**Project Description**

**Cynthia Slaby** is the CEO and founder of the KC Canine Re:Treat.
Company description and objective is as follows:

**Executive Summary —**

For pet parents with active schedules, limited time, and energetic dogs who need more exercise, stimulation, and fresh air than the average walk around the block, KC Canine Re:Treat is a private play place exclusively for dogs, in a natural setting.

The Re:Treat provides a full day of adventure offering door-to-door transportation Monday-Friday.

The Re:Treat van will pick your pooch up in the a.m. and drop home in the p.m..

Unlike traditional doggy day cares, KC Canine Re:Treat members spend the majority of their time at the Retreat outside on a 2 acre expanse of private, safe, natural turf designed for dogs to run and play with familiar friends.

Structured play and activity is planned to ensure engagement and stimulation. All activity is monitored and staffed by knowledgeable, experienced, and passionate dog lovers. Indoor shelter is available for those cold, wet days.

Attendance will be on a reservation basis with a minimum requirement of 2 days per week to drive familiarity and community.

The company’s offerings include (**immediately**):

1. Members only, exclusivity provides:
	1. A known place and community
	2. Single-person point of contact for maximum safety
	3. High level of attention and engagement with the canine members
	4. Daily activities to include training reinforcement, agility exercise, and calming massage
	5. Overnight boarding at the owner’s home (by appointment) - and in-client-home cat care, if needed

The company’s offerings include (**longer term, by appointment**):

1. One day a week on-site grooming
2. One-two day a month veterinary primary care (vaccines, annuals, etc.)

The main objective of this project is **to build a website for this company that will provide general information about the Re:Treat and provide functionality for an initial contact form containing fields for provision of basic details, and will process payment for services.**

**General requirements include;**

1. Contact form for Client initial inquiry about membership.
2. Payment system (allows for auto recurring auto bill and tiered pricing based on frequency of attendance)
3. Photo Gallery
4. Link to Facebook and Insta pages (and other recommended social media platform)

You will have two opportunities to meet with Cynthia to discuss and confirm requirements.

In addition, for those interested in earning extra credit, the CEO is looking for some additional tactical elements:

* Quarterly e-newsletter template
* Branded email template
* List of key search words

**Additional items provided after the first client interview:**

1) Targeted zip codes are as follows:

MO - 64111 through 64114

KS - 66101-103, 66105, 66202, 66204, 66205, 66207-66215

Customer Demographic: Dog owners with incomes; $150,000+

2) Photos - will send shortly

3) Tagline: A private playplace exclusively for dogs

4) Logo – posted on MIS course site

5) url & phone number:

[kccanineretreat.com](http://kccanineretreat.com/)

(816) 788-3647 (DOGS)

6) Links to the web site(s) that the client likes (ex: the one from Australia):

Pages I like and see needing for my site follow --

Would like my site to be as simple as the following as far as depth and engagement -

<https://k9clubkc.com/>

I have drawn a lot of inspiration from the following site --

<https://www.doggydaycarefarmtrips.com.au/why-choose-us/>

<https://www.doggydaycarefarmtrips.com.au/farm-trips/>

<https://www.doggydaycarefarmtrips.com.au/contact-us/>

<https://www.doggydaycarefarmtrips.com.au/enrolment/>

7) Testimonials - will send shortly