



Executive Summary —

For pet parents with active schedules, limited time, and energetic dogs who need more exercise and fresh air than the average walk around the block, KC Canine Retreat offers a private, safe, 1.5 acre natural setting for dogs to run and play with familiar friends Monday-Friday, monitored and staffed by knowledgeable, experienced, and passionate dog lovers.

Unlike doggy day cares, KC Canine Re:Treat dogs spend the majority of their time at the Retreat outside on an expanse of shady, natural turf for structured and unstructured, always supervised, play time. Indoor shelter is available for those cold, wet days as well but the Re:Treat is focused much more on fresh air and romping in the grass.

Attendance will be on a reservation basis with a minimum monthly requirement of 1 day per week to drive familiarity and community.

Company Mission —

KC Canine Re:Treat believes that a tired dog is a happy dog and as such strives to provide a community for dogs to run and play in a safe, private, natural, outdoor setting with their Re:Treat doggy pals — so everyone gets a good night's sleep.

Currently under development and set to open in April 2021 KC Canine Re:Treat is owned and operated by Cynthia Slaby. Cynthia has over 25 years of experience, professional and personal, working with animals. Certified in canine massage as well as canine obedience, on top of a natural love and passion for animals, Cynthia will add to her Re:Treat team over time and as needed, but will hire only those who demonstrate a tangible love and understanding of dogs and their needs.

Objectives for KC Canine Re:Treat over the next two years are to:

- Solidify a glowing reputation as a service-based business that always exceeds customer's expectations and honors both our canine and human clients, as well as the neighborhood in which KCCR is located
- Acquire a client base to ensure a minimum of 8 and up to 15 canine clients Mon.-Fri., 50 weeks a year
- Hire a property manager/driver as well as 1-2 additional part-time dog care providers
- Add services to include grooming and basic veterinary care at least one day/month

Market Research and Business Potential —

The KC Canine Re:Treat customer demographic is wide, e.g. adult, dog owners, with limited time and an annual income of > \$150K.

Specific geographic service area is TBD but will include some or all of the following KS and MO zip codes:

There are 3 primary proof points to support the launch and enduring success of KCCR, as follows;

- Small customer base, e.g. KCCR needs to acquire a customer base that supports a daily Monday - Friday attendance of 8-15 dogs
- Consumer spending on pets, e.g. There is a vast amount of research showing that, in the midst of financial hardship, when people cut spending on themselves, they do not cut spending on their pets
- Unique concept

Competitive Analysis —

Traditional Dog Day Cares;

Brick and mortar indoor rooms, packed with dogs, unstructured play, and generally have a small, gravel or turf outdoor space

Dog Walking Services;

Individual - quick walk around the block, generally 30 minutes or less, not very engaging or energetic

Services - random people entering your home and walking your dog depending on walker availability, not very peaceful and likely confusing for the dogs

Primary Unique Features of KCCR

- Outdoor focus
- Community, familiarity due to membership structure
- Structured, engaged play
- Same person/people in your home and with your dog
- Experienced, Owner Operated

Pricing —

Per Month —

Minimum 4 days (1 day/week) - 40/day

2-3 days/week - 35/day

5 days/week - 30/day

Marketing and sales strategy —

Because of the max limit of 15 dogs per day, with ideal being 12, I do not believe I will need do much advertising and will launch in 2 phases.

Soft launch

February - March;

- Word of mouth/Email (Friends and Family)

Hard launch

April and ongoing, will incorporate some low-key promotion;

- On-vehicle branding
- Website
- Facebook page
- Search
- Door drop FAQs (surrounding current clientele homes)
- Card and FAQ drop at local dog parks

Website Outline

FYI - I like the idea of a persistent icon (on all pages) that drives to contact via submitting contact or driving to call or email

Main Navigation:

- Home
- About KC Canine Re:Treat
 - Hours
 - Offering/s and primary benefits
 - Staff
 - Pricing
 - Contact
- Why Choose KC Canine Re:Treat
 - Is the Re:Treat right for you and your dog?
 - How we keep them focused on fun and friendship
 - For more information, contact us!
- Reviews and Gallery
- Contact KCCR
 - Through our website
 - Email to kccanineretreat@gmail.com
 - Call or Text (816) 788-DOGS

Main Home Page/Long Scroll

Logo

High level description of KCCR, e.g. Exclusive, members-only, off-leash dog park, transportation is provided —

Taking Reservations Now! (Find out More button)

Button to click for more information with prompt to click, call or text

Main Page - About KC Canine Re:Treat

Open Monday through Friday, 8a-6p

Every day at the Re:Treat is the best day!

What does the Re:Treat offer?

The private 2-acre, fenced expanse of grass and trees customized exclusively to provide dogs with hours of structured play, fresh air and fun, PLUS, there's a doggy bus ride with their pals too!

- Limited to 12 member dogs per day for rich, quality engagement, a more controlled and secure environment and to establish a sense of community
 - Membership includes pickup and drop-off from/to your home
 - 2 acres of private/safe, natural park area
 - Structured enrichment and learning
 - Fitness and engagement
 - Tunnels, tire tubes, obstacle courses, water fun and more!
 - Knowledgeable, trained staff
 - Quickie clean up of paws, etc. before dropping home on muddy, wet or snowy days
 - Plus, we offer in-home overnight and holiday stays to our regular Re:Treaters!!
- KC Canine Re:Treat is owned and operated by Cynthia Slaby. Cynthia has over 25 years of experience, professional and personal, working with animals. Certified in canine massage as well as canine obedience, on top of a natural love and passion for animals, Cynthia will add to her Re:Treat team over time and as needed, but will hire only those who demonstrate a tangible love and understanding of dogs and their needs.
- Pricing
Per Month — (minimum 4 days per month)
1 day/week - 40/day
2-3 days/week - 35/day
4-5 days/week - 30/day
- Contact us about membership today!
 - Contact us button (Name, email/phone, message box)
 - KCCR contact (email, text/phone)

Main Page - Why Choose KC Canine Re:Treat

Is the Re:Treat right for you and your dog?

It's perfect for dogs who —

- Great for all breeds but especially those who;
- Have lots of energy
- Love socializing with other dogs
- Love running and playing at the park
- Don't get out of the house or back yard too much
- Have super busy pet parents

It's great for dog owners who —

- Want a more natural and engaged day care experience for their dog
- Want them to have fun ALL day and get a good night's sleep
- Want to break up the week with something different

Keeping it focused on FUN and FRIENDSHIP

How do we ensure peace and safety at the Re:Treat knowing not all dogs get along?

- Our goal is to never have tension at the Re:Treat so we are keen to reading the signs of overstimulation and/or anti-social behavior. This can be overly rough play, an aggressive bark or even a nip while chasing a ball.

Our overall approach to aggression is focused on prevention. We have three ways we approach prevention:

- Thorough, keen assessment for new comers
- Verbal Guidance/Training throughout the day
- Structured activities

Our assessment begins before the dog comes to the Re:Treat through the information you provide in your enrollment form and during initial conversations. This detail includes your dog's behavioral history, social experience, preferences and dislikes. We then assess again on their first day to and at the Re:Treat.

- For more information on our assessment process and/or to discuss membership, contact us today!
 - Contact us button (Name, email/phone, message box)
 - KCCR contact (email, text/phone)

Main Page - Reviews and Gallery

Main Page - Contact KCCR