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Executive Summary

Daily Happy Pet Food was established in 2018, whose purpose is to provide a fresh, delivery on daily pet food for people who lived in Manhattan. Daily Happy Pet Food located in Manhattan, New York deals in daily production and delivery of pet foods, dealing specifically in dog foods. The existence of market opportunities in the pet food industry is what has motivated the development of Daily Happy Pet Food business to fill in the business gap. The market research and SWOT analysis of Daily Happy Pet Food indicate that the highest number of sales in the United States (US) products was in the sale of pet foods. Moreover, the US and especially Manhattan has an impressive population of pets making it difficult to supply the pets with food adequately. The developed business, therefore, fills this gap in the market. The major competitors for the business include Pet Central, Happy Feet Pet Shop, the Pet Market NYC, and Mars. All these pet shops operate in Manhattan except Mars that operates in the entire US and, therefore, is an indirect competitor. The strength of these competitors is that they have a variety of pet foods, not only for dogs but also for other pets. The weakness of these competitors is that most of them are only open at 10 AM. Daily Happy Pet Food, however, is expected to operate for longer hours than the competitors to offer convenient services to the customers. The Mission of Daily Happy Pet Food is "Daily happy pet food for delivery." The business, therefore, aims at changing the ideas of the owners of dogs to have more priority for their dogs than themselves.

The mission will be achieved through the daily delivery of pet foods, creating a consumer life that is convenient, and by changing the way of traditional dog food. The business has the competitive advantage of offering outstanding services to the consumers through personalized relationship. Daily Happy Pet Food allows the consumers to make a selection from a variety of flavors and nutrition as has been formulated in the website. The business also offers delivery to consumers. Additionally, Daily Happy Pet Food operates for longer hours than its competitors, and these places the business at a higher position in the competitive market. Daily Happy Pet Food will enter into the market through the creation of awareness to the target population. Awareness will be created through advertisements on social media platforms, using offline events, and display ads. The strategy for publicity will target not only the Manhattan population but also the entire New York and the US population, to be aware of the business. The business management of Daily Happy Pet Food involves corporation with other management such as the Family Farm, Downtown harvest, Forest Hills, Postmates, and Uber eats. All these firms associate to the business by providing raw materials and supplying the products to the consumers. The management is skilled and is well-equipped with the skills to control a corporation and the associated logistics. The capital requirement for the business includes the costs associated with kitchenware, development of the business app and website, launching the event and advertisement. These form the initial costs to the business. The capital required for the initial cost is \$145,000. The monthly cost for the maintenance of the business amounts to \$44,000. Financial projection of Daily Happy Pet Food is associated with the revenue streams like transactions, advertisements, and commission. The average subscription fee of the business is targeted to be \$348 per month. The total revenue following advertisement is projected to be \$4500 per month at the beginning of the business. Finally, if consumer book pet Spa, doggy

daycare, or pet salon from the side, Daily Happy Pet Food will get a 3% commission. The average pet Spa in Manhattan is 60\$, and we get 3% commission is 1.8\$.

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Daily Happy Pet Food in Manhattan New York

Introduction

Daily Happy Pet Food was instituted in 2018 with the purpose of providing a fresh delivery on daily pet food to people who lived within Manhattan. Notably, the Daily Happy Pet Food is located in New York and precisely Manhattan. The firm deals with the daily production and the delivery of pet foods. Besides, the firms deal explicitly in dog foods. The firm was established with the aim of enriching special association between the pets and the owners. Daily Happy Pet Food is committed to offering the most desirable and leading edge for pet food and related products. The study intends to explore the marketing plan for the Daily Happy Pet Food and ultimately offer recommendations that will ensure the firm offers services to customers.

Market Opportunity

Daily Happy Pet Food has identified the market opportunity for the pet food products for various pets. The market for pet food has a lot of problems including many brands using the same food but on different packages. The creation and delivery of a new fresh pet food for people living in Manhattan will be convenient for the pet owners. There are several competitors but the business believes it is a unique one based on its value proposal to fulfill the mission for “daily happy pet food for delivery.” The business hopes to enhance the life quality of the pets and make them most happy.

The business will solve the problems existing in the market. For example, majority of the causes leading to death of dogs are mostly associated to poor diet including cancer, gastrointestinal disease, heart disease, and obesity. Besides, consumers are served with the product they pay for although the price does not often indicate a high quality. Additionally,

various brands are owned with only a few multi-national firms where almost identical foods are only packaged differently. Majority of the manufacturers for pet food do not own such production facilities but instead contract with other co-packers who deliver pet foods of low quality. The pet foods are processed highly which sometimes results to questionable and hidden ingredients since the ingredient labeling are sometimes confusing.

The establishment of the firm is attributed to the identification of the unmet need for the pet food in Manhattan (Moody 23). Ideally, the firm was instituted with a focus of the humane treatment offered to animals which need to be extended to include the ones that constitute the most appropriate pet food. As a result, the majority of the practices associated with the firm suppliers are often guided with the company states, respect and responsibility, and attitude for care. The presence of market opportunities related to the pet food industry is something that has inspired the creation of the Daily Happy Pet Food business. In essence, the development of the business was aimed at filling the business gap.

The business intends to address the unmet needs by establishing ways that can co-create value within the pet food industry. The business also offers incentives to the pet owner through emerging loyal brand consumers who engage their products. The business creates values through their products to retain and attract consumers because of the continuation of the humanization of pets. The unmet needs are attributed to the fact that pet owners currently have a lot of influence on retailers and brands than ever which has resulted in changing where and how they shop. The largest category of pet owners seems not to be brand loyal. Therefore, Daily Happy Pet Food is committed to demonstrating value to its products to the consumers to retain and attract them.

The market research for the Daily Happy Pet Food shows that the greatest number of product sales within the United States includes the sale of the pet foods (Jackson 10).

Furthermore, the United States and precisely Manhattan contains an exciting population for the pets which makes it challenging to supply the pets with adequate food. It is for this reason that the establishment of the Daily Happy Pet Food business can fill the gap within the market. The business can co-create value through an improved understanding of the customers such as the things they value, the way they shop, and who they are. The market research reveals that the existing business that offers pet foods does not focus on co-creating value.

The creation of value is not just about offering to customers the things they need, but it is about the involvement of the pet parents and getting to understand them. The business has also acknowledged that recognizing the pet owners is something that is lacking on the existing business but with the ability to add value. The Daily Happy Pet Food seems to recall that the pet owners are the ones in charge of creating value and also able to cultivate a win-win association with the pet owners. The business has identified from its market research that there lacks a transactional association. Therefore, the business envisions the pet owners to emerge as passionate advocates for all its associates including the suppliers and retailers (Moody 36).

Daily Happy Pet Food has its strengths and weaknesses relative to other businesses within the area. However, Daily Happy Pet Food anticipates operating for long hours compared to its competitors that provide convenient services to its customers. For instance, the majority of its competitors start their businesses at ten o'clock in the morning something that Daily Happy Pet Food finds to inconvenience the customers. The business envisions developing a nutritious, fresh, and healthy pet food for various pets. The pet food markets have a lot of problems including brands that apply the same food although it utilizes diverse packages. It is for this

reason that Daily Happy Pet Food business wishes to deliver fresh and new pet food for individuals who live within Manhattan. The people in Manhattan adore their pets.

