

# Your Grooming Company

Business Plan

Date | Name

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## Executive Summary

*Do this section last. This is the most important section in your business plan. Most people won't read past this section so make sure you cover every strategy from a high level.*

Things to think about...

- Who are my target customers?
- What needs do my customers have?
- What grooming services will I offer?
- Who are my competitors?
- What are the differentiating key features of my service?
- How will I price my service?
- How will I staff groomers?

## Company Description

Mission statement

*Write a paragraph about why you do what you do.*

Things to think about...

- What motivates me?
- What experiences led me to create a grooming business?
- Why do I care about grooming?

Company history

*Write one to two paragraphs about the makeup of your company.*

Things to think about...

- Founding date
- Company milestones
- Location(s)
- Leadership structure
- Number of employees
- Flagship products/services

## Business objective

*Write one to two paragraphs about the goals you are trying to achieve. These should be tied to key metrics like revenue, # of customers, # of groomers, etc. Be realistic.*

Things to think about...

- What is my specific objective?
- How do I measure this goal?
- How will I achieve this goal?
- Is this goal reasonable? Why?
- What's the time frame of this goal?
- What's your plan for the first 6 months assuming you have full expenses but no revenue?

## Market Analysis

### Business objectives

*Write one to two paragraphs summarizing the demographic information of your target market.*

Things to think about...

- Where is my target market located?
- What is my target market's income?
- What age groups are in my target market?
- What genders are in my target market?
- What kind of dog owner is my target customer? Proactive or reactive?
- Does my target market visit the vet often? How about the dog park?

## Competitive Analysis

*In one to two paragraphs, identify other companies that currently sell into the market you're looking to enter.*

Things to think about...

- Who is/are my main competitor(s)?
- Why are they my main competitors?
- How are they competitive against my service?
- How good is their customer service?

- What do they typically charge?

## Services

*Highlight your offerings in a brief description that considers the benefits, equipment needed, and production life cycle.*

### Benefits

- What unique features do my grooming services offer?
- How do these features translate into benefits for my target market?
- What are the emotional and practical payoffs to my customers?

### Production process

- What equipment will I need for my grooming offerings?
- How do I source this equipment? Where will I buy it from?

### Production life cycle

- What does the time between purchases look like?
- How can I encourage customers to rebook?
- How do I up-, cross-, and down-sell products/services?

## Marketing and Sales Strategy

Briefly reiterate your growth strategies (value proposition, target market, existing customer segments), then add your plan to attract new customers, retention strategies to keep customers, and growth experiments you'll run along the way.

Things to think about...

- What's my launch plan to attract new customers?
- What growth tactics will help my established business expand?
- What retention strategies (customer loyalty, referral programs, etc.) will I utilize to keep customers coming back?
- What are my advertising and promotion channels?

Ideas for you...

- Leave your business card at local vets, coffee shops, doggy daycares, and community boards.

- Offer referral discounts for existing customers, 10% off their next booking if they book in store
- Encourage all customers to leave reviews on Google. You can offer a discount to entice them
- Partner with local animal shelters or adoption day events to give free nail trims or discounts to newly adopted dogs.

## Business Financials

Here you should draw conclusions from the budget or financial plan you created. You can also talk about the monetization strategy & how much you'll need to make to break even.

## Organization

*Identify your team in a bulleted list and explain why they can either turn your grooming business into a slam dunk.*

Team member, Role:

- Education or certifications:
- Professional background:
- Awards and honors:
- Time in industry:

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Showcasing the larger team

- Number of employees:
- Cumulative years of experience:
- Awards and honors:

## Appendix

*Assemble a well-organized appendix for others to reference.*

Things to think about including:

- Legal documents
- Certifications that bolster your credibility
- Business registries and professional licenses
- Industry associations and memberships
- State and federal identification numbers or codes