



Indoor Dog Park Business In a Box (BIB)

A comprehensive package providing the tools, expertise, and training you need to open your Indoor Dog Park business.



What is it like to own an indoor dog park?

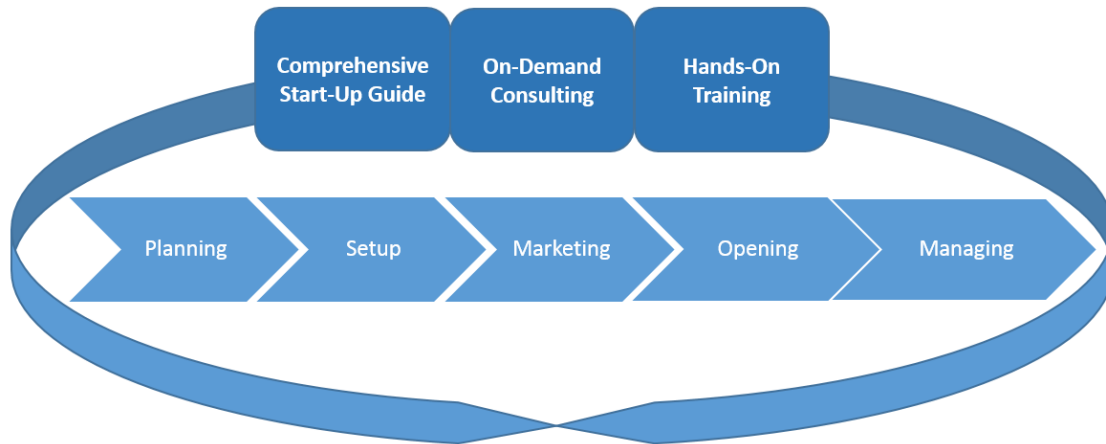


“Soon after opening Fido’s Indoor Dog Park, a new community was created. The dogs became buddies, dog owners created friendships, and employees bonded with the dogs. Since the beginning, Fido’s Indoor Dog Park has been an environment of fun, friendship and trust. Every day is play day”

*Josephine Cetta
Owner/Founder
Fido’s Indoor Dog Park*

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Overall Benefits

- Shorten setup timeframe limiting risk of significant monthly lease costs prior to opening.
- Eliminate cost of purchasing ineffective equipment, computer systems, furnishing and supplies.
- Access expert consulting at every step from planning your indoor park to managing a successful operation.
- Limit risk by leveraging liability forms and procedures to protect your business from lawsuits.

Planning

- Determine your ROI using a model based on experience and backed by industry research.
- Validate start-up cost using a granular inventory breakdown customizable for your business plan.
- Leverage site location requirements for long-term business success.
- Access projected sales breakdown per service along with feedback on how this may differ for your location.

Setup

- Setup your facility to maximize employee productivity.
- Optimize the use of your facility space using best practices and expert reviews of your draft plans.
- Create optimal retail product placement to maximize sales.
- Leverage comprehensive inventory lists with preferred vendors to easily purchase equipment, furnishings, computer equipment, software and supplies.
- Implement optimal safeguards to ensure safety for dogs and their owners.

Marketing

- Differentiate your services from competitors using proven tactics.
- Attract customers who will spend the most by understanding your target market and leveraging a marketing plan to reach this market.
- Learn how to market your business online and offline.
- Create customer retention programs to keep customers satisfied.

Opening

- Get hands-on training before you open your facility. Learn how to interact with customers, handle dogs and manage daily internal operations.
- Training will include managing a group of dogs in the dog park, grooming dogs, setting dogs up for boarding overnight, checking dogs in/out, helping a dog in the pool for swim exercises, and learning to sell retail products effectively.

Managing

- Leverage everything you need to hire and manage employees including job descriptions, a job application, hiring forms, and a complete employee handbook.
- Utilize proven operational procedures documented to train employees and ensure your facility is well-maintained.
- Utilize forms (boarding instructions, customer registration etc.) to effectively manage operations.



Small
\$10,999

Standard
\$14,999

Giant
\$19,999

Price

Revenue & Forecast Model

✓ ✓ ✓

Site Location & Design

✓ ✓ ✓

Indoor Dog Park Service

✓ ✓ ✓

Products & Purchasing

✓ ✓ ✓

Interior Turf Treatments

✓ ✓ ✓

Indoor Dog Pool Service

Pool Design

✓

Products & Purchasing Information

✓

Pool Maintenance

✓

Boarding & Daycare Service

Boarding & Daycare Program

✓ ✓

Products & Purchasing Information

✓ ✓

Feeding & Storage System

✓ ✓

Dog Self-Wash Station

Wash Program

✓ ✓

Grooming Procedures

✓ ✓

Scheduling

✓ ✓

Products & Purchasing Information

✓ ✓

Retail

Revenue & Forecast Model

✓

Retail Program

✓

Specialty Vendor Information

✓

Products & Purchasing Information

✓

Retail Product Placement

✓

Sales Approach

✓

Section II: Technology

Business Management Software

✓ ✓ ✓

Advanced Webcam System

✓ ✓ ✓

Access Control

✓ ✓ ✓

Website

✓ ✓ ✓

Website Authoring Template

✓ ✓ ✓

Computer Hardware

✓ ✓ ✓

Section III: Employee Mgmt

Job Descriptions

✓ ✓ ✓

Employment Application

✓ ✓ ✓

Hiring Forms

✓ ✓ ✓

Employee Manual

✓ ✓ ✓

Section IV: Operations Manual

Customer Liability Agreements

✓ ✓ ✓

Park Etiquette & Safety Tips

✓ ✓ ✓

Customer Forms

✓ ✓ ✓

Operations Forms

✓ ✓ ✓

Daily Processes & Procedures

✓ ✓ ✓

Section V: Consultation Services

Phone Support: 52 hrs

✓

Phone Support: 26 hrs

✓

Consulting Discount 15%

✓ ✓ ✓

On-Site Training

✓