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**AUGUST 2025**

Presented to:  
**Olivia Wilson**

Presented by:  
**Jonathan Lund**



# **Business Plan**

**Pawing the way to success**



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**Tip:** Use links to go to a different page inside your template.

**How:** Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.

# Executive Summary

Give a brief explanation for the page



## Mission:

To provide premium products for pets everywhere



## Vision:

To be the leading store for premium pet products

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### The Product

Paw Trooper's flagship product will be pet bowls that stick to the floor for less spillage.

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### The Competitors

Best Fur Friends Store and 143 Pet Avenue are two major competitors. Paw Trooper will appeal to the upper class to stand out, which is different from the two's market.

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### The Leadership

Jonathan Lund is the sole founder and CEO of Paw Trooper.

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### The Financial Status

Paw Trooper aims to raise \$10 million in funds. Thankfully, we are already 85% there. Finances will be allocated for logistics and manufacturing.

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### The Overall Industry

The pet care industry is booming with no clear market leader. Paw Trooper hopes to take over the industry with innovative and useful quality products.

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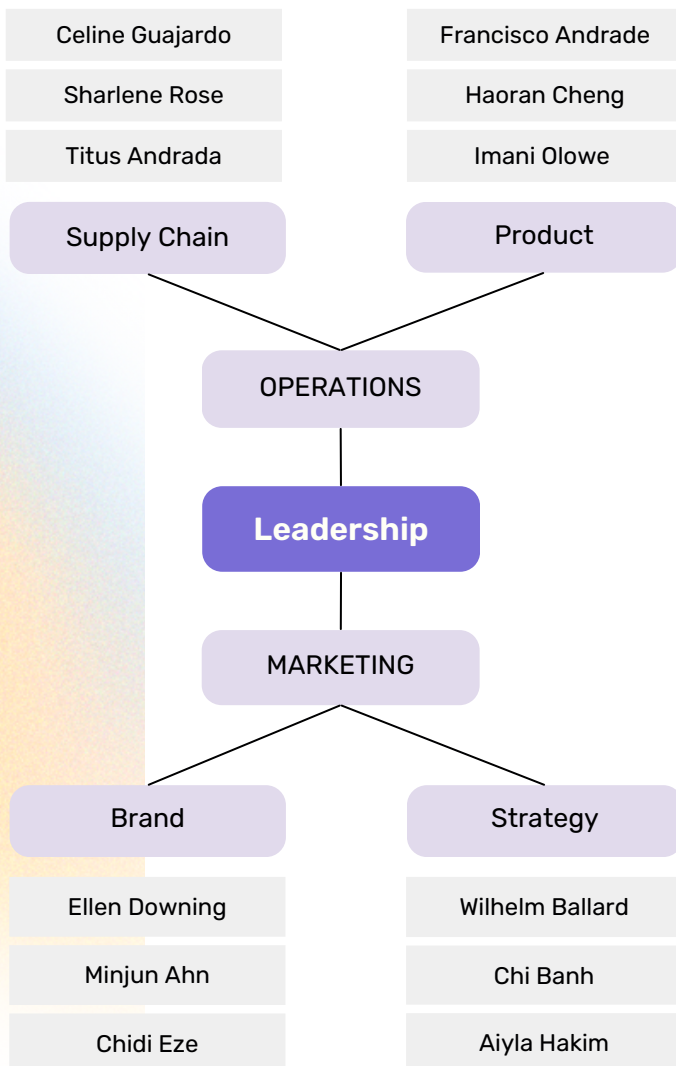
### Future Plans

The company plans to reach \$10 million in sales in 2035. Our long-term goals include reaching 100k followers online and a global store expansion.

# THE ORGANIZATION

Give a brief explanation for the page

## Map of the Organization:



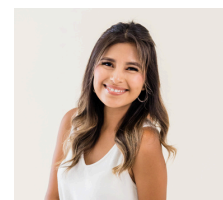
Jonathan Lund  
Chief Executive Officer

Explain what they do for the business. How much experience do they have? Where did they study? You may also add a fun fact about them.



Muhammad Patel  
Chief Financial Officer

Explain what they do for the business. How much experience do they have? Where did they study? You may also add a fun fact about them.



Estelle Darcy  
Chief Operations Officer

Explain what they do for the business. How much experience do they have? Where did they study? You may also add a fun fact about them.

