

25 PET CARE SERVICE



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1. INTRODUCTION

Uttarakhand, known for its pristine landscapes and serene environment, is home to a diverse and vibrant community of pet lovers. The region has seen a growing awareness and interest in pet care, leading to the establishment of a range of services dedicated to ensuring the health and well-being of pets. Uttarakhand offers comprehensive pet care from veterinary hospitals and clinics to grooming salons and pet boarding facilities.

The burgeoning pet care industry in Uttarakhand reflects the increasing recognition of pets as integral members of the family. With an array of services and dedicated professionals, the region is well-equipped to cater to the needs of its furry, feathered, and scaled residents, ensuring they lead healthy and happy lives. Whether you are a long-time pet owner or are considering bringing a pet into your home, Uttarakhand offers a supportive and nurturing environment for all your pet care needs.

2. MARKET DEMAND AND TRENDS

The pet care services in Uttarakhand are experiencing significant growth, driven by several key factors:

Market Demand

1. **Rising Pet Ownership:** There has been a noticeable increase in pet ownership in Uttarakhand, with more households adopting pets as companions: urbanization, nuclear family setups, and the growing acceptance of pets as family members fuel this trend.
2. **Increased Spending:** Pet owners are willing to spend more on their pets' health and well-being, leading to higher demand for veterinary services, grooming, and specialized care.
3. **Pet Humanization:** Pets are increasingly viewed as integral family members, prompting owners to seek out premium services and products to ensure their pets' happiness and health

Market Trends

1. **Growth of Veterinary Services:** Veterinary clinics and hospitals are expanding their services to include advanced medical treatments, emergency care, and specialized surgeries.
2. **Pet Grooming and Boarding:** There is a growing demand for pet grooming and boarding services, especially in urban areas where pet owners seek professional care.
3. **Specialized Pet Care:** Services such as orthopedic surgeries, dental care, and animal birth control are becoming more common, catering to the specific needs of pets.
4. **E-commerce and Online Services:** The emergence of e-commerce platforms has made it easier for pet owners to access a wide range of pet care products and services, including pet food, grooming supplies, and veterinary consultations.

5. **Community and Awareness Programs:** Organizations and welfare associations organize workshops, awareness camps, and vaccination drives to promote responsible pet ownership and educate pet owners about proper pet care.

3. DESIRED QUALIFICATION FOR PROMOTER

To become a successful promoter of pet care services in Uttarakhand, it's essential to have a combination of relevant qualifications, skills, and experience. Here are some desired qualifications

Educational Background

- **Veterinary Science or Animal Care:** A degree in veterinary science, animal care, or a related field can provide a strong foundation in animal health and welfare.
- **Certifications:** Pet first aid, animal behavior, or pet grooming certifications can enhance credibility and demonstrate expertise.

Skills and Experience

- **Animal Handling:** Proficiency in handling different types of pets with patience and care.
- **Customer Service:** Excellent communication and customer service skills to interact effectively with pet owners.
- **Business Management:** Knowledge of business management, marketing, and operations to run a pet care service efficiently.
- **Networking:** Ability to build relationships with veterinarians, pet supply stores, and other pet care providers for referrals and collaborations.

Personal Qualities

- **Passion for Animals:** A genuine love for animals and a commitment to their well-being.
- **Empathy and Compassion:** Understanding and addressing the emotional needs of pets and their owners.
- **Problem-solving skills:** Handling emergencies and unexpected situations calmly and effectively.

4. BUSINESS OUTLOOK AND OPPORTUNITIES

The pet care market in Uttarakhand is poised for significant growth, driven by several factors. Uttarakhand's pet care service industry is poised for substantial growth, driven by the increasing trend of pet humanization and rising pet ownership. With more households adopting pets and recognizing their importance as family members, the demand for comprehensive pet care services, including grooming, boarding, training, and pet sitting, is expected to rise. The market also benefits from urbanization, nuclear family setups, and the growing influence of e-commerce, which facilitates easy access to pet care products and services. Overall, the outlook

for pet care services in Uttarakhand is promising, with ample opportunities for student entrepreneurs to tap into this expanding market.

Opportunities

- **New Businesses:** There is ample opportunity for new pet care businesses to enter the market, offering innovative services and products.
- **Partnerships:** Collaborations with veterinarians, pet supply stores, and other pet care providers can enhance service offerings and reach.
- **Community Engagement:** Organizing workshops, awareness camps, and vaccination drives can help promote responsible pet ownership and educate pet owners.
- **E-commerce Expansion:** Developing online platforms for pet care services can tap into a broader customer base and provide convenience to pet owners.

5. MARKET POTENTIAL AND MARKETING ISSUES

The pet care market in Uttarakhand is experiencing significant growth, driven by rising pet ownership, increased spending on pet care, and a growing awareness of pet health and well-being. The market is expected to expand as more households adopt pets and invest in their care.

