

Student's Name

Professor's Name

Course

Date

Double D Pet Foods in Manhattan, New York [Contacts:]

Pet foods are usually sold in supermarkets and pet stores. The pet foods are also designed specifically for a given type of animals such as a cat or dog food. Double D Pet Foods 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 Double D pet foods business to fill in the business gap. The market research and SWOT analysis of Double D Pet Foods 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. Double D Pet Foods, however, is expected to operate for longer hours than the competitors to offer convenient services to the customers.

The Mission of Double D Pet Foods is “to create a healthy dogs treatment.” 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. Double D Pet Foods 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, Double D Pet Foods operates for longer hours than its competitors, and this places the business at a higher position in the competitive market.

Double D Pet Foods 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 Double D Pet Foods involves corporation with other management such as the Family Farm, Downtown harvest, Forest Hills, Postmates, and Uber seats. 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 Double D Pet Foods 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, Double D Pet Foods will get a 3% commission on the sales of the pet foods which is about \$1.8 for an average spa dog food.

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