There is some strength associated with the Daily Happy Pet Food business. For instance, the business will make the delivery service to the consumer to be convenient. The pet food will be non-dehydrating but fresh materials. The pet food will not lead to overweight pet because pet experts will be involved. The business plans to develop nutritious and healthy pet food. The business also wishes to diversify the sale for a segmented pet food market. The business offers a new kind of pet food and even includes a new way of positioning it. In essence, the firm can sustain a positive image for the business through being positively engaged within the pet community. There are also some opportunities as demonstrated through the market research. For instance, the business has established that the pet owners spend a lot of money on maintaining healthy pets. Besides, the business wishes to exploit the opportunities that have arisen because of the increased ownership of pets in Manhattan (Moody 23).

The business experiences several weaknesses. For example, the idea of creating a nutritious and healthy pet food is easy to copy. The firm also faces the challenge of creating a relationship with third parties that will help the firm to deliver convenient services to its customers. The business is not without threats including competition from other mature and strong competitors. There is also the threat of pet owners becoming less willing and busier to spend time choosing for the pet food. There is the threat of consumers growing thriftier and spending less money. The business faces the threat of a perfect marketing strategy. There is an impending threat from competitors because the business is located in Manhattan where there are other already established businesses.

There is the diverse target audience for the Daily Happy Pet Food. Ideally, the business has identified the pet owners are the set or the overall group of customers. Nonetheless, a lot of specific sub-groups for a targeted audience still exist within the overall category. The business targets the overall group and is prepared with the revenue to address it. Nonetheless, Daily Happy Pet Food has decided to market its products to the targeted customers for the subgroups depending on the preferred specialty. The business also targets the healthy conscious audience. In essence, the business targets the audience who are willing to care about the health of their pets including the pets itself appears to be the targeted subgroup (Bao, and Schreer 293).

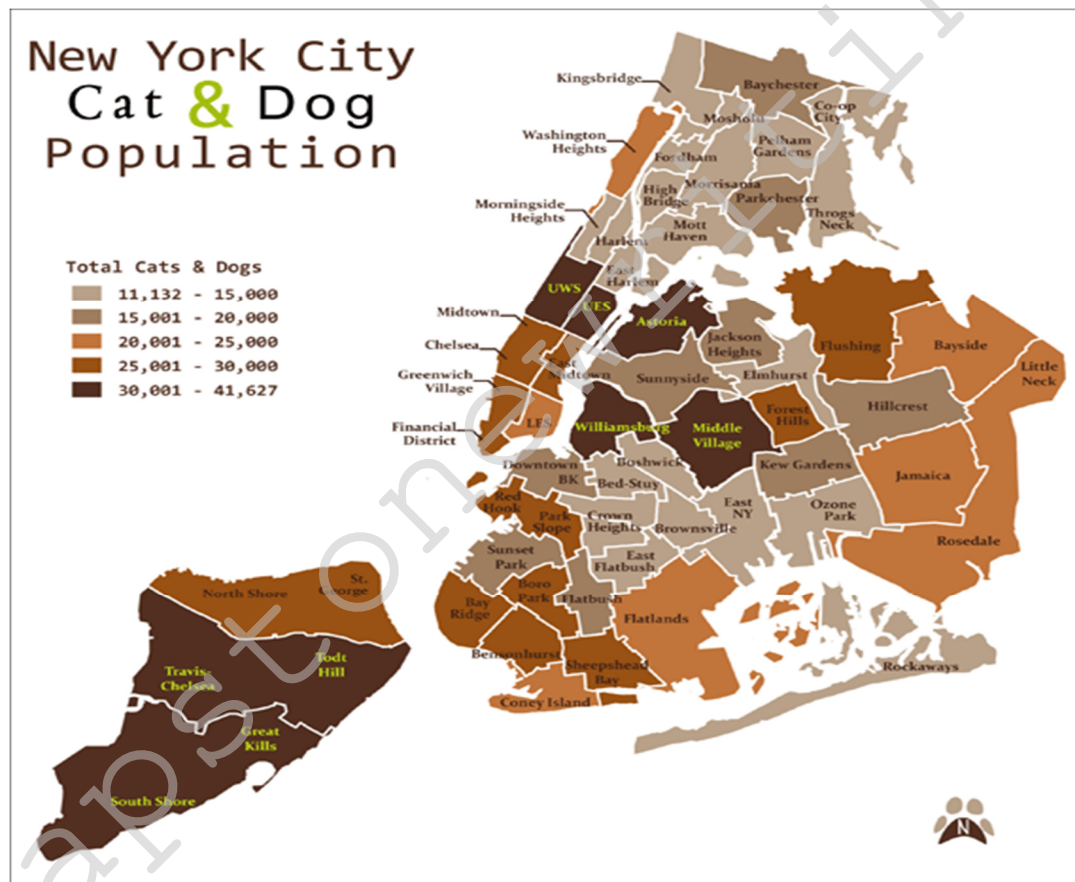


Figure I: Demography of the targeted consumer

The business has established that the target audience seeks pet products that utilize the natural ingredients including the ones that do not have a lot of filler materials. The business recognizes that the target audience prefers quality as an essential element. Besides, the business anticipates paying extra for the products that are healthy and natural for the pets. The target audience also desires for the most appropriate food particularly the ones that are created from a hundred percent natural but sustainable materials that are often looked upon with favor (Shiroff 129). The business has the customers who seek a specialty that caters for their type of pet as another target audience. Daily Happy Pet Food is willing to offer its customers a similar extent of knowledge just like a specialty pet food firm could do.

Major Competitors

The production industry for pet food has developed to 1.1% to attain revenue for \$27 billion in 2018. The number of such business has improved by 7.5% in similar time frame whereas the number of employees has also improved by 2.7%. The market share in the United States reveals firms that holds the greatest market share in such production industry and includes Colgate-Palmolive Company, JM Smucker Company, Mars Inc., and Nestle S.A. The five best brand shares for dog food as a percentage of retail value between 2008 and 2011 is as shown below.

Brand	Company	2008	2009	2010	2011
Iams	Iams Co, The	14.7	14.7	13.7	13.2
Purina Beneful	Nestlé Purina PetCare Co	7.7	7.8	8.0	8.0
Ol' Roy	Wal-Mart Stores Inc	1.0	3.0	4.9	6.1
Hill's Science Diet	Hill's Pet Nutrition Inc	6.4	6.2	6.0	5.9
Pedigree	Mars Inc	4.1	5.0	5.6	5.6

Figure II: Top five brand shares for dog food percentage of retail value between 2008 and 2011

Daily Happy Pet Food has some major competitors for the business. These competitors include Pet Market NYC, Happy Feet Pet Shop, and Pet Central. All these pet shops operate their business in Manhattan where Daily Happy Pet Food has established its business. Therefore, the three pet foods are seen as the direct competitors. For example, Pet Market NYC carries the best pet food products and even the available pet supplies. Besides, the wellbeing for the pet remains the firm's top priority. The firm also offers free delivery within Manhattan. However, Pet Market NYC operates from ten o'clock to eight o'clock from Monday through Friday but up to seven o'clock on Saturdays. On Sundays, it operates from eleven o'clock to seven o'clock.

