

CARES WORTH

Your pet, our responsibility

**PET GROOMING AND
BOARDING INDUSTRY**

Per capita disposable income



Population



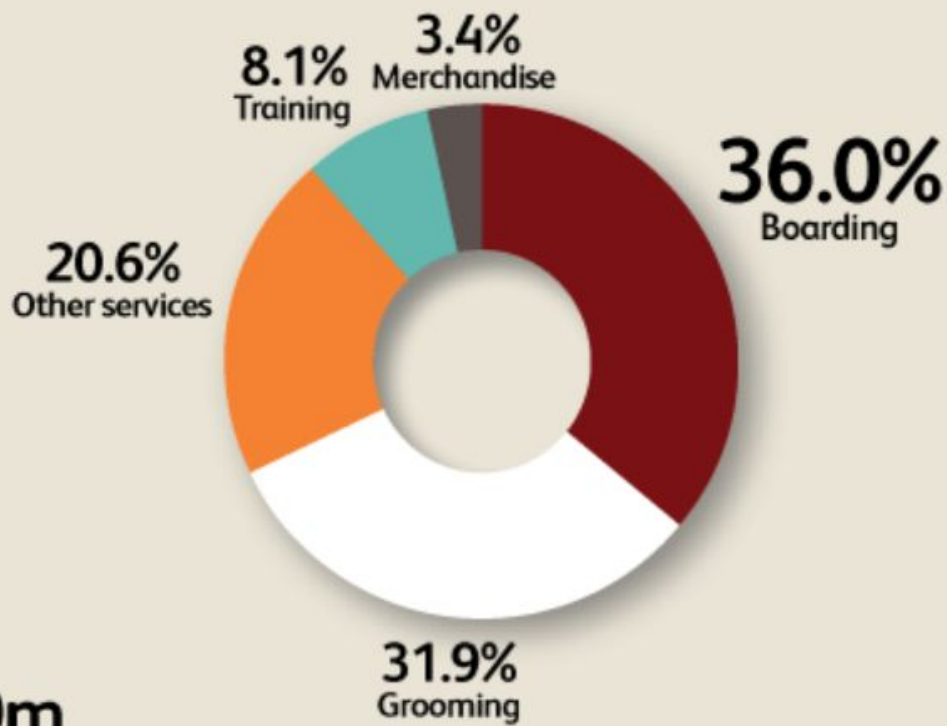
SOURCE: IBISWORLD

PRODUCT/SERVICE

- I. Pet grooming- Hygiene care- bathing and brushing, haircuts and styling, ear cleaning and nail trimming.
- II. Pet boarding- Safe and hygienic home for pets to live in when their owners are away.
- III. Pet training- Obedience and guard training.
- IV. Luxury services- Pet massage and spas
- V. Pet food



Products and services segmentation (2019)



Total \$548.0m

SOURCE: IBISWORLD

INDUSTRY ANALYSIS

Based on our research we have information on the rising consumer expenditure on pets following rising disposable income due to economic growth, for the years 2013 to 2017.

Garden products, plants and flowers	499.8	516.1	519.7	533.5	556.6
Pets and pet food	551.3	585.2	607.1	644.9	654.3
Veterinary and other services for pets	364.5	388.5	413.3	443.0	461.5

Cat and dog ownership in Canada has risen between 2014 and 2016.

The number of household cats grew by 25.7% to 8.8 million, while the number of household dogs grew 18.8% to 7.6 million (IBISWorld).

Overall, cats and dogs ownership combined is estimated to have risen 10.0% during the past decade.

