



MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

✓ Done translating ✓

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - 60:40 split of man:woman
- Approximate Age range?
 - 18 - 40
- Occupation?
- Income level?
 - High class - elite - having a disposable income for taking care of their pets
 - Middle class - can pay bills but also takes care of their pet
- Geographic location?
 - Pakistan - Gojra city

Painful Current State

- What are they afraid of?
 - Accidents
 - My cat was involved in a really scary car accident
 - Cat becoming ill
 - My cat wasn't really well. We visited him, he ensured us that she's okay n is only suffering from anxiety as shes pregnant with 3-4 kittens. She'll be fine after delivery. And she was okay after it.
 - +A visit to the vet if your cat gets sick.it's more stressful than the money involved.
 - Pets getting killed during surgeries
 - Selling their pets under pressure if they didn't calm it down
 - Out of sight
 - Haye meri cat thori dyr nazr ni ati to pura ghr dhondny lg jata h .. ALLAH KrY ye khana kha la or thk hojy

- **Translation:** "Oh my God, when I don't see my cat for a little while, I search the entire house. May Allah grant that she eats and gets better
 - koi idher udher ho jaye to sab pareshan ho jatay
 - **Translation:** We get worried if our cat is not at its original place
- What are they angry about? Who are they angry at?
 - Failed surgeries
 - dr asim ruined my cat's teeth and then he argued with me about how he only did simple scaling.
- What are their top daily frustrations?
 - Spoiled pet tantrums (optional)
 - What i like the most about this particular pets hospital is that every doctor is friendly and ready to accommodate your spoiled pets tantrums
 - Cat on heat
 - Main kiya krun ? Mry pas 5 cats hain ek mother cat , or 4 usky bachy ab wo b bary ho chuky hain Aay roz jb b mri bari cat heat per hoti hai mujhy nhi samjh ati k usy kesy handle krun ? Or family mri shurh ho jati k kisi ko dy do kisi ko dy do Nhi bae mra Dil manta k dun is qadar tension hai k bta nhi pari
 - **Translation:**What should I do? I have 5 cats—one mother cat and her four kittens, who have all grown up now. Every time my big cat goes into heat, I don't know how to handle her. My family keeps insisting I give them away, but my heart doesn't agree. It's causing so much stress that I can't even explain.
 - Need for spaying and neutering
 - Non neutered males will spray here and there, there will be fault smell, family and visitors will have problems
 - Grooming
 - Expect lint everywhere. Specially on black cloths. You'll have to brush the cat daily and still find their hairs everywhere.
 - Cleaning behind them
 - You'll have to clean the litter tray daily. Litter tray problems, cat occasionally throwing up. You'll face this occasionally.
- What are they embarrassed about?
 - Their pet spaying and marking its territory
 - Their pet minting over their clothes
 - Their pet having unwanted kids (optional)
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - Themselves
 - Your pet may be naughty,he/she may break a thing or two,scratch a sofa here and there,And sure there are ways to avoid it,but the main thing is it

- is like having a toddler and you need to be mentally and emotionally ready for it
 - Cats are not toys that can be discarded once you have your fill of fun. They are like never growing up children. A lifetime commitment
 - especially in **our part of the world where very few people love animals** as much as we do..
- Other people
 - the people around you are onboard as well. Because when the family members don't accept, it doesn't end well for the pet. Everything else that you choose to do or not to do will be coming from that place of love.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- What is keeping them from solving their problems now?
 - Unawareness of the consequences
 - Not having good vets and institutes
 - Finances
 - Scared of things going wrong
 - Sensitive for their pets
 - A “harmful” surgery
 - A unempathetic doctor

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - I absolutely adore how amazingly well doctor explained to us everything on visit and saved my 4 year old female cat.
 - my cat is feeling safe and sound after spaying surgery
 - She is active again after the grooming session
 - She is not minting
- Who do they want to impress?
 - Their community and Themselves
 - Cat mother
 - humane
 -
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They feel like they are playing a great role as a pet owner, and taking care of

their family member

- A pet is like a toddler, so they can feel proud as a parent
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - Experience
 - They're also super humble and polite, which made the whole experience great.
 - They treated my cat with so much care, and I really appreciate that.
 - He treated my pet really carefully.
 - They are always on time, very clean, extremely professional, and super loving! The vet techs and the vet know exactly what they are talking about.
 - All staff members are very humble and passionate.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?