The Happy Feet Pet Shop is another indirect competitor to Daily Happy Pet Food business. The firm offers the pet owners access to the services and products required for their pets. The firm also offers the pet owners with a one-stop shop that comprises reviews, research, and products. The firm also empowers the pet owners, manufacturers, and distributors to operate on the platform that can serve people who love the pets and even care deeply about the animals. The firm acknowledges that it adores the pets just like its clients. The business can feel and touches the products and even consults with some of the specialized experts who are the main driver for the establishment of the business.

Pet Central is a premier store that supplies pet food and products and located in Manhattan. The business delivers everything that is related to pets such as training pads, cleaning supplies, supplements, toys, treats, and food. The firm was instituted in 1999 with its initial location in Bleecker Street at the center of Greenwich Village. The business has since then moved its location on Seventh Avenue South. The business has even expanded its operations to

ten more locations within Manhattan that help customers with all the pet requirements. The business aims to offer an excellent service with unmatched experience. The firm offers free delivery for services to make it convenient for its clients within Manhattan and even contains some reward programs that are genuinely gratifying.

Mars is the major indirect competitor for Daily Happy Pet Food. Ideally, Mars operates outside the United States. Notably, Mars is a renowned global manufacturer in America that deals with pet food and offers other animal care services (Potts 225). Mars sometimes referred to as the Mars Petcare is recognized as a growing and diverse business with many associates in more than fifty nations that are committed to just one major purpose which is to ensure a better world for the pets. The business has more than seventy-five years of experience and with a portfolio of nearly fifty brands that serve the nutrition and health needs for the pets across the world. These features make Mars an indirect competitor for Daily Happy Pet Food based on its strong and mature progress in the delivery of the pet food and products.

The competitors both direct and indirect have strengths and even weaknesses. Some of the strengths include their ability to deliver diverse pet foods and not just for the dogs but also other pets. The direct competitors also offer free delivery services which enhance customer convenience. The businesses have also developed breakthrough and scalable marketing programs that address the needs of the pet firms. The businesses achieve the goals by offering the data required to gain the insights within the pet market niches. The direct competitors have been to the market for quite a while which has enhanced its directory for pet products across the world (Moody 13). The businesses have already caught the client attention because they have managed to search and interact with the vets, stores, and the pet products.

The greatest strength for the pet industry based on the fact that a lot of people recognize their pets as part of their family members (Jackson 14). The strength is demonstrated through the spread for the premium pet services, pet hotels, dog walkers, and pet spas that emerge on a daily basis. The attitudes for the consumers impact the pet food firms since they have positioned themselves as adjacent to the pet stores. The positioning helps in the provision of quality services and foods that often appeal to the different kinds of consumers. The already established business has the strength of having three convenient locations that they are allowed to select. The business has expanded and renowned as the top priority for the pet food and related products.

The competitors also have some weaknesses. For instance, the majority of the competitors open their businesses around ten o'clock. There are no professional organizations that rule the idea for the pet firms, especially at the retail level. Notably, people are likely to call themselves massage therapist for dogs, owners for pet shop, groomer, pet sitter, or dog walker. Therefore, the major challenge is based on the fact that such businesses that deal with pet food appear to compete against those who have not yet invested their resources and time in insurance, education, training, and development that the company does to ensure a safe, consistent, and quality customer care experience. It is also simple for other businesses to copy such ideas.

The existing businesses experience the inability to address the issue of market saturation. It is also expensive to manage already established businesses that deal with pet food products. Such businesses also experience the inconvenience to deliver pet products. Besides, the businesses experience customer complaints especially related to the food flavors. There is an additional weakness that involves isolation of pets. The mixture of ingredients is another weakness that these businesses experience that is needed to provide nutritional pet foods to the consumers (Moody 40). A market withdrawal is another challenge that most businesses find it

difficult to address especially when alternative products are created and offered at relatively reduced prices. Most importantly, the already established businesses find it difficult to build relationships with the third parties that help them deliver products that meet customer requirements. The **Figure III** below shows a high value for the pet food which is 40% more compared to the competitors. The pet food is characterized with customization, convenience, and quality.

Brand name	Product	Price
Nature's variety	Dog frozen lamb bites	8.5 \$ per LB
Freshpet	Vital fresh cuts dog food	7.6 \$ per LB
Daily happy pet food	Daily box	15 \$ per LB

Figure III: The price for the daily happy pet food (40% higher compared to that of competitor because of added value service)

Mission

The mission for Daily Happy Pet Food is “Daily happy pet food for delivery.” As a result, the business intends to change the ideas for the pet owners to allow them to have a priority for the pets compared to themselves. Daily Happy Pet Food business aims to achieve the mission through daily delivery for the pet products. The mission will also be coupled with the development of consumer life that is convenient which is achieved by transforming the ways through which the traditional pet food was developed and delivered. Therefore, the mission will help the business to lengthen and enrich the special association between the pet and the pet owners. The business anticipates achieving the mission by offering the best pet products to the consumers.

Majority of the consumers have some ethical demands that impact greatly on the marketing of the pet food. Additionally, some of the mission-oriented marketing strategies satisfy the ethical demands for consumers of pet food (Shiroff 87). The pet food experts consider that mission-based marketing remains one of the most powerful trends for the consumer demands for pet food. The consumers wish to understand the meaning of a pet food business. The mission statement serves as the platform that makes the consumers understand the product brands. Daily Happy Pet Food acknowledges the main purpose for its mission statement to function as the agenda and the goal of the firm and also outline the overall goal of the business.

Daily Happy Pet Food anticipates competing within the pet food production business that already exists in the area. The business has plans for some of the best pet food in the market. Besides, the business intends to provide diverse products for pets such as the treats, and both the wet and dry food. The business products are tailored to the individual needs for the pet taking into consideration the health and age of the pet (Jackson 4). The business will ensure that it can position itself to the target audience in such a way that it is not associated with the controversial products. The action will help the business address the shift for the attitudes of the consumers.

The business will position itself to guarantee delivery of natural products to avoid some of the pet foods that are viewed as artificial. Daily Happy Pet Food will ensure that the pet foods are distributed to various retailers precisely through an electronic commerce platform. The business will ensure that it delivers the pet food products at affordable prices to the customers. Nonetheless, the positioning will help the business gain a competitive advantage and be able to enhance its standing for being in the forefront within the market. Daily Happy Pet Food intends to grow the net sales that will help it improve on its unaided brand awareness through the application of a marketing strategy that is offensive.

The positioning also targets the audience comprising the overactive pet parent and especially those who own the dog and are between the ages of thirty-five and fifty-four. The targeted audience appears to be the most hardworking. However, the business will ensure that they create time for the things that are essential to them including the family. Notably, the female and the male target desire the things that are best for the pets. The positioning of the business in Manhattan is ideal because it is an area that is composed of a target comprising the adult working people (Jackson 14). The media mix is a major way that will ensure that the most appropriate target audience has been reached.

The Competitive Advantages

The Daily Happy Pet Food business has some competitive advantages. The advantages are coupled with the ability of the business to offer outstanding services to its clients through the creation of a personalized relationship (Housden, and Thomas 157). The business permits its consumers to make their preferred selection from various flavors. Daily Happy Pet Food has also formulated nutrition in its website. The business ensures delivery to consumers and even operates for long hours compared to its competitors. The ability of the business to operate for long hours compared to its competitors has played a great role in ensuring the business is placed in a high position within the competitive market. In essence, operating for long hours serves as one of the ways the company can gain a competitive advantage.

