

Business Plan – K9 Concepts (dba Love Ur K9)

Location: 1212 South Pacific Coast Hwy, Redondo Beach, Ca

Executive Summary

K9 Concepts (“Love Ur K9”) is a well-established dog training business with over 10 years of experience. We are seeking to provide and expand by launching a small daycare service along with the current dog training services we currently offer. This is designed to meet the growing demand for quality pet care in the South Bay area. Our expansion aims to provide standard care, safety and training that will help to build a better community through pets.

Company Background

Love Ur K9 has built a strong reputation for effective, humane dog training. Our experienced trainers have worked with 1000 plus dogs in the South Bay and surrounding area for over 10 years. Love Ur K9 developed our expertise in canine behavior and positive reinforcement methods. Our commitment to animal welfare and customer satisfaction has resulted in a loyal client base and numerous referrals. With our current foundation, we are well-positioned to be a trusted provider of dog training and daycare services.

Market Analysis

The local pet care market is in high demand, driven by a high concentration of dog owners looking for reliable daytime care and training. While there are a few competitors in the surrounding South Bay area offering either daycare or training, none provide both services like Love Ur K9 will offer. Our demographics include working professionals, families and senior living within a 10-mile radius. By combining our established training services and a new daycare option we will attract both new and existing clients. Reaching out to local veterinarians, groomers and pet supply stores will also enhance our marketing presence.

Services Offered

Dog Daycare: Will be opened 7 days (Sundays depending on demand) a week. Full and half day daycare will be available. Capacity is for 50 dogs, separated by age maturity and size.

Dog Training: Offered 5 days a week Monday-Friday. Capacity of 10-12 dogs per month (included in the total capacity number) will be walked Monday-Friday for training purposes.

Operations Plan:

Daycare: 6 to 7 days a week depending on demand. Operating hours will be 7:00a – 8:00p

Dog Training: 5 days a week depending on demand. Operating hours will be 7:00a – 5:00p

Staffing plan:



- Daycare: 2 staff members in the large dog area; 1-2 staff members in the small dog area depending on attendance; and 1 staff member for puppies. All staff members will be responsible to keep their area clean and noise managed.
- Training: 2-3 training handlers depending on attendance
- Administration: 2 administrative assistants for client communication and scheduling of dog daycare and training.
- 1 maintenance staff member who will keep the play spaces clean during the day.

Daily routine: Each day will be structured playtimes, rest and feeding times, training reinforcement and periodic health checks.

Health & Safety Protocol

- Love Ur K9 will strictly enforce the CDC-recommended vaccinations (Rabies, Distemper, Bordetella), requiring proof before attending daycare. Also encouraging the optional vaccinations Leptospirosis & Influenza.

- Facility will be cleaned and sanitized multiple times daily, with all the play and rest areas disinfected. A deep cleaning will be done in the evening after closing.
- Walked dogs will be cleaned up after by use of spray water bottles with soap and poop bags to ensure cleanliness outside of our building. Waste will be disposed of in our designated trash cans that are picked up on Mondays and Thursdays weekly.

Site Plan & Facilities

- Doors will remain closed during business hours. A wall will separate the play area and lobby for an added layer of safety.
- Secure vinyl fencing around all play areas, to contain play space and prevent escape.
- Controlled access points with secure gates and surveillance cameras that will monitor all entries and exits as well as play and training areas.
- Ample amount of parking is available for clients in our parking structure, as well as street parking, with clear signage and safe drop off/pick-up zones
- Indoor spaces will be equipped with non-slip surfaces and climate control.



Interior Plan:

- Two Large play areas. One space is 840 sq ft the other is 432 sq ft for smaller dogs.
- Office one will be used for a small play pen for puppies.
- Open floor plan for the training area is in the back of the space at 389 sq ft.
- Lobby and Reception area is 315 sq ft.

See Below.

Noise Management

- Behavioral Training: Ongoing training and enrichment reduce excessive barking.
- Neighboring Businesses: The surrounding restaurants in our buildings do not open for business until 5:30p. Surrounding business will not be affected by the low amount of barking.
- Walking routines: Staggered outdoor breaks limit large group excitement and help keep noise levels manageable. As well as keeping the neighborhoods cleanliness intact by picking up after our dogs.

Marketing Strategy

- Community Outreach: Direct mail, flyers and open houses to introduce our services to the local residents. Offering free group class.
- Veterinary Partnerships: Offering referrals and possible co-hosted events to teach the importance of training, vaccinations, and dog safety.
- Grooming & Pet Stores: Cross-promotions and referral programs.
- Digital Presences: Active social media, website and online reviews to attract and retain clients.



Conclusion

Love Ur K9 is set up for sustainable growth through the expansion into dog daycare services. Along with our status in the dog community within the South Bay community and surrounding areas, our commitment to safety, quality and community will help us to stay a leading provider in the South Bay.