Themselves

- They believe they can truly understand how their pet feels
 - Few days ago I lost my male cat Bella he is no more with us now. Stella is all alone and depressed
 - os din decide kiya kiya bara pet nahi lena **1 saal guzara hota hy tu oski attachment hoti**,laykin sale karnay walay zalim hotay hien
 -
- Pet are highly attached to their owners
 - Jis tarha olad apne maaa baap sy muhabbt krti jis trhan unki parents sy attachment hoti same isi tarhan cat apne owner sy attached hoti hai
 - **Translation:** Just like children love their parents and are attached to them, in the same way, a cat is attached to its owner
 - Me bird shop per Kam ker Chuka hu mery pass 1 asa case Aya tha cockatoo ka Mallik Kam ke silsly se bahir giya tha us ne 7din Tak Kuch nahi khya peeya Boht feelings rakhty hee pet's
 - Jab asa Karna hota ha tu Kun attached karty hn in ko apny sath
 - **Tranlation:** If you plan to do something like this, why do you get attached to them in the first place?
 - Us lady ko aake aapse milna chahiye tha,aap is bat ko consider karne hi vale the..thik se procedure hoti aur cat sadme mai nahi jati na...
 - **Translation:** That lady should have come and met with you. You were about to consider the matter... If the procedure had been done properly, the cat wouldn't have gone into shock, right?
 -
- Who do they blame for their current problems and frustrations?
 - The pakistani culture for hating pets. Beacue of the environment. They are psychopaths. They are jahil.
 - Vets using animals an an experiment. Being non authentic and unampathetic
 - Religious scholars who have promoted the najis animals and hate for animals. Whereas islam forces animal rights.
 -
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - First we went to UVAS which is government hospital and my cat who have pyometra could've died due their pathetic attitude and service
 - I have changed many vets in the past because they were unkind to my pet.
- How do they evaluate and decide if a solution is going to work or not?

- Looking at the reviews (low)
- Recommendations from fellow pet owners
- Authorization and being internationally certified
- What figures or brands in the industry do they respect and why?
 - Chubby meows
 - Value content
 - Pet vlogs
 - Pet food
 - Nutra gold
- What character traits do they value in themselves and others?
 - General
 - Love for pets
 - have 2 cats , and i love them alot like my own babies..
 - Mai tu mar jti kbi na asa krti..atna pyr ho jta h apny pet sa
 - **Translation:** I would have died; I could never do something like that. You become so attached to your pet
 - Sensitive nature is appreciated
 - please this cat give me i need the cat i love it
 - Pets are a part of your family... ⚠️ equally and literary ⚠️
 - Kesay Kar skty hay aesa is bachay k sath .Allah ki Itni piyari makhloq..kesa apnay jigar k tukray ko chordia aesay,..meray isi tarah k 6 cats hay Allhamdulilah or may apnay in bacho ka ksi ko daney ka soch b nh skti..meray khandan nay ana chordia meray ghar isi waja se...may khus hon apnay bacho k sath ..Allah unko kabhi unko khusia na dey jisnay is bachy ko takllef di..Allah garat kray..Allah mafaqatay amal zaror kryga InshAllah. Is bachay ko pls ksi achy logo ko dyega jo senay se lgakay rkhay
 - Emojis used in the market
 - 🙄 🥺 🥲 💔 ❤️ 🥰 🥰
 - Doctors
 - You can tell they genuinely care about your pet, and it's not just about the money. (**Genuine animal lovers**)
 - . He is an absolute animal lover so he knows how to treat everyones pet like his very own
 - I absolutely adore how amazingly well **the doctor explained** to us everything on visit and saved my 4 year old female cat.
 - Not only did he save my cat's life, but also he made a special visit to my home late at night. Talk about **dedication!** I'm forever grateful for his quick response and exceptional care.
 - A very **humble** and **polite** personality.
 - Empathetic
 - Exceptional vet, great **prices** and so **kind and understanding** with my pet.

