

Business Plan: Furever Fluffy LLC

1. Executive Summary

Business Name: Furever Fluffy LLC

Owner: Brooke Myers

Location: 910 Saxon Blvd, Deltona, FL 32725

Website: www.fureverfluffy.com

Services Offered: Dog grooming

Operating Hours: By appointment only, 1 to 2 dogs per day

Payment Methods: Cash, Card, Zelle, Cash App, Square Cash

2. Business Description

Furever Fluffy is a home-based dog grooming salon designed to offer personalized grooming services for pets in a comfortable and convenient setting. The salon will operate within the dining room of the owner's residence, utilizing a grooming table and a tethered area in the bathroom for washing dogs.

3. Market Analysis

- **Target Market:** Pet owners in the Deltona area seeking professional grooming services for their dogs.
- **Market Need:** High demand for reliable, convenient, and personalized grooming services for pets.
- **Competitive Advantage:** Home-based setting ensures personalized service and a low-cost operation, leading to competitive pricing.

4. Services Offered

- **Full Grooming (Haircut, Bath, Face-Foot & Sanitary Trim):**
 - Small (up to 20 lbs): \$55
 - Medium (21-40 lbs): \$65
 - Large (41-75 lbs): \$85
 - XLarge (76-100 lbs): \$95
 - XXLLarge (over 100 lbs): \$120

- **Basic Bath (Includes Bath, Blow Dry, Brush Out, Nail Trim, Ear Cleaning):**
 - Small (up to 20 lbs): \$40
 - Medium (21-40 lbs): \$50
 - Large (41-75 lbs): \$65
 - XLarge (76-100 lbs): \$75
 - XXLarge (over 100 lbs): \$85
- **Spa Package (Nail Trim/Grind, Special Shampoo & Conditioner, Teeth & Glands): \$15**
- **Walk-In/Add-Ons (No Appointment Needed - Must Call Ahead For Availability):**
 - Pawdicure (Nail Trim/Grind, Teeth & Ears): \$20
 - Nail Trim & Grind: \$12
 - Nail Trim: \$6
 - Ear Cleaning/Plucking: \$10
 - Dematting: \$10 per 15 mins
 - Teeth Brushing: \$10
 - Gland Expression: \$10
 - Face Trim: \$10
- **Add-On Services:**
 - De-Shed Package: \$20
 - Flea & Tick Shampoo: \$5
 - Dematting: \$5 per 15 mins
 - Teeth Brushing: \$5
 - Nail Grinding: \$8

5. Appointment Structure

- **Process:** Clients will drop off their dogs at the scheduled time and return within 1.5 to 2 hours.
- **Special Features:** One-on-one grooming experience, minimal stress environment for dogs.

6. Location and Facility

- **Salon Setup:**
 - **Grooming Area:** Located in the main living area, equipped with a grooming table and a blow dryer placed on a crate near the table for efficient drying. The crate provides a stable and accessible location for the blow dryer, ensuring it is readily available during grooming sessions.
 - **Bathing Area:** The bathroom will be used for washing dogs, featuring a tethered area in the tub for safe bathing.
- **Safety and Hygiene:** The space will be maintained to high standards of cleanliness and safety. All grooming equipment will be sanitized between uses.

7. Financial Plan

- **Start-Up Costs:**
 - **Grooming Supplies:** Estimated at \$500+, including shampoos, conditioners, and other essential grooming products.
 - **Safety Equipment:** Includes grooming tools, cleaning supplies, and any additional safety gear required.
- **Revenue Projections:** Based on servicing 1 to 2 dogs per day, with pricing set competitively in the local market.

8. Marketing and Sales Strategy

- **Marketing:**
 - **Online Presence:** Utilize social media platforms (Facebook, Instagram) and the website www.fureverfluffy.com to showcase grooming services and customer testimonials.
 - **Local Advertising:** Flyers and business cards distributed in local pet stores and community centers.
 - **Word of Mouth:** Leverage satisfied clients to generate referrals and repeat business.
- **Sales:** Services will be charged on a per-appointment basis, with payments accepted through various methods including cash, card, Zelle, Cash App, and Square Cash.

9. Regulatory Compliance

- **Business License:** Apply for a home-based business license with the City of Deltona.
- **Health and Safety:** Comply with local health and safety regulations, including proper sanitation practices and animal care standards.

10. Conclusion

Furever Fluffy LLC aims to provide exceptional grooming services in a personalized, low-stress environment. With a clear focus on customer satisfaction and operational efficiency, the business is well-positioned to meet the needs of pet owners in Deltona.

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*** Liability Insurance will be in place prior to the business beginning operations ***