Daily Happy Pet Food will ensure that most of its pet foods are made of organic and natural products. The delivery of pet foods that are organic and natural will ensure that the business can gain a competitive advantage (Moody 84). Besides, the sales for the natural pet food continue to grow. Ideally, the business contains a unique insight within the area. Daily

Happy Pet Food has realized the diverse opportunities and identification of market for pet foods that are full of dynamics. The business acknowledges that the universal market has grown with a new focus, new presentations, and new products which are the guiding forces for Daily Happy Pet Food. There is steady and solid growth for the pet foods especially in Manhattan where there is high demand for pet foods.

Daily Happy Pet Food is better than competition for some reasons. For instance, the business mainly focuses on the making and delivery of the pet foods. The business anticipates growing because of the increased ownership of pets in Manhattan. The need for pet foods is still unmet in the region, and hence the business is better placed than just competition. The pet foods will comprise the largest segment for the firm. Notably, the escalation in pet ownership appears to coincide with the trend to treat the pets, and hence the business aims to deliver such products as well (Jackson 20). In the process, the business will be better placed than just competition from other business to inspire the customers to buy some of the high premium products that are exceptional for the wellbeing of the pet.

The business has realized that people who often treat their pets just like part of their family are even willing to spend a lot of money on premium and organic pet food. The operation of the business is more than just competition because the pet owners in Manhattan demonstrate an increasing interest in the need for pet foods that are natural. Therefore, the business intends to identify further some of the non-artificial components that are an essential purchase element when the customers purchase the branded pet food (Bao, and Schreer 294). The customers are more concerned about the constituents of the pet foods and not necessarily the access for any pet foods. It is for this reason that Daily Happy Pet Food finds itself better placed compared to its competitors in delivering pet foods that are unique and custom tailored.

Business Canvas Model

The business will incorporate key partners including the family farm who will ensure the firm delivers organic and fresh materials to the consumers. Some of the key partners will include the Downtown Harvest located in CSA Jersey City in New Jersey. There is also the Forest hills Tuv Ha'Aretz in CSA Forest hill as a family farm in New York. The key partners will collaborate with postmates who are a logistic firm that often operates a system of couriers to deliver goods in the local area. There is also Uber eats which is an American food ordering that is done online and serves as a delivery platform that was launched with Uber. The key activities will include the registration for the trademark, slogan, and brand name. There is also research and the development of a dynamic website and app. The business will also hire photographer and blogger to capture the consumer within the website and social media. The business will also look for a central kitchen and a supplier for safety and stable material. The business will also create good association with its collaborators. The business will also develop the marketing plan. A summary of the business canvas model is as shown in **Appendix 1**.

Operations Flow

Daily Happy Pet Food will ensure that it performs subscription to sustain the numbers for the repeat consumers. The subscription will be done on weekly basis, monthly basis, and in every season. The subscription will be done three times for every week and each \$45. The subscription will be done three times for a single week leading to a total of twelve times of \$150 for a single month. The subscription will be done thirty-six times for three months and the flexible time will be decided with the consumers where a single season will amount to \$400.

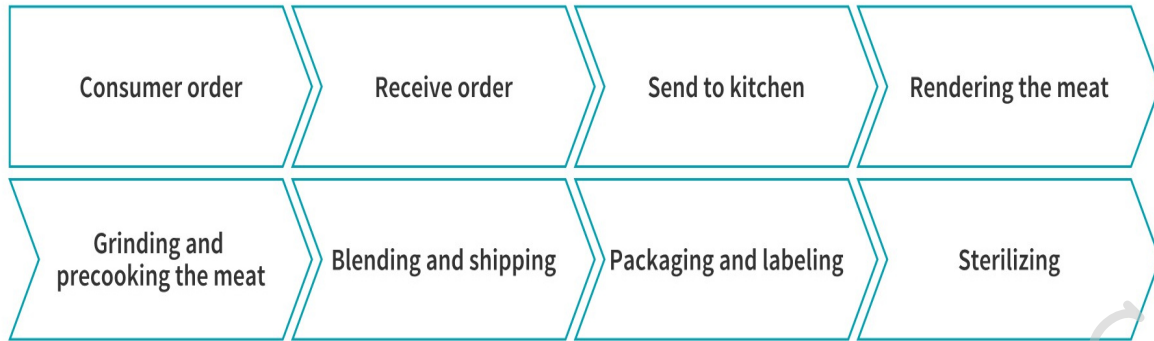


Figure IV: The operation flow for Daily Happy Pet Food

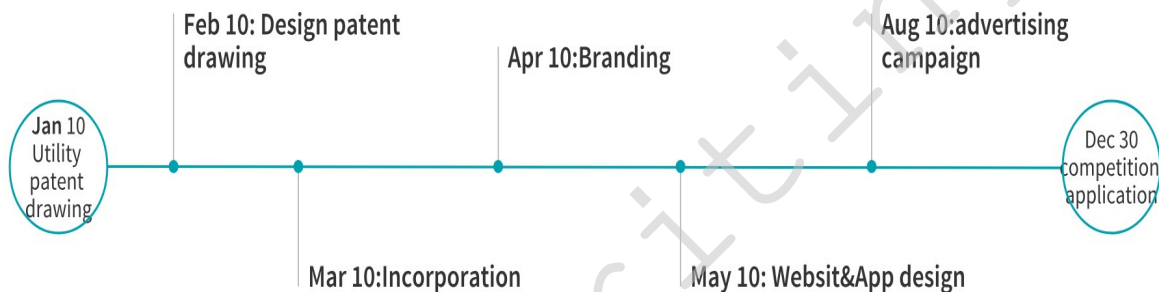


Figure V: The launch timeline strategy

The key processes for the preparation of the pet foods will be based on a formulation relative to the nutritional needs of the pet food products. The pet food will be comprised of minerals, vitamins, grain, cereals, meat by-products, and meat. Daily Happy Pet Food will ensure that it can provide many tons of the pet food on an annual basis to ensure that the needs of the consumers are met. The pet owners will have to choose from different pet food such as treats, kibbles, biscuits, semi-moist kinds, canned and dry food products. The business will ensure that the key process includes sophisticated formulas that include essential elements that are essential for the pets (Bonagura et al. 1003).

Daily Happy Pet Food will ensure that it can carry out campaigns through various media channels including social media to market the pet food products. The business will allocate some money for promotions within Manhattan. For instance, the business will incorporate some promotional strategies such as New Year and new product promotions. Besides, the business will provide a sample of the pet food products to the veterinarians who will help sell the product to customers. Daily Happy Pet Food will also provide free samples and t-shirts during the promotional activities during the campaigns. There are several ways that Daily Happy Pet Food will sell its pet products which will be coupled with the creation of awareness to make the willing consumers understand the product.

Daily Happy Pet Food business will principally make money from the sale of the pet food. The business has revealed that most people take a lot of care for their pets especially in Manhattan. The pet owners often purchase and feed their pets with great foods. The business has established that the pet food operation creates pet foods that are of high quality for the pet owners. The business will provide different recipes for the pet food to allow the pet owners identify the pet foods that are appropriate for their pets. The unmet needs for the pet food in Manhattan will be a great opportunity for the business to make a lot of sales (Moody 23). In essence, the sale of pet food and other related products will not be a major issue for the business.

