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Pet and animal welfare services

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ABSTRACT

There are a lot of people who want to have a pet but they don't know where to find a place they can adopt a pet. There is no one popular 'brand' associated with this business. Getting to know about the place one can trust is just step one. There are a lot of things a pet owner needs to do in order to keep their pets happy and healthy. Not everyone knows how to actually handle a pet once they adopt. We are providing a solution where they can just log on to our website and find out about the basic do's and don'ts when it comes to handling a pet. The first month for any pet also requires vaccinations. Now, new pet owners also have to find a veterinary doctor in their area that they can rely on. We propose to have a veterinary doctor in a clinic within our store who will have access to all the past records of the pet. They also have to find a separate place to buy supplies for their pets and regularly buy similar things such as the food (specific to which animal they have). Each month they buy the same set of things, and for that they have to go to the respective stores. We offer to deliver these things to the owner's doorstep if they subscribe to such a plan. In addition to that, if the owner has to go out of town they have to find someone willing to take care of their pet while they are away or they have to find a shelter they can trust for this purpose. Who better than the people who were responsible for taking care and keeping the pet healthy before they had a master. We also plan to provide a space where people can come and play with these adorable animals on an hourly basis.

Keywords— PET care, Customer relationship, Maintenance

1. CUSTOMER RELATIONSHIP MAINTENANCE

The relationship with the customers is very important to the Pet Store. We understand that when we offer them services like providing a place for their pets while they are gone comes with a great deal of trust. Managing the customer relationship involves building trust with our customers so that we avoid them to buy from our competitors. Continuous communication with the customers across all our channels is important in keeping them up to date with our business and helps maintain a healthy relationship.

1.1 Good Service

The key point to building a good relationship with customer is

offering a good service. The rest of the things maintains the built relationship. We will maintain the trust of the customers. We train our employees in dedicated assistance service practices when they start with our business, and throughout their employment, to ensure a consistent experience for your customers. Customers expect trust and loyalty from us and we will try our best to maintain them.

1.2 Feedback

Seeking regular feedback from customer improve our customer's satisfaction with our service. There are a number of options to gain feedback. There will be an option for feedback on our website. Offline feedback can be given at our shop. As part of good customer service, we thank our customers for their business and for any feedback they provide.

1.3 Customer Complaints

A customer complaint gives an opportunity for us to turn poor customer experience into a positive one. By handling these complaints well, we are more likely to encourage these customers to return or to suggest our shop to others. We ensure that our employees are adequately trained in customer service, particularly handling customer complaints and dispute resolution. We wish to keep a record of complaints to help us find areas needing improvement.

1.4 Customer Service Levels

We may feel that our business is good and providing a consistently high-quality experience, meanwhile, our customers may not agree. So, it is important for us to ensure that we're meeting our customers' needs. There are several ways to measure customer service levels. We try to: Ask our customers after a pet delivery what their thoughts or opinions are on our business. Place customer surveys in-store or provide a questionnaire or feedback form online.

1.5 Membership and Monthly subscriptions

Membership and subscriptions are one of the best ways to keep a good relationship with the existing customer. We offer a membership plan to our customers and subscription plans are already described in our key activities section. There will be special offers for customers with membership plans. Customers with monthly subscriptions will get a discount on the goods we offer (pet food and other services). There are about 10,200,000

people in India who own a dog, which makes India the 6th country in the world having the maximum dog owners. This is just the number of people having dogs as pets, there are others too having cats, birds, fish, and even rats as pets. Due to this heavy population many issues are arising which are not been taken care of. Apart from the current pet owners, there are a lot of people who are very interested in having pets. Some of the other friends to guide them through the experience, but some of them seek assistance in the first few days as they learn to handle a pet. For example, a new dog owner might not know that dogs are allergic to chocolates, or where the nearest veterinary clinic is. There are many people who like pets but are not allowed to keep them at home. Due to which people keep pets secretly hiding from the people in their homes which leads to many problems like,

- Getting caught by the people at home
- Not showing enough care towards the pet because of hiding the pet and keeping it
- The pet may not get enough food which is required for its daily basis
- If the pet is a dog it may bark

In these kinds of situations, the person needs to know about the food the pet needs and the facilities it requires and also about the expenditure it takes for maintaining a pet.

