



**The Solution To All  
Your PET Peeves**



# Marketing Plan

## 2020-2021

1401 S. Grand Avenue • Santa Ana • California • 92705

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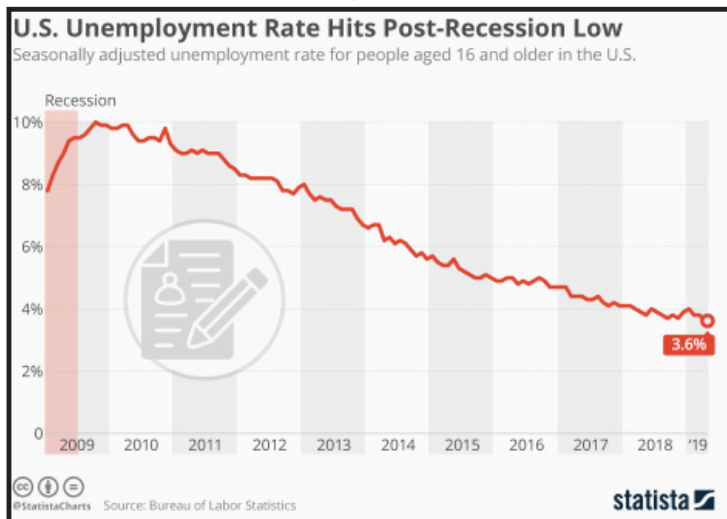
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# Pitch & Problem

For most people, work is essential for living and maintaining the lifestyle they want. Our economy is booming with low post-recession unemployment rates. As of 2019, the United States was at an unemployment rate of 3.5%. For pet owners taking on a busy work life and lifestyle, balancing work and pet care can be challenging even amidst the current pandemic. A few challenges are not being able to tend to your pets needs while you are busy on zoom calls or not knowing what they do at home when you're not home. A pet retail market study showed that 80% of millennials claimed that they are constantly worrying about their pets. This high percentile will increase the demand for products that can enable them to keep in touch with their pets when they are away.



**Well, we have the solution to all of your PET peeves!**

Our mission is to allow busy pet parents to remotely control, care and monitor their pets and home environment using their smartphone. PETpeeve specializes in making pet owners' lives easier with the use of technology. We offer a variety of technical pet products for cats and dogs ranging from the SMART-FEEDER: a machine that dispenses cat or dog food on a timer to PAW-view: a pet monitoring system that you can access through our very own PETpeeve app. We are committed to making pet-parents' lives as easy as possible because we believe that your well being is directly tied to your pets' wellbeing.

# About the Company

## Company Overview

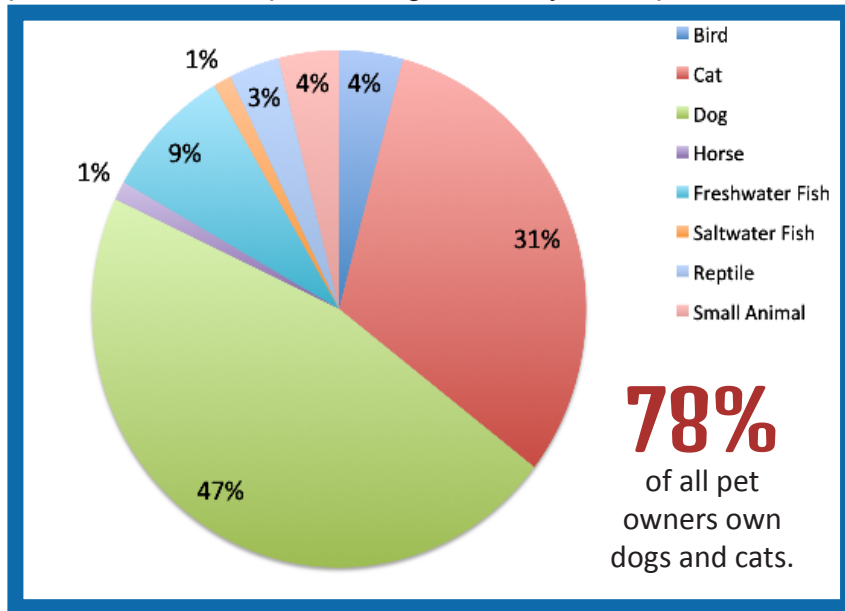
PETpeeve is a startup company that was established on September 16, 2019. We strive to provide easy solutions for the pet parent's pet peeves. PETpeeve is currently located in Santa Ana and is registered as a C corporation.

