

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? **Both men and women**
- Approximate Age range? **People any age over 18 usually**
- Occupation? **Can be dog trainers alot but anyone with a dog**
- Income level?
- Geographic location? **Australia**

Painful Current State

- What are they afraid of?
 - **The health of their pet**
 - **Not getting the orders on time**
 - **Unfortunately my other furbaby was poisoned with a known chemical used in treats that come from China and Thailand,**
 - **High vet bills**
- What are they angry about? Who are they angry at?
 - **They became quickly bad these few months and zero customer service solving nothing.**
 - **BAD, BAD, service**
 - **Well, I will not be offering either my loyalty nor patience anymore. I need reliability and consistency.**
 - **How much money goes into taking care of the pet**
 - **People who don't understand their troubles of being a pet owner**
- What are their top daily frustrations?
 - **It is essential to my cat's well being and health in order to keep his Pancreatitis under control.**
 - **My pup has sensitive skin, especially in summer when it's hot and humid.**
 - **Treating their dogs allergies**
 - **I have an American Eskimo so finding the right brush to do proper grooming wasn't easy.**
 - **This de-tangling in the past was very stressful for both me and my fur babies**
 - **She is allergic to meat proteins so it is very hard to find her treats that don't make her sick.**
 - **Toxins in products that also affect the owner**
 - **Choosing safe and healthy treats/food**
 - **More information on certain breeds**
 - **Wish veterinarians were a better help**
 - **I just don't know what to do or who to believe anymore. My dog is my world and I**

want to do what's best for him. I never thought feeding would be this hard

- What character traits do they despise in themselves and others?
 - **"I can't stand when people don't treat their dogs arthritis, when they don't teach their dog to like being brushed, when they don't brush their dogs, when they don't teach their dogs to walk on a lead".**
 - **"Sometimes I can't be bothered doing anything with my dogs"**
 - **Mistreatment of dogs on social media for attention**
 - **Leaving them outside and letting them bark for HOURS. Especially at night.**
 - **When they make no effort to correct their dog's misbehavior**
 - **if they let their kids beat up on their dogs, especially if they're little kids**
 - **When they get a dog they never go on walks with them and think that having a garden (or small front yard) is enough for them.**

- What are they embarrassed about?
 - **Their dogs not being well groomed and looked after**
 - **Destructive and dirty dogs**
 - **Being a lousy dog owner**
 - **If my dog randomly barks at a neighbor or some person walking by I feel so embarrassed and it can ruin my day**
 - **i've definitely had people give me dirty looks or even yell at me to "keep my dog in line" but remember that you're there for your dog first**

- 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?
 - **Zoe: My dog having problems motivates me to do better as a dog owner. Other people would look up to her for advice on how to treat their dogs. That would make Zoe feel like a good dog owner and like she is helping other dog owners in the process so dogs can feel nurtured and healthy**

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - **Do yourself a favor and take your business elsewhere.**
 - **Overall, I can't recommend this dog brush enough. It's a must-have for any pet owner who wants to keep their furry friend looking and feeling their best. Trust me, your dog will thank you for the grooming sessions with this brush!**
 - **Dog trainers who claim to be "nutritionists"**
 - **"Marketing bs"**
 - **SOURCING, DON'T WANT PRODUCTS MADE IN CHINA**

- What is keeping them from solving their problems now?
 - **Finding companies that have fast shipping**
 - **Distrust in other products that haven't worked**
 - **Products that aren't made in australia**
 - **The ingredients in products (allergies)**
 - **Financial issues**

- Expensive products

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?
 - **Healthy and well groomed pets**
 - **There pets to be happy**
 - **This brush is fantastic at grooming and getting rid of the mats and doesn't seem to hurt the dog**
 - **It also takes away small matts of hair which is good**
 - **Dogs loving the food and products**
 - **Single ingredient treats that taste good**
 - **Quick delivery and great customer service**
 - **Cheaper products that are healthy and good quality**
 - **Take their dogs anywhere they want**
 - **Well trained dog**
 - **Minimal mess from dog**
 - **Mentally stimulated dogs**
- Who do they want to impress?
 - **Other dog owners and trainers**
 - **Their pets**
 - **The internet**
 - **themselves (makes them feel good about being a good owner)**
 - **It may be useful for socializing but that's about it**
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - **Their pets look and feel their best**
 - **Quick delivery no headaches**
 - **Their dog would be well trained and fulfilled - dog needs met eg; more playtime and quality time with pet**
 - **Skin irritation free for both dog and owner**
 - **Stress free when it comes to their pet**
 - **We gave Frontier Pets a try after being concerned that our fussy 6-month-old Cavoodle wasn't getting a balanced diet. He's now licking the bowl clean, loves all three flavours & we couldn't be happier knowing that he's well fed & that we're supporting a local sustainable business!**
 - **After doing some research and finding out the issue was connected to the**

dry kibble I was feeding her I looked into getting her on the raw diet. After switching over the food I haven't been back to the vet since!