# Business Description

Give a brief explanation for the page

## Images and Mockups



### Canva Tools for Mockups

Select an image on your template. Then click 'Edit Image' on the toolbar and scroll through our **Smart Mockups** and **Frames** available to you. You may also use our **Background Remover** to make photo cutouts of your products.



## The Paw Trooper Paw-trait

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

# Product List

Give a brief explanation for the page

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## Paw-tite Bowl

\$ 15.00

Get this spill-proof pet bowl for those times when your furry friend's enthusiasm makes up for their lack of size!

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## Paw-rent Bowl

\$ 25.00

The paw-fect pet bowl for large furry friends that knock over everything in their way!

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## Item Name

\$ 00.00

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

---

## Item Name

\$ 00.00

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

# Industry Background

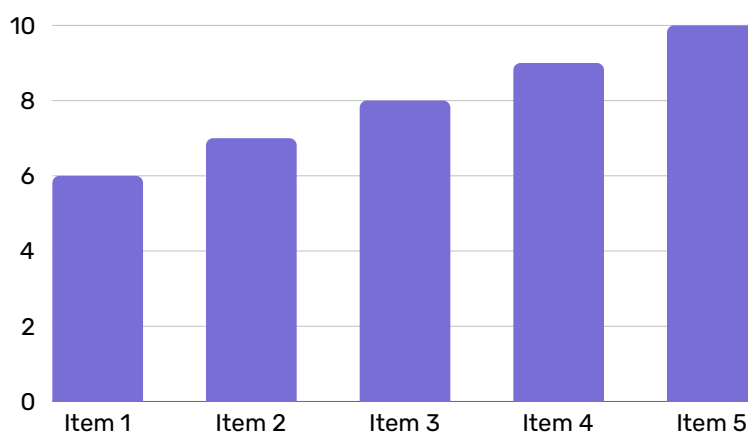
Give a brief explanation for the page



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## Making Space

Two major competitors dominate the industry, mainly because they target the middle class. By catering to a more high-end audience, Paw Trooper breaks into a market of its own.



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## Industry Paw-sonality

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.

# Competitor Analysis

Give a brief explanation for the page

## The Best Friends Store

Duplicate the SWOT table as you evaluate other competitors.



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### Strengths

- affordable
- market leader
- wide range of products

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### Weaknesses

- poor product quality
- generic designs and offerings
- limited online presence

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### Opportunities

- growing number of pet owners
- high barriers of entry to the market
- increasing expenditure on pets

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### Threats

- prevalence of social media and online platforms
- pet owners prioritize quality over affordability
- pet owners seeking innovative products

## Our Paw-sitioning

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.



# MARKET ANALYSIS

Give a brief explanation for the page

## Our Paw Parents

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.



### CARLY FERRIS

20  
she/her  
Student  
Fairhill Town

*Carly is a quiet university student focused mostly on her studies and interests.*

## User Persona

Duplicate the table as you analyze other personas

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### Goals

- graduate with honors
- take up an internship
- contribute to her college organization

### Challenges

- likes to stay home
- socially anxious
- preoccupied with studies

---

### Likes

- organic food
- nature
- board games

### Dislikes

- horror movies
- loud noises
- the cold

---

### Personality

- caring
- introverted
- loyal

### Products They Enjoy

- novels from Byline Bookstore
- games by Olq Ltd
- Wygins app

# MARKETING PLAN

Give a brief explanation for the page

## Becoming Paw-pular

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

## The 4Ps of Marketing

Use this table to map out your marketing mix

<b>Product</b> the brand, its features, its packaging	Common questions: <ul style="list-style-type: none"><li>• What needs does this product fulfill</li><li>• What frustrations does it address?</li><li>• What makes it compelling to customers that they will want to have it?</li></ul>
<b>Price</b> discounts, bundles, credit terms	Common questions: <ul style="list-style-type: none"><li>• What is the value of the product or service to customers?</li><li>• Are there established price points for this product or service in the market?</li><li>• How will this price compare with competitors?</li></ul>
<b>Promotion</b> print & broadcast ads, social media, email, search engine, video	Common questions: <ul style="list-style-type: none"><li>• How you will get the word out about your product or service?</li><li>• What promotional approaches are most familiar to your audience?</li><li>• What resources are available to you?</li></ul>
<b>Place</b> physical stores, website, online marketplace	Common questions: <ul style="list-style-type: none"><li>• Will it be in a physical store or online?</li><li>• Where will the stores be?</li><li>• What will be the distribution channels?</li></ul>