- Treating other's pets as your own pets
- Helping stray cat
 - If you are an animal lover, there is no doubt that you should give her a home
- How they address characters
 - Cats
 - Baby
 - have 2 cats , and i love them alot like my own babies..
 - Bachay (child)
 - Being a cat mom it's heartbreaking yrrr... Muhje dedo Mai shml logi pyaree bacche
 - Inshallah... allah pak se duaa hai ki mera baccha jaldi hi khana kha lee... allah pak apne amaan me rkhe isko... inshallah jarur khana kha lega
 - Aww mra bcha
 -
 -
 - My own child
 - A part of our family
 - Cats are like a family members. My heart is crying for this poor cat.
 - koi toy nahi hai k kuch days baad dil bhar gia to utha k phenk k new le aao, hmaray pet actuall main hmaray family member hotay hain
 - Poor soul
 - My son
 - Masoom (innocent)
 - Innocent
 - Sooooo sooooo innocent my baby I have 6 cats believe me they are my babies
 - Themselves
 - Cat mom
 - Being a cat mom it's heartbreaking yrrr..
 - General slangs for others
 - God fearing
 - Do let some God fearing people adopt this little cute baby.
 - Religion and pet, and humanity
 - There is no evidence that you can't have dogs in house in Qur'an
 - Exactly since birth the concept of najis (**impure**) animal has been injected so deep ,no wonder the children are violent towards animals .

- Our respected mullahs and islamic "scholars" have to be given sole credit for each and every kind of jahaalat in our country
- Islam is all about love and peace.
 - Yar kasam se. Waisay baki har baat mei religion ko le aatay hain siwaye iss ke. Islam itself teaches us not to be cruel to animals, so much so that even when sacrificing them you're supposed to slice the jugular vein which is the most painless way to do it. It makes me so livid to watch people be cruel to something that's powerless and can't defend itself
 - I think it is due to lack of empathy stemming from that inferiority complex. We're extremely mean to anyone we have power over. You hire an office boy, he'll be mean to the contractual cleaning staff. Same hierarchy goes all the way up, and then to kids, to women, etc.
 - I'm sorry to hear that, has happened in my home a lot sometimes it was chicks (chuzay), pigeon and parrots (budgies).I guess it's inevitable, cuz they are their food (or maybe they consider them their food).Just like how big cats hunts down farm animals.It's our responsibility to protect them, and preventing cats from getting near the pet's cage is completely understandable, even not letting them enter your home is fine.As long as a person doesn't hurts them.
- No morals among humanity
 - Illiteracy and up-bringing. I've literally seen people here criticizing that there are pet rescue centers or veterinary hospitals with the lame argument of " yahan insaan k haspataal nhi tu janwaroon k kyun ban rahe hain". It makes my blood boil. Islam stresses on the rights of animals as well as mankind, but their local molvi never mentioned it so here we are.... I hope there is some special kind of karma for such d**k-heads.
 - Disliked comments
 - A man's home is his castle..I ain't wanting no freeloading cats in me castle...
- Redefining humanity
 - Having two pets instead of one
 - it's more humane to keep two as opposed to one,
 - Equal pedestal
 - Aisay hi hota hai! Animals are like kids, they have the purest form of love.