## Our Mission:

Our mission is to allow pet parents to remotely control, monitor and care for their pets and home environment using their smartphone.

# Target Market.....

We want potential customers to think of solutions to their pet-related problems upon hearing our name, PETpeeve. Our business will appeal to pet owners with a busy lifestyle that makes it stressful to take care of their pets. Millennials with middle to higher income will react the best to our business because 21-34-year-olds have a higher percentage of owning a pet. Pet ownership is growing rapidly, especially with millennials, who are now opting for owning pets instead of having children for various reasons such as money and freedom. Although pets aren't cheap, it is significantly cheaper to own a dog or cat than having a child in a



a middle-income family. As of 2018, this growing trend has allowed millennials to dethrone baby boomers as the number one pet-owning generation with millennials being at 35.2% and baby boomers at 32.8%, ultimately letting us anticipate growth within our company. We have no geographic limitations within the United States, meaning that consumers will be able to use and purchase their desired products. Because our

products are mainly sold online, we are targeting the 40% of pet owners who are comfortable with purchasing products online and can do so on our company website. With the growing pet industry and the rise of cat and dog ownership within the US, our specific target niche will maximize profits for our company. The technological pet products that our company provides are mainly for pet owners who are seeking a level of comfort and safety for their pets while they are out. By providing customers with products that enhance their lifestyle, we will gain an overall following of consumers that are seeking relief and comfort for themselves and for their pets. PETpeeve helps pet parents find a balance between their personal and work lives and pet parenting. We give pet parents the piece of mind they need to live a happy lifestyle. Our products are also for individuals who don't own a pet for similar concerns, allowing us to broaden our target market by motivating non-pet-owners to get a pet of their own.

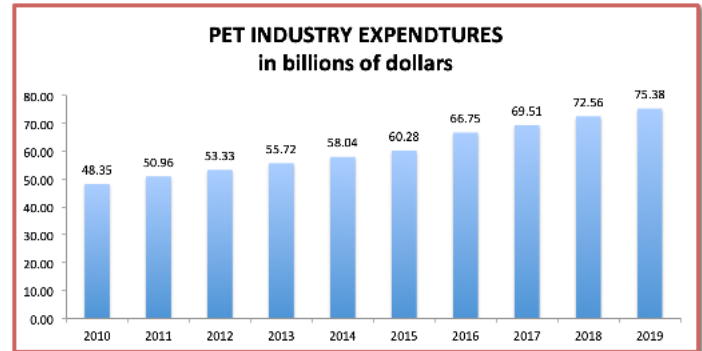
# Market Analysis

## Competitive Analysis:

Within the VE market, PETpeeve has no direct competitors. No virtual firms have enabled pet care through smartphone technology. This gives us a first-mover advantage that allows us to establish a strong brand recognition and customer loyalty before other firms enter the market. With our first mover advantage, we will prioritize research and development of our products to develop a cost effective way to produce and deliver high quality pet technology for our customers. We will capitalize on controlling resources within our market to maximize profits and maintain our market share.