2. KEY RESOURCES

A lot of resources will be needed to make our idea possible. We are not only offering a place to adopt any pet, but we also promise to provide everything your pet will need. To make this possible, we will need to have a lot of resources and partners. Some of the key resources are listed below:

2.1 Land – (for our pet store)

We would need a place that is approachable and large enough to accommodate a small clinic and a mini-park area where people can come and play with the animals. The place should also have a place where the animals can be kept safely.

2.2 Food

The customers will have plenty of products to choose from. There will all-natural foods, specialty foods for diabetic pets or pets with kidney problems, and raw- food diets. There are specialized bakeries that expert in making dog biscuits and other tasty treats.

2.3 Daily Utilities

The daily utilities that we will be providing are a range of collars, leashes, kennels, comfy beds, bedsheets, cushions, litter, and clothes. Other utilities include variety of shampoos, soaps, sprays, and conditioners. The products provided will be available in different price range and quantity as per the customer's need.

2.4 Toys

Dog toys in the store come in different varieties that include dog bones, puppy toys, balls, tug toys, training aids, squeaky toys, discs and Frisbees, plush toys, and sticks.

2.5 Mini-Park (area for the pets to play)

We have a separate playing area for all our dogs where they can meet other dogs and play. It is very important for dogs to get out and get some fresh air and daily exercise. Our playing area is large enough to accommodate all our dogs and is very spacious.

2.6 Health – (Veterinary doctor and basic medicines)

We provide our customers with an experienced veterinarian so that our dogs are in the best of their health. We also keep a first aid kit for all our pets for any emergency and are very particular about the hygiene of our dogs and our place.

3. KEY ACTIVITIES

Unlike other pet shops which just provide pets for adoption these are the unique key activities our shop will be performing:

3.1 Health Care

The first thing we should check is the health of animals. A veterinary doctor will be present at the store during open hours. After the adoption, if the customers face any problem with the pet's health, they can seek the help of our veterinary doctor.

3.2 Subscription

There is a subscription available for the customers through whom our customers can pay for their pets' supplies like food and clothing. The subscription can be monthly or yearly and any changes to this subscription can be done through website. There are subscriptions available for customers who already have a pet, but wish to buy items from our shop. But the subscription is a little bit costlier than the former one.

3.3 Website

A website will be created for the sake of online purchases and online contacts. Our details will be posted on the website and customers can contact us through this website. Videos of animals available for adoption will be updated on this website. For people who haven't had a pet so far and have less knowledge about pets, we provide a Do's and Don'ts section on our website.

3.4 Volunteer Program

The volunteer program is designed to allow people in our community to enjoy the amazing things happening in our pet shop. Not only is it a great way to instill some early work ethic it also gives the opportunity for the children to connect with nature through pet keeping.

3.5 Outsourcing

We strictly avoid outsourcing. We buy products from our partners but the services we offer won't be outsourced. Pet management in our shop: So far, we have listed the activities we do which are related to customers. The following are the pet management performed in our shop.

3.6 Accommodation

Animals must be stored in accommodation and environment that are suitable to their species with respect to situation, size, temperature, lighting, ventilation, and cleanliness. Housing must be constructed of non-porous materials. In order to control the spread of disease, and to prevent injury, animals are kept in housing in such a way that they can be disturbed by other animals or by the public. Accommodation will be cleaned as often as necessary to maintain good hygiene standards.

3.7 Health, Disease

Any sick or injured animal will receive appropriate care and treatment without delay. Facilities will be provided to isolate sick animals. Any animal with an obvious, significant abnormality that would materially affect its quality of life will not be offered for sale.