- What character traits do they despise in themselves and others?
- Doctors
 - First we went to UVAS which is government hospital and my cat who have pyometra could've died due their pathetic **attitude and service**
 - Finally, I found a caring one who is not after making money.
 - . nowadays doctors just want money, they don't take care of animals .. but this doctor doesn't have **greediness**, he does his job very professionally.
 - Rude
 - Doctors
 - Not good experience. They recommended bad quality food which cause major urinary problems.
 - Very very insensitive vets.
 - Extremely rough handling of the cat, they even over clipped one of her nails and she started bleeding. They even got water in her nose while bathing her. I'm never ever bringing her to this place again. Please make sure you're right there when you're getting their services. They were extremely rough even in our presence I shudder to think what the poor animals have to go through without their owners looking after them.
 - It was a terrible experience, the veterinarians were really rough with our cat, and the way they were handling her was terrible, the place where she was bathed was very unhygienic, overall I would give this place a 0 out of 10 because of terrible pet care. I would not recommend anyone to bring their pets to this vet, and nor will I ever be going there again either.
 - Sick behavior of doctors, they don't even listen to your problem properly.
 - will slap that frickin customer for even saying a kitten as a broken product . I would love to rear that flower no matter how sick with all my love !!!!
 - Pure money making operation, no care for animals
 - All for money and unnecessary tests
- The mindset of a adopting a cat
 - Cats are a part of your family
 - Lady is her mum
 - Abandoning a cat?
 - The cat is like your children
 - If you can leave your children, children can leave you at old age homes as well, nothing surprising
 - No matter the reason, there is no way you are having a cat for a year and abandoning her
 - Doing this will get you punished by god

- Just like you can't leave your parents, you can't leave your cat when she is sick
- If you want to have a cat, treat it like your family member
- Abandoning a cat (bold - negative trait | underline - cat addressing)
 - *How can be someone so **cruel** he is in stress becoz his trust brokeDon't adopt or buy these innocent voiceless soul and ruin them with so disheartened....if you can't able to take responsibility of their complete life don't adopt them please.*
 - *V,sad mujy to both gusa a Raha ha itna zulm is bezuban pr*
 - **Translation:** Very sad. I'm so angry; how could they be so cruel to this voiceless creature?
 - *how can people be so so **cruel** ..its so so heartbreaking. fear God humans . these little angels deserve all the love and care in the world.*
 - *Kesa dil hai k chor dia Allah maaf kary bs aj kal **ehsas hi nai kuch logon me***
 - **Translation:** What kind of heart does one have to abandon them? May Allah forgive, but some people have lost all sense of empathy these days
 - *He seems so **sad** and **scared***
 - *Shame on those **selfish** and **cruel** people who abandoned this beautiful cat. If you can not provide the correct care and affection a pet needs then you should never deserve to keep a pet. These are animals with feelings they are not toys.*
 - *Lkn mne apne bachy nai nkly ghr se logo ne itna kaha bhr nkl do ase janwar ko kun rkhn lkn yeh log kitne **mtlbi** hain jb khd pe bura waqt ata hai tou foran nkl do or jb mri cat itne depression mai hai us k babies mar gye 3no tou mai nkl do .*
 - **Translation:** But I didn't let my baby out of the house. People said so many times, 'Throw out such an animal, why keep it?' But these people are so selfish; when something bad happens to them, they quickly throw others out. And now when my cat is in such deep depression because her three babies died, should I just throw her out too?
 - *Mai apni cat ko chordne ka soch b nai skti kbhi b nai....Casper is my life*
 - **Translation:** I can never even think about abandoning my cat... Casper is my life.
 - *also do a very tough job, but I have three cats. They are my babies; I cannot abandon them*
 - *Mjhe ese **log zeher lgte hain** jo pehle ek jaanwar ko apna dependent bnaate hain baad me use chhorh dete hain*
 - **Translation:** I despise people who first make an animal dependent on them and then abandon it later.
 - *My heart weeps tear of blood that's **reason I hate world***