There are several ways through which the Daily Happy Pet Food will generate money. The pet owners who are passionate about their pets and even enjoy coming with recipes are most likely to purchase the pet food products (Jackson 14). The process will help the business make a lot of returns. Ideally, the passionate of pets has driven the pet owners to realize the benefit of purchasing pet food products, and in return, it will fetch a lot of money for the business.

Therefore, Daily Happy Pet Food will make money from just selling the pet foods and other

related products. The business intends to focus on the pet foods and especially for cats and dogs which are the most popular pets in most households.

Go-to-Market Strategy

Daily Happy Pet Food will get into the market in many ways. For example, the business will create awareness precisely to its target population. Ideally, the business will create awareness through the advertisements made on social media platforms (Sankar, and Bouchard 92). Besides, the business will conduct offline events and even display the ads. As a result, the strategy for the publicity will play a great role to the targeted customers and not just within the Manhattan population but also in the entire New York and other areas across the United States. The endeavors will make the customers especially the pet owners to learn of the business and even identify with it. The marketing strategy is something that the business has opted to capitalize on because of the already similar businesses in the region.

The design of an effective marketing strategy for the pet food business does not necessarily have to cost cheap. Therefore, Daily Happy Pet Food has acknowledged that there are several ways of creativity and even options for a low cost. The business has taken time to imagine and has even devised a stick oriented attitude, the capability to think outside the box and even application of common sense which is old-fashioned but worthy for it to have a smooth entry into the market. The business is clear about its objectives especially when it is developing the marketing strategy. The business appears to focus on its targeted audience regardless of other similar businesses in the vicinity.

The ability of the business to focus on its strength and even capitalize on them is another strategy that the business has decided to apply to obtain a smooth entry into the market (Erikson

62). Besides, Daily Happy Pet Food business has taken into consideration some factors that are appropriate for the marketing that is most likely to cost nothing or little if any. The business has decided to make a great impression throughout. As a result, the business responds to any form of communication including the emails in a courteous way. Additionally, the business is always mindful of the way its clients respond to a phone call. The business acknowledges that it is never enough to just become polite to its customers.

Daily Happy Pet Food has taken some tech-savvy as a component of its marketing strategy. Ideally, there are multiple no-cost or fewer options to market the available business using the internet (Peethambaran 7). Some of the tech-savvy that Daily Happy Pet Food employs include the use of social media, blogs, and email newsletters among others. The business has cultivated the interest of asking for its customers their email and even feeds them into the database. The business has assigned the tech-savvy task to a specialized person. The business recognizes that no matter the circumstances it must capitalize on the internet. In essence, not only is the internet a must to have tool for the pet food business but it is also a creative way for it to get into the market.

The business has emerged to become a go-pet specialist. The business has the freedom and right to decide on unique supplies and products. The business has decided to create pet food and other related products that are not within the Manhattan region. The business takes a lot of time to gather a lot of information concerning the product that is not within the region. For instance, the business has identified that there are unmet needs for the premium natural pet food in the region. As a result, the concern is something that the business has decided to take into consideration and capitalize on it. The specialty in pet foods is something that will offer the business a competitive edge when it gets into the market.

Networking is another core pillar that has enhanced the business entry into the market (Sankar, and Bouchard 92). It is not about exchanging business cards or attending business events because it is not entirely promising to bring a lot of traffic to the pet shop. Daily Happy Pet Food acknowledges that marketing its products is about creating mutually beneficial linkages with others including going beyond and above the business targets for the pet shop. The business also gets itself involved with the community. It has devised a strategic approach to think outside the box while marketing its pet food products. Sometimes the business helps with community activities such as cleanups, participating in charity events, and many other organizations that make it create relationships within the area.

Daily Happy Pet Food takes into consideration that both the pet business and themselves are a component of the community. Notably, any community is often comprised of people. Therefore, Daily Happy Pet Food have decided to participate and even give back not necessarily as a marketing plan but because it genuinely cares and committed to assisting the community. The business is persistent and consistent even though Daily Happy Pet Food acknowledges that the marketing strategies could not just skyrocket overnight. As a result, the business works on it consistently and repeatedly. The business also offers beyond and above the customer service. The business understands everything about the products it offers to its customers.

The belief and enthusiasm for the pet food products are essential factors that the business considers within its marketing plan. Genuine care for the wellbeing of pets and the customers are rewarding regarding smooth entry into the market. Branding is another strategy that Daily Happy Pet Food has used to gain market entry. Ideally, an effective marketing plan appropriate for the business comprises the creation of a brand which is viewed as the distinct identity for the entire enterprise (Iacobucci 142). The business has thought about the pet foods it is ready to offer that

the competitors do not. The business has decided to capitalize on the unique products and capitalize on it in such a way that it is beneficial to the pets and the pet owners.

Marketing Plan

Daily Happy Pet Food contains some of the ideal pet food in the market. Besides, the business offers diverse pet food products including the treats, wet and dry food. The business ensures that the pet food products are custom-made to the individual needs of the pets. Additionally, the business takes into consideration the health and the age of the dogs (Jackson 4). The Daily Happy Pet Food has included some important ingredients and is even rated as above average pet food. The business has capitalized on the creation and delivery of unique pet food based on the current change of the consumer's attitudes on some of the already available pet foods. In essence, the pet owner seems to prefer the pet food that is branded as natural and not the artificial pet foods filling the pet shops in the area.

The business ensures that the product is appealing to the consumers who in these cases are pets. The product has been designed in such a way that it is appealing also to the pet owners. Notably, the pet food has been created to appeal the end user. The business has taken the responsibility of ensuring that it sells the benefits of the pet food to the pet owners who are always responsible for the actual purchase of the product. The products contain the business logo so that customers could identify with them. The most important thing that the business has taken into consideration is the ingredients used in creating the product. The customers are focused on the ingredients and the benefits to the pets.

Daily Happy Pet Food has distributed its pet food and related products to some retailers in the region through both brick and mortar and utilization of the e-commerce platform. There

are some retailers such as PetFoodDirect, Petco, PetSmart, and Pet 360 among others. The retailers distribute the pet foods at a relatively affordable price and below that of the competitors even though the ingredients are not the same. Notably, the price for the pet foods varies considerably, and this depends on the size of the packages, the kind of retailer, and the kind of food including treat, wet, or dry (Liddell 53). The dry foods cannot cost the same price as the wet food, and hence the former is relatively expensive.

Daily Happy Pet Food ensures that the dry foods are contained in large packages and with varying prices which also depends on the retailer. On the other hand, the wet foods are contained in cans which sometimes includes vegetables and chicken stew and with varying prices depending with the retailer. Additionally, the pet treats also have varying sizes and different prices (Liddell 53). For example, a bag that weight 9 oz. Containing light biscuits that are baked using real chicken have varying prices as well and also depends on the kind of retailer. The business ensured that it offered the pet foods at considerable prices and not way below that of competitors since most customers use the price as a determinant for making purchasing decisions.

Daily Happy Pet Food markets the pet food products to the pet parent who is overprotective. The business ensures that it has taken into consideration the way pet food speaks volumes to the pet owners. Therefore, the business offers the pet food to the customers with emphasis on the most appropriate nutritional selections to improve the overall health of the pets. Since the establishment of the Daily Happy Pet Food, the business created a social media platform and specifically Facebook which currently contains a lot of followers. The business ensures that it makes frequent updates and on a daily basis which also takes into consideration the level of engagement with the customers. The business has capitalized on Facebook as the

most appropriate social media platform based on the high number of followers associated with the platform (Sankar, and Bouchard 92).

