

43 Innovative Pet Ideas

3 of Those Ideas Presented to Sam's Club Stakeholders:

1. **Customizable/Subscription-Based Individualized Pet Boxes:** a monthly subscription service that sends your pup a customized box of themed toys and treats for your pet delivered right to your door every month.
2. **Mystery boxes for pets:** buy a certain amount of pet products or related to win a "mystery box" that is worth the amount that you bought to get referred one. These boxes can include accessories, toys, and even gift cards with a chance to win something big (costs as much as the box, more, a lot more)
3. **Customizable meal plans for dogs similar to [Tastry](#) and the [MoMo Project](#):** develop a meal plan that fits a dog's age, weight, breed, and general lifestyle while also adjusting the number of calories that the dog will receive.

12 of Those Ideas Presented to Director of Innovation at Sam's Club, Jonathan Saffian:

4. **Healthy food box created from unsellable merchandise:** members can choose what ingredients sams club offers that they can't sell and either have sams club create a food plan, create the meal, or have the right amount of food available in the box for the member to create the meal using club pickup.
5. **Self-serve dog wash:** premium self-wash stations that supply shampoo, conditioner, combs, brushes, towels, blow-dryers, and aprons so customers do not have to bring anything. Customers can wash the dog themselves or can pay more to have someone wash it for them.
6. **Tastry for pet health by partnering with the [MoMo Project](#):** provides personalized recommendations on each pet's nutrition by pulling together data on pet food in the US and gives the absolute best choice of food and supplements for your pet

based on data. This data can also include health recommendations from the pet's veterinarian for more personalization in their customized dietary guides

7. **Gamified chore tracking app:** similar to apple watch fitness rings that track "health goals" and "chore goals" that provides more rewards/treats for the dog and its owner as more are completed/ can also be a competition comparing to one's friends and their dogs
8. **Sam's Club flexible and customizable doggy daycare:** the customer purchases a monthly membership with a certain amount of time associated with it
9. **Rescue box:** each subscription box that contains five premium pet toys, treats, and chews can feed a number of shelter pets
10. **QR coded pet boxes** when scanned can give offers and coupons while providing information on the products in the box
11. **Build your own pet box:** add many different categories into one box per month including (food, vitamins, toys, etc.)
12. **birthday boxes for pets**
13. **Pet yoga/fitness boxes:** have vitamins, small yoga mats, healthy treats, that keep the dog as healthy as you are

16 of Those Ideas Voted by Group to Review Internally:

14. **Smart pet tags:** an all-in-one pet management system. Its key features include an intuitive web app, mobile app, and QR tag to track your dog, specify multiple points of contact, medical needs, vaccination records, and more. This can further be developed to include nutritional information to provide product recommendations.
15. **On-demand telehealth:** via a 24/7 digital vet clinic and a \$3,000 emergency fund for medical procedures.
16. **Offer Scannable pet ID tags** that can show the information needed to reconnect an animal with its owner. These tags can also be scanned to get basic health information on the pet which can be used to recommend different food offerings.

These smart tags can even be scanned when using one of Sam's Club's pet services to get more discounts on offerings.

27 Other Ideas:

17. **International dog food trial experience** using monthly boxed orders of dog toys from other cultures
18. **Pet hotel:** A full-service hotel for cats and dogs with certified associates and a veterinarian on call
19. **Partner with Rover pet care services:** Rover.com is one of the world's largest online marketplaces to connect customers to pet sitting, doggy daycare boarding, and dog walking services.
20. **Partner with Pup box:** a subscription pet box that grows with your pet: receive a box filled with age-appropriate training guides, treats, toys, chews, and accessories as he grows monthly.
21. **Sam's Club PetCoach:** provides the highest-quality pet services, products, and experiences, all of which are designed from a veterinary perspective
22. **Create an in-house pet care service** where sams club members can connect with each other for pet sitting and other services
23. **Sam's Club Vital Care:** offers services such as including routine veterinary exams, as well as discounts on unlimited full-service grooming visits. Members of Vital care will receive a one-time discount on Rover's services which offers discounts off every groom and nutritional foods and rewards every month
24. **Free sample of mini toys/foods**
25. **Sam's Club pet training center**
26. **Offer a blog service** of sam club shopper with pets for unique questions
27. **Offer training videos within the website** on the basics of taking care of dogs from dog walking, to cleaning after your dog
28. **Sam's Club pet clinic**

29. **Partner with pet adoption services** that compare pet adoption prices/reviews/
general health of pets on offer
30. **Sams club trial sample box pets:** Include small samples of Member's Mark pet
products(food, toys, etc.) monthly
31. Offer **pet homecare services** that give access to pet sitters via membership
32. Offer **live pet questionnaire service** with an in-house vet
33. Offer a **blog service** of **sam club shopper with pets** for unique questions
34. Offer **videos of the basics of taking care of dogs** from dog walking, to cleaning
after your dog
35. **In-store pet grooming services**
36. **Home pet grooming services** found via an app
37. **A gamified smart collar** that tracks dog activity to help push people to take care of
the basics of taking care of their pet
38. **Partner with companies** that offer pet services like walking
39. **Dog toys sent home monthly:** similar to small wine sent home monthly
40. **Smart dog collars** that through added information on the dog, its general habits,
and food preferences can recommend specific medication
41. **In-store pet activity center** that keeps the dog active and healthy and alleviates
the pains of old age
42. **Monthly subscription service** of medications/health products for pets
43. **Customizable healthy food plans** to help alleviate the pains of old age for pets