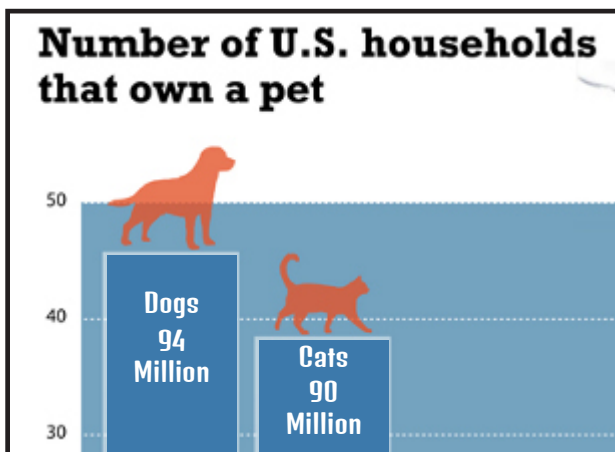
Furbo and High Tech Pet are our direct competitors in the real world. Unlike our competitors, PETpeeve has developed an app that gives pet owners remote access to monitor and care for their pets while away from home.

High Tech Pet sells similar products to PETpeeve. However, we put an emphasis on care, maintenance and monitoring while High Tech Pet focuses on control and conditioning through shock stimuli technology.



## Industry Analysis:

Our company's niche is within dog and cat owners, which makes up about 94 million dogs and 90 million cats owned in the US alone. The pet tech industry is expected to grow to a 20 billion dollar industry by 2050 according to . It is also important to note that 70% of households own a dog or cat. These trends indicate that PETpeeve is entering a profitable market with high demand. By penetrating the niche of dog and cat tech-care products,



PETpeeve is increasing its market share for more profit potential. According to GFK's data, millennials without pets are more inclined to own a dog or cat in the future while unmarried. To put it differently, millennials are more likely to own a pet earlier on in their adult lives while ignoring traditional pathways at the same time.

Though many types of pets have long been considered part of the family, in recent years trends have been moving to actually treating

pets more like people. This trend is called “humanization.” Today’s pet owners are seeking out higher products for their pets, this includes, healthier food options, high-end accessories and more comprehensive medical coverage. The days of “outside dogs” is trending towards more of a stay-at-home owner.

According to APPA, another industry trend is premiumization. This leads to the creation of higher end or specialty products and services to cater to these elevated requirements for our pets of pet owners for their pets. These trends include: organic treats and foods, high-tech based pet products and more.

# Marketing Plan .....

## Products:

We offer a variety of pet tech products that come in four different categories. From the category, Pet Access, we sell two products that we manufacture in house. All of PETpeeve’s products are accessed through our PETpeeve app.

Our Automatic Pet door is a reliable pet door that impedes unwanted critters and neighboring

- **Pet Access** ●
- Pet Feeding & Treats** ●
- Pet Monitoring** ●
- Waste Management** ●•••



animals from entering your home. The owner is also allowed to set the door on “Solo mode” which allows your pet to go in and out as they please with the use of our SMART-collar and radio-frequency technology. This wireless signal will trigger the pet door once your pet stands near it for seven seconds and will quickly send an alert to your phone through our PETpeeve app. Our SMART-collar goes hand in hand with our automatic pet door. This collar also has an installed GPS system that provides real-time coordinates and location points of where your pet is at any given time. There is a special trigger that allows for in and out access to your home.

PETpeeve also has a small number of products that we distribute from small manufacturers.

For pet feeding and treats, we distribute **SMARTsnack** an automatic food and snack dispenser that dispenses food on a timer. The owner has access to portion control, which would prevent pets from overeating and can also schedule meal times.

**PAW-view** is part of the pet monitoring category and is one of our more popular products. Owners can keep in touch with their pets while they are on the go! With **PAW-view**, pet parents can check up on their pets through their smartphones.