Daily Happy Pet Food has some posts that are often carried out on a weekly basis which informs the audience of the new products and the benefits to their pets. Notably, the business is cautious about the promotional strategy it does the posting intelligently in a manner that will promote customer engagement and not necessarily revealing the benefits of the pet food products. In other words, Daily Happy Pet Food contains some giveaways. The business envisions offering coupons to the customers who are fascinated with the pet products. Daily Happy Pet Food has also packaged some small samples comprising several pet foods that they always give for free to its customers to further promote the business. The samples offer the customers the chance to evaluate the extent their pets like the food.

Capital Requirements

The capital requirements for the pet food business comprises the costs related to kitchenware, the creation of the business app and website, and launching the event and website. The costs will form the initial costs for the business. Ideally, the capital needed as the initial cost is \$145,000. Additionally, the monthly costs required for the maintenance of the business amounts to \$44,000. Daily Happy Pet Food will offer its pet food products relatively competitive prices. Some of the pet food will cost more compared to that of the competitors but based on the fact that the pet food will have some additional value that lacks in that provided with the other businesses. The capital requirements will be able to cater for delivery of products at a flexible time on daily basis.

Daily Happy Pet Food is a startup business and therefore requires sufficient finances to cater for most of its activities. For instance, the startup capital is necessary to thrust the business and make it operate steadily and consistently (Constant, and Zimmermann 155). The set capital requirements will include the funds used for expenses that are likely to be incurred even before the actual launching of the business. The capital requirements also comprise the capital needed after the launch of the business until it reaches the point of positive cash flow. In essence, the capital requirements are required to facilitate the process until the point where the revenues seem to be high compared to the expenses. The capital requirements have been based on an estimate that will protect the business from halting during the early stages.

There are some things that Daily Happy Pet Food will put forward using the capital requirements. The business will first ensure that it makes precise estimates for the expenditure to reduce the chances of having instances of cash shortfalls. The business will then prioritize the completion of its strategic marketing plan. Ideally, the business will describe all the pet foods as the products delivered to the customers. The business will also explore some of the strategies that intend to use to gain market entry. The business will then evaluate every strategy including the way it should be implemented. These activities will incorporate scheduling for advertisements including the form of media it intends to use.

The business will also compute the costs of product development. Therefore, Daily Happy Pet Food will have to consult the suppliers and the vendors and even get the estimates for the actual costs. The business will also take into consideration the precise estimates instead of just making some wide ranges that are insensible. The business will then create a marketing budget from the capital (Stephenson 377). The strategic marketing technique will offer the business with information concerning some of its marketing techniques. The business will

effectively achieve the goals by assigning numbers to the tasks through consultation with the dealers that it has chosen. The business will also research for other companies within the pet food industry including their expenditure.

Daily Happy Pet Food will integrate the personnel budget. The business will be able to put this forward through forecasting on the number of the management team and the employees required during the first three years. The business will then break it out to ensure that it does not ignore the functional areas. The business will forecast the cost of the equipment and the facilities. The process will help determine the level of space that the venture requires to carry out the operations. These will include the warehouse space, production space, retail space, and office space among others. The business will also put forward the estimates for the administrative and general expenses. Such costs will include items like accounting fees, legal fees, insurance, travel, and office supplies among others.

Financial Projections

The business has made several assumptions to allow it to conclude especially when necessary information seems to lack. The assumptions are made based on the analysis of the business and the marketing plan. The main assumption is made in the market analysis. The business has spent several months for extensive exploration of the business within the area. The business has assumed that the competitors will still be starting operating their business from ten o'clock as it is the norm even when Daily Happy Pet Food gets into the market and starts operating for long hours and early in the morning. The business also assumes that it will maximize its capital requirements to address the unmet needs of the pet foods in Manhattan.

The business has also taken some time studying its competitors including the kind of pet food products that they offer to the customers. The business has also learned the wider spectrum for empirical and theoretical knowledge associated with the operation of a pet food business and has been well documented. The business intends to incorporate more specialists in its operations as the business grows so that they are well placed to meet the needs of the customers. Besides, the specialists will provide the customers will free or relatively cheap consultations on the best way to take care of their pets including the most appropriate pet foods to use. Nonetheless, the business has operated with reduced assumptions to take place whenever deemed appropriate.

The business anticipates generating much revenue. The high revenues are attributed to the fact that the business contains a competitive advantage of providing outstanding services to its customers through the concept of personalized relationship. The personalized relationship will attract a lot of customers who will purchase from them and in return add to the revenues. Daily Happy Pet Food allows the customers to decide on their preference based on various flavors and even nutrition which has been developed within the website. Additionally, the business provides delivery to its customers, and this will enhance the customer engagement and even prefer them over the other business which does not do the same thing. In summary, Daily Happy Pet food will earn its revenue based on four simple steps. The customer will first order a form from the official website or app and then send a notification. Postmates or Uber will deliver the pet food and finally the customer will receive the product, evaluate it and send feedback (Refer to **Appendix 2**).

Daily Happy Pet Food has realized that the business in Manhattan operates from ten o'clock which causes a lot of inconveniences to the customers who may want to purchase the pet food early in the morning. The business will ensure that it opens its operations early enough to

meet the needs of such customers. The action will further lead to the generation of a lot of revenues which will propel the business to the next level. In essence, the decision to operate for long hours and to open early in the morning will place the business at a high position within the already competitive market. The business faces competition from both the direct and indirect competitors.

Daily Happy Pet Food will also incur some expenses in the course of its operation. The business recognizes that the cost issue of the pet food products emerges from two major things. First are the high qualities ingredients that the business intends to use to make its pet food products unique. Besides, the business will have to incur the further expenses that could not be compared to that of the human food. The cost of formulating the recipe is another expense that the business is willing to incur (Chi 32). It is fairly simple for human food but somehow complicated for the pet food. For instance, Daily Happy Pet Food ought to strike a balance between delivery of pet foods that are unique and appealing to both the pet owners and the pets as well.

The business must incur the expense associated with the registration fees for the state. Ideally, Daily Happy Pet Food needs to register all the pet food labels in almost every state that the product is delivered. Notably, the fees vary with the state, but it is something that the business cannot overlook. There is also the expense associated with the laboratory testing of the recipe to ensure that it is fit for pet consumption and does not lead to any harm. There are other expenses related to products returns, labeling and packaging costs. Since Daily Happy Pet Food has decided to focus on the high-quality pet food products, then it must be ready to incur the further expense for testing the quality of the ingredients on each batch of food.

Daily Happy Pet Food expects that the sales growth will be characterized as slow to moderate. Besides, the cash flows will remain steady given that the initial cost is \$145,000 whereas the monthly maintenance cost for the business will be \$44,000. The financial projection for Daily Happy Pet Food will be connected to the revenue streams such as commission, advertisements, and transactions. Notably, the average subscription fee for the business is aimed at \$348 every month. The total revenue after the advertisement is forecasted to be \$4500 every month at the start of the business. Ultimately, whenever the consumer books a pet salon, doggy daycare, and pet spa, the Daily Happy Pet Food will accrue a 3% of commission. The average pet spa within Manhattan will be \$60, and it accrues 3% commission which translates to \$1.8. The assumptions for the 3-year P&L will lead to revenues for the three years as shown in

Appendix 3.

