

1. Create your idea

Problem/Opportunity:

What problem are you trying to solve?

- The problem of the shortage of non veterinary pet services in my local area
- I work at a veterinary surgery and have identified the opportunity for it to make additional revenue by expanding the range of services it offers

Solution:

List any ideas you have for possible solutions.

- A pet grooming service at the veterinary surgery
- Running classes for pets, such as obedience training
- A pet walking/sitting service for people who are busy or traveling

I think that dog grooming is the strongest idea to take forward and plan because it makes use of a spare room at the vet surgery and staff aren't available to go off-site to run classes or a pet walking/sitting service.

2. Get planning

Market Research:

Keep track of your key findings from your research and list the characteristics of your target audience here.

- Health conscious pet owners who consider their own health as well as their pets. They are likely to want to ensure their pet is groomed often
- Pet owners who like to pamper their pets will be keen that they are kept looking in top condition
- Dog owners who enter their pets into shows are likely to use grooming services ahead of competitions

Costs:

Make a list of the things you'll need to pay for to launch your idea and what they each cost, then work out the total.

- A range of pet grooming products - £500
- Advertising the service in the local area - £250
- Recruitment of a pet grooming specialist - £1,500

Total £2,250

3. Make it happen

Tasks:

List any tasks you will need to complete.

- Persuade my boss to support my idea
- Manage the budget and our appointments
- Find a specialist dog groomer to work at the surgery
- Purchase grooming products
- Market the service in the local area

Team:

List the people who you want to work with and the different skills they bring.

- Sophie – communication skills to liaise with customers, market our idea and build good relationships
- Nadim – knowledge of animal welfare and care, health and safety and pet grooming techniques
- Sara – problem solving skills to help resolve any challenges or complaints from customers
- Nadia – numeracy skills to manage the budget and track customer numbers

4. Persuading others

Write your example pitch here – try and keep it below 100 words.

A pet grooming service would benefit new and existing customers due to the shortage of services in the area. Research shows the types of people wanting this service (health conscious owners, those who pamper their pets) already come into the clinic for other services so this could be advertised to them during their visits.

A tempting first time offer of a 25% discount for customers will help them sign-up, and our friendly team, including an experienced groomer, will keep customers returning, keeping their pets in top condition.

5. Reaching your audience

List the best ways in which you can reach your audience.

- Creating posts for the vet's social media channels – it's a free way of reaching new and existing customers and we have the skills in our team to do this
- Emails to our customer database who have given permission to receive marketing emails - we can use the direct contact we have with existing customers to publicise new services they might like
- A launch event at the vet's surgery - this will generate excitement about our new service for pet owners