3.8 Food and drink

Animals are supplied with adequate amounts of food and drink, appropriate to their diet plan, and at suitable intervals. Food and drink receptacles will be constructed and positioned to minimize fecal contamination and spillage. A suitable and sufficient number of receptacles will be provided and cleaned at regular intervals.

3.9 Excreta and soiled bedding

All excreta and soiled bedding will be kept in a hygienic manner and stored in impervious containers with close-fitting lids – away from direct sunlight. Excreta and soiled bedding will be removed from the premises on a regular basis, at least weekly disposed of to the satisfaction of the appropriate local authority.

3.10 Pet care advice

Purchasers will be given proper advice on the care of the animal and, on the maintenance and use of any accessories. Appropriate reference materials will always be available for use by staff.

4. STRATEGIC PARTNERS

In such a huge and growing market worldwide, many stakeholders are involving in this dynamic industry. The stakeholders who take part in the pet care industry can be divided into seven groups, they are suppliers, manufacturers, companies, government, distributors, retailers, service providers, others which refer to animals' right protection organizations and non-governmental organizations related to pets, consumers or pet owners as well as pets. The relationships between each participant 15 in pet care industry could be presented in a supply chain model. Suppliers are the business partners that supplying raw materials, assemblies or components to other business entities, for example, raw food, fuels, ingredients, metals, etc. And then, manufacturers are companies that producing final goods through manufacturing processes that involved labors, raw materials, equipment, machinery, etc. A company could be a supplier, manufacturer, distributor or retailer at the same time. There are different ways of operation and supply chain management in the pet care industry. Companies are business organizations that sell goods and services by marketing, branding, research and developing, operating management, etc. The finished goods need to be distributed by distributors, and then distributors would disperse goods to different sales channels, such as retailers or intermediaries between companies and consumers. And these partnerships are neither easy to make nor easy to leave. About 80 percent of the senior executives think that partnerships are more important to business growth, but the methods of sourcing and maintaining effective long-term partnerships remain the same. According to the recent survey, nearly half (45 percent) of senior executives find it challenging to keep their partnerships active and mutually rewarding, and 42 percent struggle to build an ongoing win-win relationship. In order to make any of our claims possible, we need to rely a lot on our partners. Some of these partners are listed below:

4.1 Manufacturers

We will purchase some products directly from the manufacturers. This kind of direct relationship is great because there's no middle person involved, which means we can negotiate better prices on the goods. We can work out a 30-day financing arrangement with the manufacturers. That way we'll have plenty of time to sell the items in question, make a profit and repay the supplier in a timely fashion.

4.2 Wholesalers

Buying from a wholesaler can be advantageous because it will give us access to an array of products from many manufacturers. That can be a big time-saver because we won't have to make direct contacts with a whole lot of suppliers on your own. Once again, the internet can be a fantastic resource for locating wholesalers.

4.3 Private-label manufacturers

We will be selling pet food for which we will make some contacts among private label pet-food manufacturers. These companies may have their own online or brick-and-mortar stores.

4.4 Artisans

Anyone can design a dog handbag in supple leather. But for a one-of-a-kind, we'll make use of the talents of artisans in our community. Because these items would be handmade and custom-crafted, we'll be able to sell them for higher prices.

4.5 Contract facilities

As mentioned earlier, it's possible to get a contract manufacturer or contract packager to make products to your specifications and it's not as hard or expensive as it might seem.