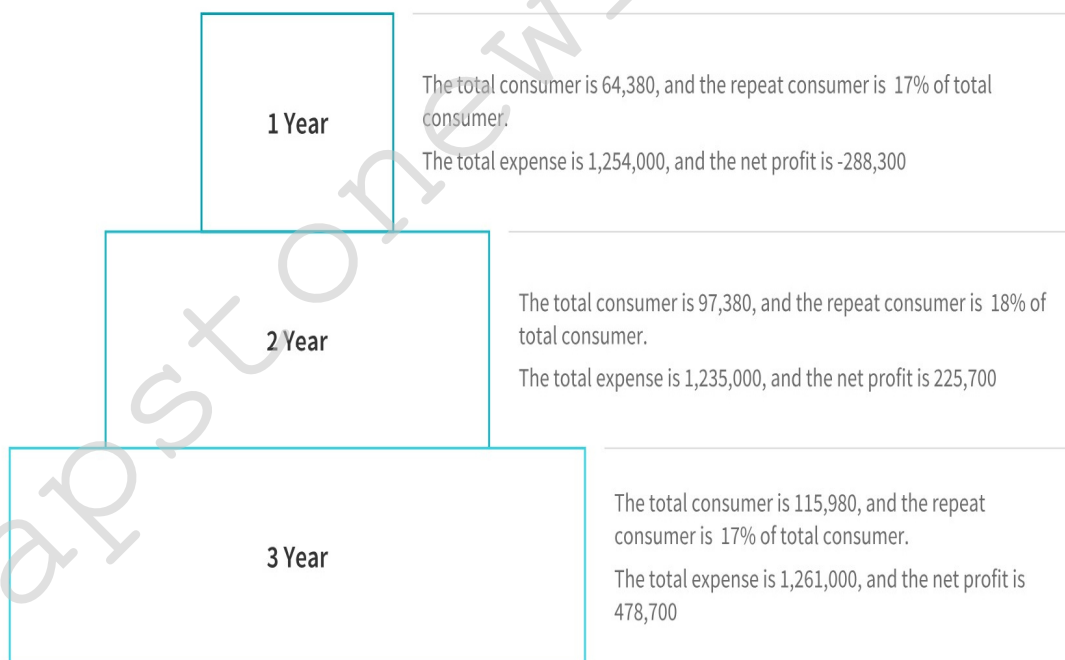


Figure VI: The 3-year P&L including the net profit

Management

Daily Happy Pet Food business should woo the top talents in its operations. Therefore, the business should roll out the red carpet with the intention of attracting the top talent within the existing job market. The business must be ready to invest in retaining the key talents to enhance the product brands (Devine, and Syrett 15). The business should also enter the growing business while sustaining its leadership position about the consumer packaged pet food products. The business is also ready to reward the key talents using both intrinsic and extrinsic forms. A focus on the key talents will enable the business to move to the next level and placed within the competitive market. The retention of the key talents is often the reason behind the success of a business.

There are some ways through which Daily Happy Pet Food could improve its talent management strategies. For instance, the business ought to invest immediately in its culture. The business should take stock of the management team including the extent of satisfaction for the workers. The business should be in a position to develop growth opportunities within the organization. Additionally, the business is ready to focus on having the equipment and tools that its workers require to carry out their duties. The business will also demonstrate to the employees that they are valued through recognition, rewards, and feedback. Most importantly, the business will inspire friendship among the business team to ensure that they achieve the common goal.

Daily Happy Pet Food recognizes the importance of developing a personal relationship with all its stakeholders. The business will ensure that it creates a healthy working environment for all its employees (Devine, and Syrett 17). The business will ensure that the employees are offered the opportunity to air their grievances and give their concerns about the business. The

business will also ensure that it has engaged the pet owners by taking their emails and feeding them to the databases and communicate with them periodically. The business will also be committed to collect information and feedback from its customers. In essence, the business will do everything possible to ensure that all the people cooperate and share valuable information.

Summary

In summary, Daily Happy Pet Food business was instituted in 2018 with the main goal of providing fresh delivery for pet food among the pet owners located in Manhattan. The business intends to focus on the delivery of dog foods. The market opportunities within the pet food industry prompted the establishment of the business. There are a lot of pets in Manhattan, and the current supply of the pet products is still unmet. The business experiences competition from both the direct and indirect competitors. The direct competitors include Pet Market NYC, Happy Feet Pet Shop, and Pet Central. The main indirect competitor is Mars. The business intends to operate earlier than ten o'clock unlike its competitors to provide convenient services to customers.

The mission for the Daily Happy Pet Food is "Daily fresh pet food for delivery." The business stands the chance of offering outstanding services through the development of a personalized relationship. The customers will be made to select their preferred pet food. Daily Happy Pet Food will get to the market by creating awareness of the targeted audience. The capital requirement for the business incorporates kitchenware, development of the business app and website, and launching the event and advertisement. The initial capital needed is \$145,000. The ultimate projection for the business is related to the streams of the revenues such as commission, advertisement, and transactions.

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Appendices

Appendix 1: Business Model Canvas

The Business Model Canvas

Designed for: Double D pet food

Designed by: Siwen Zhao:

Date: 17/10/2018

Version: 1.3

<div>Key Partners</div> <div>Family farm- these can make sure we have fresh health and organic material to supplier for our consumers.</div> <div><div>1. Downtown Harvest, CSA Jersey City, new jersey Family farm</div><div>2. Forest hills Tuv Ha'Aretz CSA Forest hill, New York Family farm</div></div> <div><div>Collaborate:</div><div>1.Postmates- Postmates is a logistics company that operates a network of couriers who deliver goods locally.</div><div>2. Uber eats- Uber Eats is an American Online food ordering and delivery platform launched by Uber.</div></div>	<div>Key Activities</div> <div><div>1. Registration of brand name, slogan, and trademark</div><div>2. Research and developing dynamic app and website</div><div>3. Hire blogger and photographer to capture consumer in social media and website.</div><div>4. Find a stable and safety material supplier and central kitchen</div><div>5. building good relationship with our collaborators</div><div>6. writing marketing plan</div></div> <div><div>Key Resources</div><div><div>1. physical: Dynamic, easy to use, and clearly functions app, and website</div><div>2. intellectual and human:<ul style="list-style-type: none">IT specialist*1Digital marketing coordinator*2Accountant*1consumer support agent*1professional pet nutritionist*1pet's chef*2pet's chef helper *4</div><div>3. Financial: founding from invest.</div></div></div>	<div>Value Propositions</div> <div><div>Daily fresh pet's food for delivery</div><div>The goal of the business is creating a fresh healthy treat for dogs and changing traditional ideas of dog's owner make consumers have more opinion for their dogs.</div><ul style="list-style-type: none">100% non-dehydration fresh dog foodDelivery on dailyBrand new dog food revolutionChanging traditional dog food wayConvenient consumer lifeFeeling happy with your dog</div>	<div>Customer Relationships</div> <div><ul style="list-style-type: none">Personalize relationship: Consumer can select different flavor and nutrition dog food which are carefully formulated in our official website and APP.Consumer support: Our collaborators will delivery your dog food to your door on time. Flexible delivery time make consumer life more convenience.</div> <div><div>Channels</div><ul style="list-style-type: none">Awareness: Ads, social media & display Ads, SEM, off-line events, and publicity.Evaluation: feedback and comment from consumerAction: official website and applicationLoyalty: user can get free delivery if subscription one week or one month.</div>	<div>Customer Segments</div> <div><ul style="list-style-type: none">Geographic: Manhattan (total number of dogs 600,000)Demographic: 19-45 years old single or married, collage students or business man/ woman and mid or high-income level, well educatedPsychographic: dog owner who really care about their dog health and willing pay attention on their dog. People are lover of dog may want to consider making some money with their passion.Number of target audience: 600,000 dogs in Manhattan, may be 600,000 or less than this numbers consumer we need to reach.</div>																																									
<div>Cost Structure</div> <table><thead><tr><th></th><th>item</th><th>monthly cost</th><th>yearly cost</th></tr></thead><tbody><tr><td></td><td>Fresh Material</td><td>10,000</td><td>120000</td></tr><tr><td></td><td>Rent of Kitchen</td><td>15,000</td><td>180000</td></tr><tr><td>initial</td><td>Salaries-IT specialist</td><td>2,000</td><td>24000</td></tr><tr><td>initial cost</td><td>Salaries-Digital marketing coordinator</td><td>2,000</td><td>24000</td></tr><tr><td>Kitchenware</td><td>50,000</td><td>Salaries-Accountant</td><td>2,500 30000</td></tr><tr><td>Launching event</td><td>15,000</td><td>Salaries-Consumer support agent</td><td>2,500 30000</td></tr><tr><td>App developing</td><td>50,000</td><td>Salaries-Pet nutritionst</td><td>4,000 48000</td></tr><tr><td>website developing</td><td>30,000</td><td>Salaries-Pet's chef</td><td>3,500 42000</td></tr><tr><td>total</td><td>145,000</td><td>Salaries-Pet's chef helper</td><td>2,500 30000</td></tr><tr><td></td><td>Advertising</td><td>44,000</td><td>528000</td></tr></tbody></table>		item	monthly cost	yearly cost		Fresh Material	10,000	120000		Rent of Kitchen	15,000	180000	initial	Salaries-IT specialist	2,000	24000	initial cost	Salaries-Digital marketing coordinator	2,000	24000	Kitchenware	50,000	Salaries-Accountant	2,500 30000	Launching event	15,000	Salaries-Consumer support agent	2,500 30000	App developing	50,000	Salaries-Pet nutritionst	4,000 48000	website developing	30,000	Salaries-Pet's chef	3,500 42000	total	145,000	Salaries-Pet's chef helper	2,500 30000		Advertising	44,000	528000	<div>Revenue Streams</div> <div>1YR 10%,2 YR 15%,3YR 18%</div> <div><div>Transaction</div><div>Subscription: 3 times-one weeks 45\$, 12times-one month 150\$ Revenue: average of subscription fee 348\$*(600,000*10%)=20,880,000\$</div></div> <div><div>Advertising</div><div>Pets land, pets' spa, pets' salon, pets' day care, and pets 'cloth manufacture can advertise in the APP. Price: flat rate 45\$ Revenue:100*45=4500\$</div></div> <div><div>Commission</div><div>If consumer book a dog spa, dog salon or doggy day care from the site, Double D pet food will get commission from them\$ Price: 3% commission Revenue: Average dog spa cost in Manhattan 60\$, if we get 3% commission=1.85\$</div></div>
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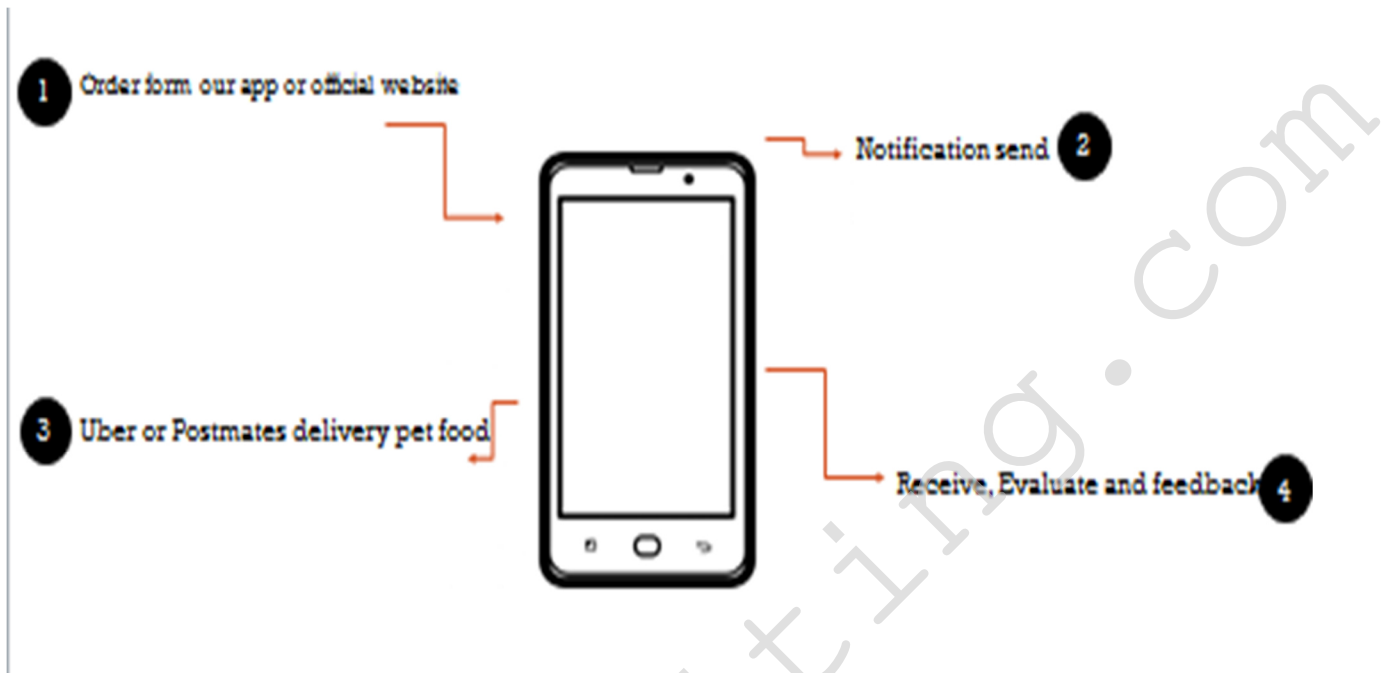
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Appendix 2: How Daily Happy Fresh Generates its Revenue



Appendix 3: Revenue in Years 1, 2, and 3

	year1	%	year2	%		year3	%
income							
total revenue	965700	100%	1460700	100%		1739700	100%
expenses							
A. variable	900000	72%	1008000	82%		1031000	82%
Advertising/ Marketing	528000	42%	600000	49%		600000	48%
Packaging Costs	24000	2%	30000	2%		33000	3%
fresh material	120000	10%	150000	12%		170000	13%
salaries of empolyees	228000	18%	228000	18%		228000	18%
B.fixed	354000	28%	227000	18%		230000	18%
kitchenware	60000	5%	10000	1%		10000	1%
launching event	18000	1%	15000	1%		18000	1%
app developing	60000	5%	10000	1%		10000	1%
website developing	36000	3%	12000	1%		12000	1%
rent of kitchen	180000	14%	180000	15%		180000	14%
total expense	1254000		1235000			1261000	
net profite	-288300		225700			478700	