- *ere mama bemar MND problm h 24 ghnty unki care krni hti usky bwjud m apni cat ko proper time dti hu or **apni cat** ko chorny ka soch b nh skti jis my srf ak fzul ki job ki wjs sy asa kiya h usky sth same asa he ho ga in sha Allah or job b nh rhy gi*
 - **Translation:** I give my cat proper time and can never even think of abandoning her. She abandoned her for her job. I hope god will take her job from her as well
- *Cursing people who do anything negative to the pets ← signature trait*
- Characters
 - Cat
 - Broken
 - Janwar
 - People mistreating pets
 - *Jab koi bezubaan ke saath hamdardi nahi rakh sakta to insaano ke sath kya rakhega.*
 - **Translation:** If someone can't be compassionate towards a voiceless creature, how will they be towards humans?
 - I would never ever leave them! How could these people be so **heartless??**
 - My baby kitne **zalim log hote Hain** aise jinko **Allah ka khof bhi Nahin hota**
 - **Translation:** My baby, how cruel are those people who don't even fear Allah
 - This lady will suffer a lot she will never be happy in her life she will never get mental peace Insha Allah this is my dua for her Ameen Just wait and watch what God (Allah) will do with her Ameen I wish I could take this beautiful precious pretty sweet cute cat Amen
 - Bezuban janwar k sath aisa zulm karne walon Oer Allah ka azab naazil ho ga In'sha'Allah
 - **Translation:** Those who commit such cruelty against voiceless animals will face the wrath of Allah, Insha'Allah.
 - Sb story btanay ka maqsad ye hai k agar aap ko cat palnay ka shok ho raha hai to usko long term ka soch k phir ghr main laya jae ye **koi toy nahi hai k kuch days baad dil bhar gia to utha k phenk k new le aao, hmaray pet actuall main hmaray family member hotay hain**
 - **Translation:** The purpose of sharing this story is to emphasize that if you're interested in keeping a cat, think of it as a long-term commitment before bringing it home. It's not a toy that you can just throw away after a few days when you're bored. Our pets are actually members of our

family.

- People abandoning cats
 - You can't redeem yourself after you have abandoned one
 - . ar wapis dooh ge to vo ess par zulm hi kare ge
- People who kill innocent animals (It's interesting how they'll have human beings and animals on the same pedestal. "May god send him in hell" or "how would he feel if he was abandoned, fell off the floor, etc". They truly see them as individuals of society that coexist and appear innocent at first because of the human domination and less importance to their value of life)
 - Hope that f****er dies a miserable death
 - there's something deeply twisted with all of those people.
 - Horrifying. Absolutely horrifying how there was not a SINGLE human being among that crowd. these are the **desensitized sociopaths** we're living alongside.
 - One day they will throw me like this😞😞😞 (referrencing an owner who killed his dog by pushing it off the roof)
- What trends in the market are they aware of? What do they think about these trends?
 - Fake reviews
 - Giving false hope to dying animals for profit
 - Wet food being better then dry cat food
 - Using cats for breeding purposes
 - AP rakhy apna ghr may Saad Bhai Jan aisa na hun k ksy Galat hato may chla jaen koi isko Bich dega breeding k lya use karega
 - Adoption pa neuter karwa ka dain or else yeh sirf breeding ka liya use ho ga
 - Adopting a kitten and abandoning her later
 - Aj kal ye shoq bn gya hai, **kitten lete hainpaltay hain...uski cute harkatein hoti hain...kheltay hain uske sath...phir jb wo barra ho jata hai to usko ksi ko de dete hain...**Iss larki ne to phir km az km ap k darwazay or chora hai...there are many jo achanak ek din uth kr apne pet ko bahir street mein nikal dete hain...Janwaron ki feelings ka ehssaas pakistani logon ko shyd kbhi nhi ho sakay ga.. yahan agr koi inhe 2 waqt khana daal de to usko bhi ehssaan smjhete hain...or agr unko smjhaya jaye k inki bhi psychi hoti hai..inko bhi stress hota hai to agay se 1 hi jawab milay ga "yahan insaanon k maslay nhi khatam ho rahe, tumhe janwar ki parri hai"...
 - **pets are not toys** they are a lifelong commitment. Proper research should be done before adopting or buying a cat. this is one rreason you should neuter your cats so the kittens dont end up irresponsible hands
- What "tribes are they a part of? How do they signal and gain status in those tribes?
 - Cat mom
 - Giving value to your cat like children in your family

