appearance, overall health improvement, happy and of course a clean dog. This will ensure the dog continues to provide the benefits of pet ownership to its 'Pet Parent'.

Service Life Cycle

The average life cycle of a dog is approximately 12 years. A large percentage of customers have their dogs bathed every two – four weeks. This allows for approximately 250 baths per dog per dog lifetime.



Marketing Strategy

The Aussie Pooch Mobile has a proven marketing strategy, which has been built and improved upon since 1991. The strategy is to enhance, promote and support the fact that the service comprises unique features and benefits that will establish market preference.

Comprehensive Plan

My marketing plan for the service is based on the following fundamentals:

- I aim to provide "THE" service in mobile pet care and maintenance.
- I aim to reach all pet owners with the offer of "caring for your pet".
- I will reach the market segment by promotions and advertising.
- I will network locally to build the awareness of the service in my area.

According to the research carried out by the Australian Companion Animal Council, "Contribution of the pet care industry to the Australian Economy / 7th Edition 2010" on average 36% of Australian homes have a dog Service Strategy.

I believe that any service industry including mobile dog bathing should be treated as a long-term service. The service when commencing within a new territory should expect to recover the initial capital outlay within two years of operation. There will be a capital growth directly related to the growth in income, returned from the territory.

The clients and dogs will benefit from a 'to your door service' offering to maintain and achieve a pets best well being. The service is convenient, affordable, reliable and efficient.

Positioning in the Market Place

- Aussie Pooch Mobile operators are perceived by their customers to be professionals in the service they offer. They have the experience and dedication to ensure maximum benefits for their pet and themselves.
- The Aussie Pooch Mobile is clearly the leader with more mobile units operating than any other company offering an equivalent service.
- The competition has a long way to go to attain the reputation and market strength earned from over 25 years of experience Aussie Pooch Mobile has.
- The unique advantages of Aussie Pooch Mobiles services can be exploited to arrive at a winning position in the consumer's mind.

Reposition the Competition

- I can reposition my competitors by making consumers aware of the excellent service that I can offer them for a comparative fee.
- Promotional Tools including but not limited to Brochures, Business cards and Pamphlets, Magnets and Calendars, Key rings, Loyalty cards, Caps, Other Collateral Materials.
- Advertising including but not limited to Targeted Advertisements. (leaflet drops), Media Selection and Strategy. (Press Releases), Local papers, Pet related magazines, Yellow pages and Community Phone Books, Internet website, Facebook promotions, competitions, Local Fair's and Fete's and word of mouth due to the excellent customer reputation I will gain from providing an exceptional service.
- Feedback Loops through Lead Generation including Lead Referral and Follow-up systems and competitions.

A proven marketing strategy is provided to any new operator and an advertising material kit is included in the package.

Pricing and Profitability

- Pricing is currently set to be in line with the competition but is not aimed at the bottom end of the market. The Aussie Pooch Mobile has a recommended pricing policy for the services offered.
- The Aussie Pooch pricing policy is competitive with the competition that offers the same services they provide.
- The Aussie Pooch service may be perceived to be higher than some of their competition because a total maintenance service is offered for the pooch whereas competitors may offer a base rate but have add on fee's for additional services such as toe nail cutting or ear cleaning.

The prices for the services are determined first and foremost by costs plus reasonable profit margins. It is important to know that competitive pricing is inherent to their market profile.

I believe that customers will pay this price because their service will:

- Provide advantages gained from a well-maintained dog.
- Ensure that the dog has an improved coat condition.
- Ensure fewer fleas in the dog's environment.
- Provide a convenient and reliable service.
- Ensure that the dog is happier.
- Enhance the health and appearance of the dog

Approximate Pricing Structure (Standard service – <u>includes aromacare & short blow dry</u>)				
State	Recommended Price	Time per dog	Number of dogs in 8 hour day	Income based on # of dogs
QLD	\$27 - 36	30 – 45 mins		
WA/SA	\$30 - \$40	30 – 45 mins		
NSW ACT VIC TAS	\$35 - \$50	30 – 45 mins		

This is a guide only of full time potential providing the standard service. It does take time to build up to this. Ultimately the amount you earn and the amount of dogs you wash is up to you.

Additional income

I am able to generate more income by supplying your customers retail products, such as leads, brushes, flea control, presents etc. As well as income from additional services: - grooming, *clipping, massage, facials, Tick Wash, medicated washes, aromatherapy.

*Clipping course and equipment is available for an additional fee. This is available to you after completing your initial 12 weeks. Prior learning is taken into account so please advise if you have previous clipping experience.

Financial Projections

This projection is based on washing ____ amount of dogs at \$___ price per dog and providing additional services to ____ amount of dogs at \$___ price per dog.

In addition to this I have the opportunity to sell retail items to enhance my profits.

(price varies according to services performed and products supplied).