5. COST STRUCTURE

The most important costs will include:

- The setting up the pet-shop in a highly happening place of the city, more likely the center of the city which needs to be easily accessible for people. They want this place to be large as it has to include a clinic as well as a mini-park area where people can come play with the animals.
- The salary of an experienced veterinary doctor will be more than the rest of the employees.
- The cost spent on buying well-nurtured pets and baby-pets from reliable pet maintenance clinics and wholesale pet shops, recovering pets from blue cross and giving them treatment.
- Maintaining a milieu that's healthy for the pets, well-equipped janitors who clean the place frequently to ensure proper health of the pet animals.
- Wall-paintings and shop decorations to make the shop look more tempting, creating a comfortable environment for the buyer to gain their trust in the quality.
- Easy-to-use web interface to choose the pet the people want to adopt, or order

5.1 Expensive Key Resources

- The land for the store
- The veterinary doctor
- A regular supply of Pet-food will be a key resource that will need a heavy investment as we are offering monthly supplies for all the pets.

5.2 Expensive Key Activities

- Promotion of the pet-shop will require a lot of investment with the help of a PR team and event managers who will come up with innovative ways to promote the shop.
- Health coverage of the pets will be another vital activity that'll need proper investment, covering the vaccines and medication required for the pets to stay healthy and fit.
- The delivery model for the fast and efficient delivery of the gifted pets to the respective location with tie-ups with a travel agency.

Our Business model will be cost-driven considering the investment in the resources that'll be required. We'll offer the

pets including their delivery for an optimal-price considering that this type of service is new, to begin with and there are very few online delivery pet-shops that have the delivery facility, there's lack of references hence. We offer safe delivery of the pets to the mentioned destination. We are also offering that people can come in and play or spend time with the animals. This service will be charged per hour.

The monthly subscription plan would have a fixed rate for the people who want to apply. But, this plan would cost less for the people who got their pets from our store in the first place to establish a relationship and to give an incentive to more and more people to be interested in our services. They can change their requirements for every month, the rates will vary accordingly.

Economies of sale would most likely not be a model which we will adopt because to estimate the number of babies a pet will give birth to, their life expectancies are something that can't be specified or estimated before-hand but can only be approximated and to run the model based on approximations wouldn't be a wise thing to do. Hence, Economies of Scope would be a viable option considering the care-taking facility of pets that are not brought from us too, the pet-shelter facility, pet-food and accessories, the diversity in the breed of pets, delivery and picking up of pets for gifts and health care, hence promising to provide various services that can always flourish at a given time even if a service doesn't go well as expected.

5.3 Cost of food products

Many pet owners around the globe lack awareness about their pets and have very little knowledge about how to handle them. Pet owners blindly buy the food products of the big brands. These brands and services take this lack of awareness as an advantage and set high prices. Not all pet owners can afford to buy the food products which are this expensive. Due to these high prices, pet owners prefer to give their pets, food which their owners have and compromise in the required nutrition content. Especially, in India where most of the population belongs to the middle class and the lower middle class, the pet owners are reluctant to buy these branded food products provided by the pet service providers. This affects the sales of the food product provided by the pet service providers and can have a negative effect on the overall sales and revenue of the service providers.

5.4 Cost of health services

Health care services are one of the most important and sensitive services provided by pet service providers. Most of the income and revenue of the pet service providers are from health care services. The health care service provided by most of the service providers is not up to the mark. Most of the health services are not available at all times and if available are way too expensive. The consulting cost of the experienced and well-trained professionals is very high and those of the amateur doctors are less compared to the trained professionals. Because of these high costs and lack of availability of well-trained professionals at lower prices, customers do not want to hire these services.

5.5 Cost of toys

Pet toys include variety of items like dog bones, puppy toys, balls, Frisbees, wands, stuffed toys, comfort toys, etc. As the customers are not aware of the usual prices of the toys some pet owners pay any price which is asked for a toy. But, many pet owners don't come into this category and have a feeling that

these toys are not necessary and are reluctant to pay high prices for these toys and don't want to waste their hard-earned money on these sorts of products. The sales of toys especially in countries like India are pretty low as compared to other countries like the U.S. which is a pet active country.