- Movies they watch: (sensitive - they watch emotional movies 😭)
 - Their behavior while watching them
 - “They are so emotional I can’t watch them in one go”
 -
 - Rescue by ruby
 - Trains a wild adopted dog to go out and hunt crimes
 - Harsh bheniwal - burfy
 - Transformation from not liking to loving dogs and pets
 - Lesson - put down your pet if you can’t save it. Don’t hurt them anymore.
 - 777charlie
 - A guy that abandons everyone, is missing love from his life. Adopt a dog. The dog fills the void of love in his heart. Dog gets cancer. He has X days to live. The guy takes him to mountains to make his last days count. He dies. The guy builds an animal shelter on his name w/ a statue of his dog in the middle.

Will they buy

Desire:

Belief in the solution: low (veterinary clinic)

Reason:

- lkn muje kisi pe trust nai experiment krna hai sare vets ko
 - **Translation:** I don’t trust anyone. Every vet wants to experiment

Trust: low

- mai khud se kuch b nai krta honestly vet ko smjhna chahye mre liye mre bachy hain unko experiment k liye jo dilkr rha hai bol rhy hain
 - **Translation:** I don’t do anything from myself. Honestly, the vet needs to understand that my pet is like my child, but they want to experiment and are saying whatever they want
- lkn muje kisi pe trust nai experiment krna hai sare vets ko
 - **Translation:** I don’t trust anyone. Every vet wants to experiment

Market knowledge:

Difference between stray cat and persian

Stray

- Hyperactive
 - Aggressive
 - Do you want a cat to play with you? Have fun? Doesn't get tired?
- Low maintenance
 - Have less hair
 - Low hair fall
 - No special grooming in summer
 - They dry easily after a bath
- More immunity
- If you maintain your stray cat, it'll become beautiful as well

Persian

- Less as compared
- High maintenance
 - You'll have to trim her hair in summer
 - More chance of getting a fungus
 - More chance of getting mats
- Less immunity
- They are beautiful - Buy if you want instant beauty
- People are crazy for white cats

Reason people bought persian:

- Watched the cat on instagram
- They like the specific face on their cat
- They like specific breed
- They are the only ones in high number in both india and pakistan
- Easily available
- No higher price

Britisire:

- Is expensive
- Very few people have it in india and pakistan

Belief of Food in stray and persian market

Common beliefs:

People think they can give low quality food to their stray

Justice

- *The food required for both breeds is the same.* If the food can make persian sick, it'll hurt stray as well
- Give them food being a **good source of protein.**

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Whatsapp Aikido

How to take whatsapp info and get complimented at the same time?

- He also gave his Whatsapp number to reassure if the medications helped
- He actively answers any concerns on call/whatsapp too.

Opportunities

We have a very few petshops in our area (talking about lahore and karachi)

Monsoon season - can cause fungus if not groomed or bath

Monsoon season - can cause fever - don't take over-the-counter medicine and get it checked

Drontal tab - deworming the cat

Your cat can get contagious diseases like plekunopia virus if you **don't get her vaccinated**

- There are many people who come and say, *"we have been having this cat for 5 years without giving her any vaccination. Now she got sick"*
- **Signs**
 - No eating
 - Starts vomiting
 - Lose motion or blooded diarrhea
 - Lethargic
 - Some weren't vomiting or had lose motion, but they left eating food and were lethargic - upon test, revealed that they had panleukopenia
 - This virus keeps changing it's shape
- **How to prevent?**
 - Get your cat vaccinated
 - This is a viral infection, so use vaccinations like:
 - Biophil (also works) - affordable
 - Felocell
- Objection? We have given her other vaccines
 - RBC and other diabetes vaccine doesn't impact the validity of this virus
- **Already got the virus?**
 - Quickly go to a doctor (good one)
 - Start the treatment
 - If the doctor tells you to perform tests - do it
 - You can't take risks here - in 1-2 days, things get worse
- **Post care guidance** (value providence)
- **Fear mongering**

- Some people think vaccination are another ploy to make more money
- Get your cat vaccinated from anywhere, otherwise; the treatment will be more expensive then the vaccine
- Chances of saving your cat will be low, the regret and money are on another level