Income	Weekly	Weekly
Aussie Pooch Mobile Dog Washing Income		\$
Aussie Pooch Mobile Retail Sales Income		\$
Aussie Pooch Mobile Dog Grooming/Clipping		\$
Total Income		\$

Expenses (based the above projection)

Business Loan Repayment	\$
Franchise royalties 10%	\$
Flat Fee	\$
WOOF eDiary software	\$
Communication Levy (Pager)	\$
Telephone/Network contribution	\$
Website/Social Media Fee	\$
Solutions - consumables (estimated \$1.50 per dog)	\$
Motor Vehicle expenses	\$
Fuel	\$
Trailer and equipment	\$
Phone (land and mobile)	\$
Accountant	\$
Business Insurance	\$
Uniforms	\$
Home office supplies	\$
Other	\$
Total Expenses	\$
Profit/Loss	\$
Tax to be allowed for this. (For further information www.ato.gov.au)	\$

Projected Income

There is the opportunity of earning an income from

Dog Washing

Dog Grooming

Retail Sales

Further opportunities exist with placing on a second mobile unit to grow the business further with the help of a representative. With some territories (over 10,000 dwellings) or with the addition of more territory I can look to build up the business and sell off an established portion of it.

Below is a list of the franchisees I have contacted along with their average weekly incomes. The franchisees also advised me that approximately ___% of their income would be used for expenses.

Franchisee	Territory	Average weekly income	Average annual income

Executive Summary

From the information that I have gained from speaking with the franchisor and franchisees as well as the comprehensive information supplied in the companies Disclosure Document I strongly believe that I can make this business a success.

The compilation of this document has provided me with all of the necessary information to make an informed decision into the potential of the business. I am confident and excited at the opportunity for me to become successful in my own franchised business.

Date: _____

Name: _____

Signed: _____



Personal Budget Planner

<u>Current Expenses</u>													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
LOANS													
HOME													
CAR													
INVESTMENT													
PERSONAL													
CREDIT CARDS													
STORE CARDS													
HOME													
RENT													
ELECTRICITY													
TELEPHONE													
COUNCIL RATES													
GAS													
WATER													
MOTOR VEHICLES													
REGISTRATION													
INSURANCE													
LICENCE & RACQ													
RUNNING EXPENSES (fuel/service)													
SCHOOL													
FEES													
EXCURSIONS													
CLOTHES/SHOES													
ACTIVITIES/SPORTS/ MUSIC													
+ Sub Total (page 1)													

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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
INSURANCE/SUPERANNUATION													
HOME / OTHER BUILDINGS													
CONTENTS													
HEALTH													
SUPERANNUATION (non employer)													
LIFE & TPD													
INCOME PROTECTION													
TRAUMA													
TRANSPORT													
RAIL/BUS/FERRY													
TAXIS													
TOLLS													
CAR PARKING FEES													
FOOD													
SUPERMARKET													
GREENGROCER													
BUTCHER													
BAKERY													
HOUSEHOLD													
FURNITURE													
ELECTRICAL GOODS													
MANCHESTER													
REPAIRS													
HOME SERVICES (cleaning, mowing)													
PETS													
VETERINARY													
FOOD SUPPLIES													
GROOMING, WASHING etc.													
+ Sub Total (page 2)													

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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
PERSONAL													
CLOTHES													
SHOES													
JEWELLERY													
HAIRCARE & COSMETICS													
DRYCLEANING/ LAUNDRY													
SELF EDUCATION													
RECREATION & LEISURE													
HOLIDAYS													
SPORTING FEES													
CLUB MEMBERSHIP													
HOBBIES													
RESTAURANTS/TAKEAWAY													
LUNCHES													
CONCERTS/THEATRE													
MOVIES/VIDEOS													
SPORTING EVENTS													
ALCOHOL & CIGARETTES													
BOOKS, MAGAZINES, PAPERS													
CD'S/DVD'S/TAPES													
GAMBLING													
SUBSCRIPTIONS – other													
INTERNET ACCESS													
PAY TV FEES													
POSTAGE													
MEDICAL													
CHEMIST													
DOCTOR													
DENTIST													
OPTICAL													
SPECIALISTS / other therapies													
+ Sub Total (page 3)													

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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
OTHER													
DONATIONS													
GIFTS/PRESENTS													
POCKET MONIES													
CHILD MAINTENANCE													
BABYSITTING													
CHILDCARE													
Sub Total (this page)													
+ Sub Total (page 1)													
+ Sub Total (page 2)													
+ Sub Total (page 3)													
= TOTAL EXPENSES													

INCOME

CURRENT AUSSIE POOCH INCOME	
OTHER INCOME (SECOND JOB OR PARTNER'S)	
RENTAL PROPERTY INCOME	
INVESTMENT INCOME	
PENSION/ANNUITY	
CENTRELINK BENEFITS	
OTHER	
TOTAL INCOME	

NET INCOME \$ _____

BUDGET RESULT

NET INCOME \$ _____

LESS CURRENT EXPENSES \$ _____ (SEE ABOVE PAGES)

SURPLUS/(DEFICIT) \$ _____

You need to review your current situation and how it will financially impact you while you are building your business.