Revenue Outlook

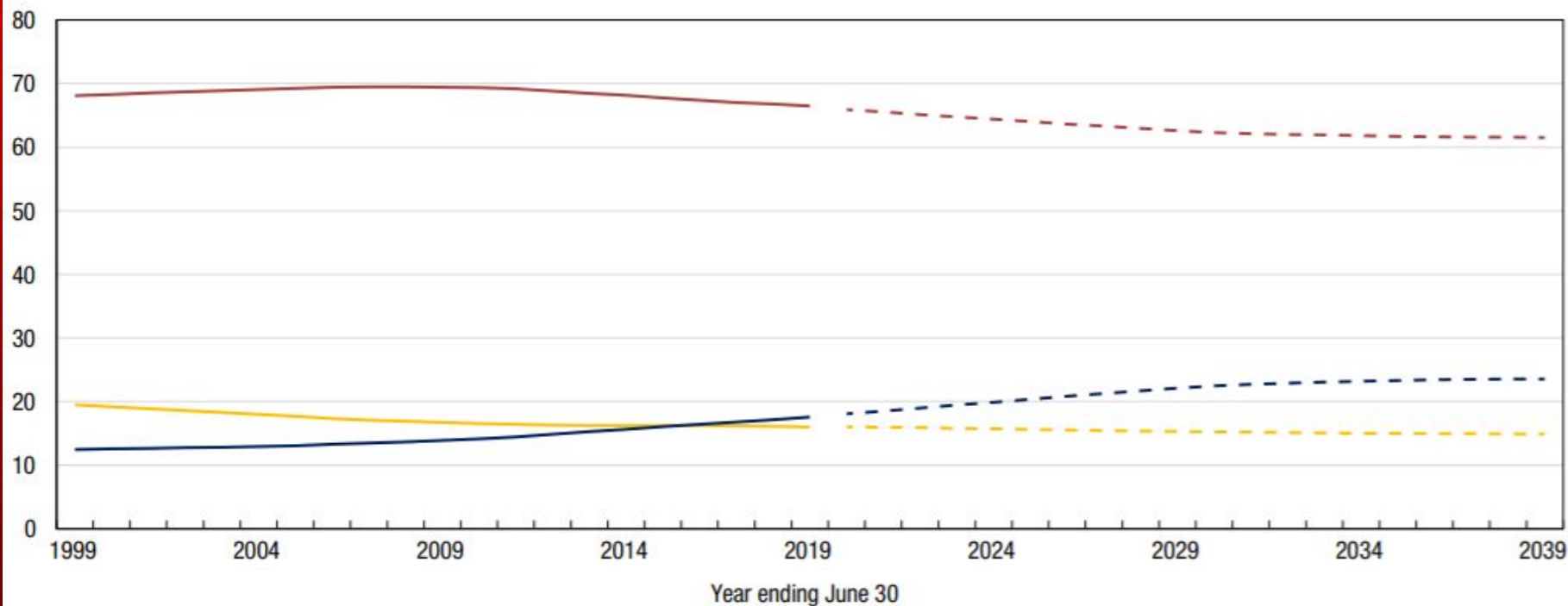
Year	Revenue \$ million	Growth %
2020	557.4	1.7
2021	567.4	1.8
2022	577.7	1.8
2023	588.4	1.9
2024	584.6	-0.7
2025	604.5	3.4

TARGET MARKET

Our target market consists mainly of single professionals, young couples, and empty nesters who have delayed having children, as according to IBIS, during the past decade pet ownership has risen among these groups demonstrating the profitability of these groups. Thus since the above mentioned groups mostly belong to the middle-income working class aged between 24 to 64 years, it precisely defines our target market.

Proportion of the population aged 0 to 14 years, 15 to 64 years and 65 years and over, 1999 to 2039, Canada

percent



— 0 to 14 years (population estimates)

— 15 to 64 years (population estimates)

— 65 years and over (population estimates)

- - - 0 to 14 years (population projections based on M1 scenario)

- - - 15 to 64 years (population projections based on M1 scenario)

- - - 65 years and over (population projections based on M1 scenario)

We also aim to reach out to potential pet owners and assure them that as with owning a pet is not difficult as long as “Caresworth” exists, by eliminating most of the below mentioned problems they fear experiencing.

The main reasons for not having dogs or cats among the 45% of Canadian households that do not have them are:*

I don't want the responsibility/just don't want one	58%
I travel too much/they don't fit my lifestyle	41%
Health reasons	22%
Cost/too expensive	22%
Building I live in doesn't allow pets	12%

*Note: Total does not equal 100% because multiple answers were allowed.

COMPETITION AND SUBSTITUTES

DIRECT AND INDIRECT COMPETITION:

- 1) PetSmart : a huge market share of 29.7% (Direct).
- 2) Walmart : Expanding to the pet grooming and boarding industry (Indirect).



SMALLER COMPETITORS

1) Pet Value: Similar goods and services provided as our company.

-Our company will gain consumer confidence and loyalty by providing quality services and affordable pricing.

VALUE PROPOSITION

- I. Pet events
- II. Education on pet care and nutrition
- III. Pet exercising
- IV. Self- checkouts



RESEARCH PROCEDURE

PRIMARY RESEARCH- QUESTIONNAIRES:

- I. Do you have a pet? If no why not? If yes what pet?
- II. What services do you commonly need for your pets? And how often do you need these services?
- III. What new services would you want for your pets?

SECONDARY RESEARCH

IBISWorld; Statistics Canada; Google Scholar

WORKS-CITED

<https://www.petsmart.ca/>

<https://clients1.ibisworld.com/reports/ca/industry/industryoutlook.aspx?entid=1735>

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3610022501&geocode=A000248>