Offers

- Pet supplies
- Pet grooming
 - Mats
 - Mats are painful for animals.
 - They have tightening the skin - an angle for selling in marketing. *Skin ko jakara hota ha*
- Online consultancy

Top players

[Chubby Meows](#) ← model

Basic Avatar



Name: aslam

Background Details

- Aslam was born in a middle class family. He grew up. Went to school, college and now I have a job. He takes care of his family. And one of his family members is his cat called dolu. He was a stray cat until he started coming to aslam's house for food. Later on, aslam's family let him in and now, he lives with them. Aslam has build up a strong bond with dolu as he can understand his feelings. He knows if she is happy, sad, stressed or just worried. As cats have feelings just like we humans do. Aslams can't afford the wet food so he feeds him dry food. Dolu is highly aggressive and hyper active. This innocent soul also goes out for a walk and comes back before maghrib. Now, he also comes easily to Aslam and he plays with him before he can go to sleep.

Day in the life:

Aslam wakes up, takes a bath, gets ready and has breakfast with all of his family members in the morning. His mother is cooking and he is getting ready for work. Everyone's having breakfast. Dolu is having his dry cat food as always. Aslam knows wet is better but he can't

afford it. He will make sure that she is eating before he has his breakfast. Aslam gets up, says goodbye to his parents' pets, his cat, and goes out.

He walks to his job as a rickshaw can cost money. As we walk by he sees 3 kids laughing while having a conversation. He sees them and starts cursing them and holding God a witness for their actions.

Yesterday, when he was returning from his job, he saw a little kitten being stoned by these 3 kids. Seeing this, he got so angry he started shouting at them. The kids got scared and ran back to their house. Aslam, turning back to the cat, saw fear in her eyes. His heart was broken and enraged at the same time. "How can these guys do this? Do these kids have no humanity? How would they feel if they were stoned like her". And they were not children, they were almost 14 years old. And it's not their fault, Aslam thinks that in Pakistan; everyone is so frustrated and jahil (word for ignorant) that the children are not taught basic morals and ethics. He also blames mullas (religious scholars) that talk about how keeping certain animals is najas. Which doesn't make sense as the Quran orders for animal rights.

As Aslam passes near them; they watch him in silence. They were walking to school Aslam gives them a death stare... literally. He thinks about how innocent animals are being tortured by such filthy humans. He has lost faith in humanity and thinks that only a few are left that value love, kindness, empathy. He thinks the person who doesn't empathize with animals, doesn't empathize with humans as well.

He goes to his job. Works. During this, he thinks about when this work is going to end and he can go back, relax, and spend time with his cat. Because the cat understands his feelings like no other. As he sees workers, they seem worse than animals. Animals are so pure with no ill will. But humans will find a way to trick, lie, or give you dismay. The reason he hates the world

As he is working on his desk, he stares outside to see a bird on a twig looking back and forth. He finds great peace looking at such innocent souls. Later on, he takes out his phone and starts scrolling on Instagram. He comes across a movie clip he watched recently... in three parts. It was so sensitive that even now when he watches the clip of it, he relives the same emotions. But because of the workplace, he holds them in.

He finishes his job, get back home. Has dinner with his family. He takes his rod out and plays with his cat for a while. Doing this, he feels energized again. Seeing her joy, he wants to take care of her. He thinks about taking her to a Vet Doctor for a checkup. But he is hesitant.

They are liars. They don't see pets as individuals and only products. He doesn't believe Google reviews as they are fake as well. Vets are insensitive, and don't care about what happens to the animals. He values transparency, authorization and empathy in his vet clinic. He hasn't performed the neutering as well. He is hesitant because it is scary. But the spraying is getting out of hand as well. He wants a community where pets are treated as family members, as individuals of society.

He gets to his bed. Takes his phone and watches youtube. He watches emotional webseries and feels good releasing the emotions. He gets tired. Puts his phone with the alarm on the side table and turns off for the day.