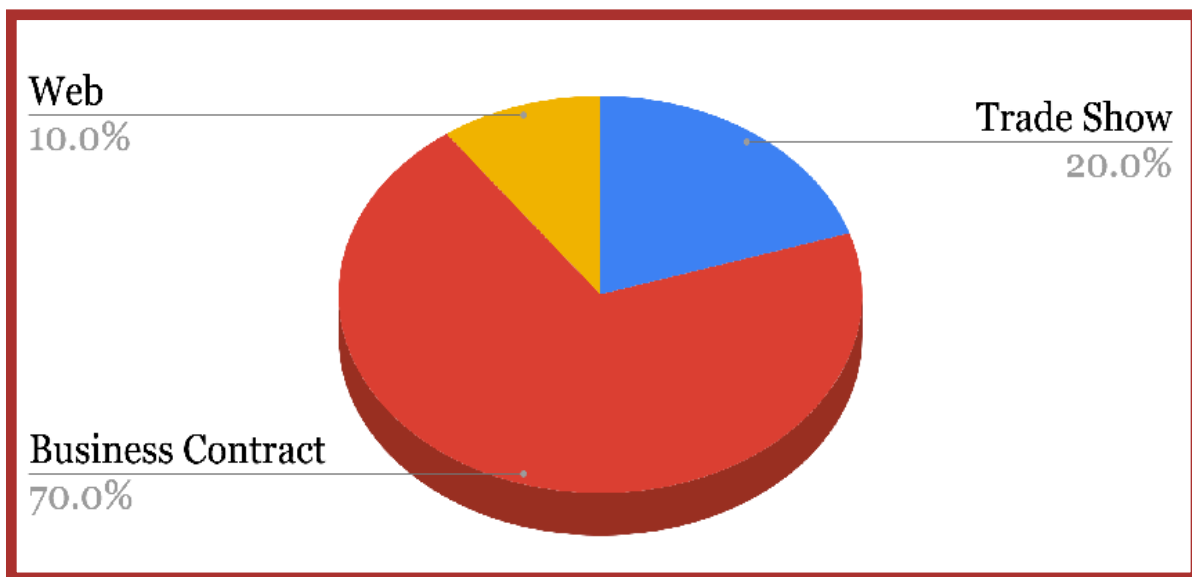
For the waste management category, **ScooPUP** is a robot that detects poop through its advanced camera system and hovers over it to scoop it up into itself. This smart product also recharges itself by going into a charging station that can be easily set up in your yard.

## Pricing:

PETpeeve currently manufactures two products within the Pet Access category at a cost of \$41.50 and \$165. We purchase Waste Management, Pet Monitoring and Pet Feeding and Treats products in bulk at a discount price from the manufacturer and then distribute. Using the cost-based pricing method, our company has a 100% mark up on the cost of goods to establish our selling prices. This gives us a 50% profit margin on all items sold.

## Placement

Our products are available in three different places. As a three month old company, our largest percentile of business is coming from business to business contract while 20% is coming from trade shows. For the percentages of where our placement occurs, refer to the graphic below.



# Promotion

PETpeeve will be promoting through email marketing with the help of Mailchimp, which will ultimately connect us with customers, maintain contact with previous customers and help us stand out to potential consumers. Given that our main target is the millennial pet parent, we will advertise through ad banners on pet-related searches. At PETpeeve, we understand that a one on one connection with our customers is important. This is why we will put an emphasis on our customers through our social media platforms by creating forums for them to share their own videos about their cats or dogs. We want to reach customers on a personal level and embrace their problems before providing solutions. We also promote through trade show promotions.

Here are some examples of trade show promotions.

**PETpeeve**  
The solution to all your PET peeves

**BIG BUNDLE 5**  
When it comes to your Petpeeves

**20% OFF**

**PRODUCT #: TBS-005**

<b>Automatic PET Door</b> 	<b>Smart Collar</b> 	<b>Scoop Up</b> 
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**\$734**

Visit: [petpeeve.pet](http://petpeeve.pet)  
[PETpeeve\\_ca](https://twitter.com/PETpeeve_ca)  
[petpeeve.ca](https://www.instagram.com/petpeeve.ca)

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**PETpeeve**  
The solutions to all your PET peeves

**SPECIAL**  
~~\$500.00~~  
**\$425.00 EA**

**SCOOP UP**  
WASTE MANAGEMENT

**SALE**  
15%  
DISCOUNT

**PRODUCT NO. H-PDS-S**

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