If they were to describe their dreams and desires to a friend over dinner, what would they say?

- **good quality dog treats that won't break the bank. I like the type that have minimal ingredients with few/minimal fillers**
- **Enrichment toys that don't break that are interactive**
- **Dog toys that are indestructible that the dog won't chew up into little pieces**
- **Dog toys easy for dog to chew on**
- **Toys that have mental stimulation**
- **Affordable nourished dog food**
- **Good digestion dog food for all life stages**
- **Highly recommended Natural Canine to any dog owner who cares about their pet's health and who wants to support a great local business.**

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - **Owning a pet is very expensive**
 - **Hard to make them happy**
 - **Require a lot of attention and maintenance**
- Who do they blame for their current problems and frustrations?
 - **Manufacturers of the products**
 - **Stores that don't ship on time**
 - **Stores with false advertisement**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - **Not enough information out there**
 - **Cheap products made in china etc**
 - **Bad ingredients**
 - **Financial state**
 - **Vet bills**
 - **Proud owner of 7 month old Fletcher the very fussy Moodle! Have tried everything..... from homemade raw food to very expensive dried food and**

everything else in between!

- How do they evaluate and decide if a solution is going to work or not?
 - Research from youtube and tiktok popular influencers
 - Reviews on the products
 - Reading the ingredients
 - Food trials
 - FDA approved
 - sourcing, don't trust products made in china
- What figures or brands in the industry do they respect and why?
 - Brands that have products made in australia
 - Brands that are FDA approved
 - Me and my puppy Zoey love the wellness core 1 ingredient beef treats
 - Brands that source the ingredients humanly and responsibly.
 - "Love supporting small local business if i can do that"
 - My Westie pup loves Frontier puppy food. It's easy to prepare, and I can be sure my pup gets all the nutrients she needs to grow up to be healthy, strong, and of cause beautiful and happy.
 - Highly recommended Natural Canine to any dog owner who cares about their pet's health and who wants to support a great local business.
- What character traits do they value in themselves and others?
 - Love for animals
 - People that are obsessed with their dogs/pets
 - That care for the health of their pets
 - Putting my pets first
 - Putting in a lot of effort for their pet
 - That i genuinely love them
 - Supporting companies that have a mission that is important to them.

What character traits do they despise in themselves and others?

- Poor pet owners
 - Owners that lie
 - Don't have the most patience
 - Others Neglecting there pets
 - They don't understand what's good for their pets
- What trends in the market are they aware of? What do they think about these trends?
 - Brainwashed by big food companies
 - Why does every celebrity suddenly have a dog food brand? Because money, not because of science backed research.
 - they target the "mothering/nurturers" by guilting them into believing they are feeding their dog garbage if it's not from their "insert whatever buzzword" company. It is truly just marketing.
 - "I'm not big on trends for dogs. I like to teach people to train their dogs. Focus their time & money on fulfilling their dogs biological needs like food and supplements."
 - Too many people get caught up in these marketing scams of what is "good" and what is "bad".

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- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - **Dog/ pet communities**
 - **Dog parks**
 - **Reddit and other forums**
 - **Tiktok and youtube**
 - **Dog meetups**
 - **It's so nice to see how we all learn from each other and learn from all our mistakes.**

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

Basic Avatar

[PASTE IMAGE HERE]

Name: RACHEL

Background Details

- Grew up in a small city
- Always had a love for animals because she was brought up around them and her family loved animals also
- Has 2 dogs that she loves more than herself
- She lives with her partner and 2 dogs
- Her partner loves them dearly but not as much as she does
- She works part time so she has more time with her pets and her partner works full time

Day in the life:

- She wakes up early to feed her dogs and takes them for a morning walk
- She then goes to work after giving her dog lots of affection and is really upset about leaving them
- She thinks about her dogs while shes at work and cant wait to come home and see them
- As soon as she gets home she runs to her dogs and gives them a hug
- She then feeds them dinner with a big smile on her face
- After she eats her own dinner and the dogs are happy and fed she takes them outside to do their business
- She plays with them for an hour until they are tired
- Her and her partner then watch tv with there dogs snuggled up beside them
- She gives them a treat before bed and wishes her dogs a good night
- The dogs sleep in the same room as them in their dog beds