# FINANCIAL PLAN

Give a brief explanation for the page

	Value	Percentage
Research and Development	\$456,000	44%
Marketing and Advertising	\$456,000	44%
Daily Operations	\$123,000	22%
<b>TOTAL</b>	<b>\$1,035,000</b>	<b>100%</b>

## Capital Requirements

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

US\$ B	FY'26	FY'25	YOY change
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

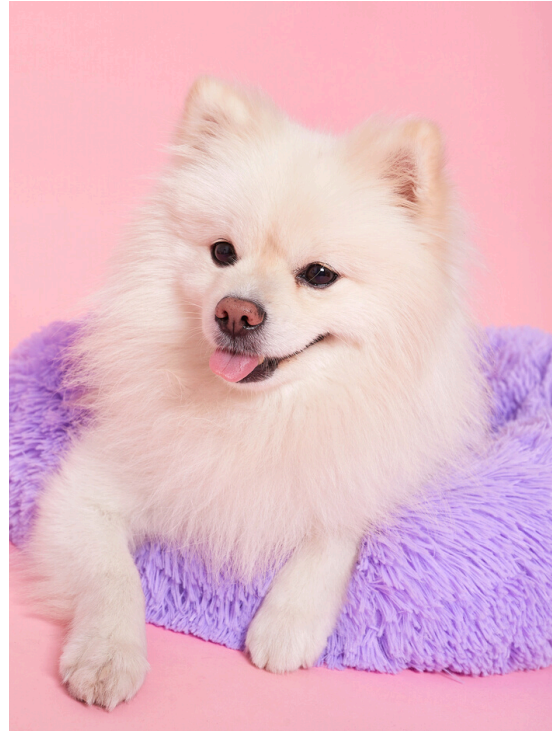
## Financial Outlook

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

# FUTURE PLANS & MILESTONES

Describe what the page is about

- **2030**  
Establish online presence across three social media platforms
- **2035**  
Achieve \$10 million in sales
- **2040**  
Reach 100k followers across all social media platforms
- **2045**  
Open our first international physical store



## Endless Paw-tential

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.






# Contact us for further inquiries



**Tip:** Download your document as a PDF.

**How:** On the top right corner of the screen, click 'Share'. Go to 'Download' and choose 'PDF' among the options.

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# Resource Page

Use these elements for your pages

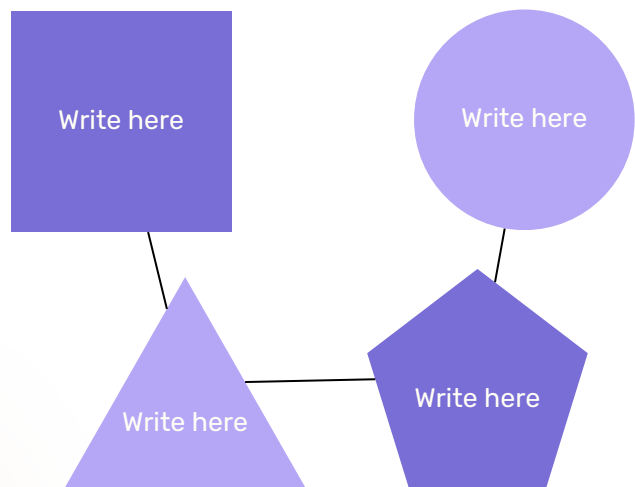


## Standardize designs across different pages!

After choosing pages across multiple templates, click on the element whose style you prefer, click the 'copy style' icon on the top-right corner of your screen, and use the icon to click on the element you want to change! Ta-da! The elements now share the same style.

## Use smart shapes and connectors to build a map or flowchart.

In the elements tab, search for 'shapes'. You may also press C for a circle, R for a rectangle, and L for a line. Attach them all together and feel free to drag them along the page!



## Personalize and edit your tables.

Right-click on the table to browse through the options. You can add and delete rows, merge cells, move columns, and more!

HEADER	HEADER	HEADER
<ul style="list-style-type: none"><li>• Add here</li><li>• Add here</li></ul>	<ul style="list-style-type: none"><li>• Add here</li><li>• Add here</li></ul>	<ul style="list-style-type: none"><li>• Add here</li><li>• Add here</li></ul>
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