5.6 Cost of Daily Utilities

Daily utilities provided by the pet service providers include a wide range of collars, leashes, kennels, comfy beds, bedsheets, cushions, litter, and clothes. Other utilities include shampoos, soaps, sprays, and conditioners. In countries such as India, all people want is to buy basic utilities and do not prefer to spend money on the fancier and breed-specific utilities. Many pet service providers, unaware of this, try to sell fancy and expensive utilities in these countries dominated by lower-middle-class people and encounter a huge dent in the sales of the utilities.

5.7 Cost of Accommodation

In order to control the spread of disease, and to prevent injury, animals are kept in housing in such a way that they can be disturbed by other animals or by the public. When the pet owners go out of town or when the pets suffer from diseases, these pet owners encounter a tough problem of putting these places in a good environment. These pet service providers provide accommodation services. But, the cost of accommodation is too high and people prefer to put the pets in their friends or relatives' places rather than handing over their pets to the service providers. This affects the sales of service providers.

- **Aggressive Animals:** A professional pet service supplier is trained in animal safety and behavior. However, once associate degree male homeowners don't impart an animal's downside or odd temperament, it is shuddery once move into the public. "I have to be compelled to be able to take a client's dog on a walk without concern that another dog of the leash goes to electrify him during a method that may be fatal," explains Pet Service supplier. "Because not all animal homeowners can admit – to themselves or American state that a dog isn't fully socialized, I'm forced to hold mace with American state throughout aid jobs." additionally, Pet Service supplier aforementioned, pet sitters will get into hassle once not responsive to the environment to start with, particularly if they're doing alternative things, like talking on the phone or texting. To tackle such a difficulty, we will incorporate a mechanism wherever service supplier spends a while with the pet within the presence of the shopper and find out about its habits and use a way to swimmingly handle the service being provided.
- **Collections:** Professional pet service suppliers generally bills monthly for each service they supply, associate degreed leave an invoice at the tip of each aid job. "If a shopper goes quite 3 weeks while not paying American state, I send a friendly a reminder that payment is due and that I won't be able to continue any services till it's received," says Pet Service suppliers. I recommend that for purchasers World Health Organization ar frequently late on payments, are often will be is maybe often asked to provide a 50% deposit before going away on vacation, for instance. This way, we will at least be ensured of half the payment on time and may then withhold services from the shopper till the opposite half is paid.
- **A higher than average level of physical fitness:** It is a must especially if pursuing this as a full-time job. The last dog on your schedule isn't going to care how many miles you've already put under your feet that day—nor, for that matter, will the pet owner be paying you for your services. For

tackling this the professional must be mentally prepared.

- **You have to be compelled to be versatile along with your availability** As clients frequently will need your services on weekends and holidays when they are out of town or have other plans. You also need to have a policy in place for short-term emergencies: The purchasers be able to contact you at odd hours if they need their own distant emergency and wish to have immediate pet-sitting arrangements.
- **Reducing the Prices of the products and services:** In India, people spend about Rs 4,000 on an average-sized pet dog per month. The amount can increase up to Rs 11,400 when they own a big dog such as a German Shephard or a Labrador. Owning a small dog also costs about Rs 5,000 to Rs 10,000, as they require more grooming products and more maintenance. Considering the income of the people in India, this amount is pretty high. Due to these high, the pet owners are reluctant to hire the services provided by the pet service providers. This affects the sales of the services provided by the pet and animal service providers. The pets and animal services can reduce the price of its products and services if it can reduce its business costs. i.e, price of the products and services is directly proportional to the operational and business costs. All big and well-established companies use various methods and efficient methods to reduce operational costs.

5.8 Cost of initial investment

The main cost of starting our business venture would be for:

- Raw materials
- Man Power
- Machinery

- Logistics
- Promotion

It would take around 15 – 20 lakhs to set up a shop with manpower and all the machinery required including computers, online portal, accounting software, etc., It also includes the cost of taking a minivan for doing door to door delivery and a rent expenses for the first 6 months. After 6 months our store is expected to run at a profit enough to cover all the expenses from then on.

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