Marketing Issues

Despite the growing market, there are several challenges that pet care service providers in Uttarakhand face:

1. **Lack of Awareness:** Many pet owners are unaware of the range of services available or the importance of regular pet care.
2. **Limited Access to Services:** In some areas, access to quality pet care services is limited, making it difficult for pet owners to find the care their pets need.
3. **Competition:** With new players and established brands entering, competition in the pet care market is increasing, making it challenging for businesses to stand out.

6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

Starting a pet care service in Uttarakhand requires careful planning and the right resources. Here are some key business inputs and material requirements:

- **Licensing and Registration:** Obtain necessary licenses and registrations from local authorities, such as the Uttarakhand Animal Welfare Board.
- **Insurance:** Secure insurance to protect your business and clients from potential liabilities.
- **Business Plan:** Develop a detailed business plan outlining your services, target market, financial projections, and marketing strategies.
- **Location:** Choose a suitable location that is accessible and has enough space for your operations.
- **Staffing:** Hire qualified staff with experience in pet care, including veterinarians, veterinary technicians, groomers, and pet sitters.

- **Marketing:** Implement marketing strategies to attract clients, such as social media campaigns, partnerships with local veterinarians, and promotions during the opening event.
- **Veterinary Equipment:** Essential medical equipment for general checkups, vaccinations, surgeries, and emergency care.
- **Grooming Tools:** High-quality grooming tools for pet grooming services, including brushes, clippers, shampoos, and conditioners.
- **Pet Supplies:** Pet supplies such as food, toys, bedding, and other essentials.
- **Facilities:** Comfortable and safe pet boarding, grooming, and daycare areas.
- **Technology:** Systems for scheduling, customer management, and record-keeping.
- **Cleaning Supplies:** Products for maintaining cleanliness and hygiene, including disinfectants, waste disposal systems, and cleaning tools.

7. OPERATIONS AND EXECUTION PROCESS

- **Market Research:** Conduct thorough market research to understand the demand for pet care services, competition, and potential customer base in Uttarakhand.
- **Business Plan:** Develop a detailed business plan that outlines your services, target market, marketing strategies, financial projections, and operational plan.
- **Licensing:** Obtain necessary licenses and permits from local authorities to operate a pet care service.
- **Insurance:** Secure appropriate insurance coverage to protect your business and clients.
- **Location Selection:** Choose a location that is easily accessible to your target customers and has sufficient space for your operations.
- **Facility Setup:** Set up the facility with designated areas for veterinary services, grooming, boarding, and daycare. Ensure the facility is safe, clean, and comfortable for pets.

Following this operations and execution process, you can establish a successful and reliable pet care service in Uttarakhand, catering to pet owners' needs and ensuring their pets' well-being.

8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of the month in the year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)

1	Manager (Self-Employed)	1	12	0	0
2	Veterinarians/Nurses	1	12	0.15	1.8
3	Pet Care Assistant	2	12	0.08	1.92
4	Cleaner/Groundskeeper	1	12	0.08	0.96
Total					4.68

9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of the required workforce	1
6	Total time required (some activities shall run concurrently)	3

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	0.56
3	Plant & Machinery	0.25
4	Equipment and Furniture Exp.	0.72
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.05
7	Working Capital	2.30
	Total Project Cost	3.90

10. MEANS OF FINANCE

Means of Finance		
Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	1.56
2	Bank Finance	2.34
	Total	3.90

12. LIST OF MACHINERY AND EQUIPMENT

A. MACHINERY

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Computer with installed software	1	0.25	0.25
Total Amount			0.00	0.25

B. FURNITURE & EQUIPMENT

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Veterinary Equipment Set	1	0.30	0.30
2	Grooming Tools Set	1	0.20	0.20
3	Cleaning Tools	0	0.10	0.10
Total Rs.				0.72

The availability of raw materials and equipment from local manufacturers is a promising advantage for the entrepreneur. Choosing the right mix of products and suitable machinery and tooling to facilitate modern and flexible processes is essential. Here are some of the suppliers of business equipment and raw materials an entrepreneur can consider:

1. 89 ITworld Software Solutions OPC Pvt. Ltd.

Address: Mohanpur Arcadia Grant, Prem Nagar, Dehradun, Uttarakhand 248007

Phone: 0135 277 4844

2. Uttrakhand Pet & Vet Medical

Address: Nepali Farm, Khairi Khurd, Doiwala, Rishikesh Road, Rishikesh, Dehradun, Uttarakhand

Phone: 081260 39556

3. Shubhesh Sales

Address: Dehradun, Uttarakhand

Phone: Available on IndiaMART

Besides these, online platforms such as India Mart, Trade Mart, Amazon, Flipkart, etc., can also be explored for online ordering.

13. SALES REALIZATION AND PROFITABILITY

Sr. No	Product	Sales in Percentage	INR
1	Pet Boarding	70.0%	1.8
2	Pet Sitting	30.0%	1.35
3	Pet Walking	0.0%	0.675
4	Pet Grooming	0.0%	0.8775
5	Pet Training	0.0%	2.88
6	Pet Taxi	0.0%	0.54
	Total	100.00%	8.1225

14. PROFITABILITY PROJECTION

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	8.12
B.	Cost of production	
i)	Raw materials	0.12
ii)	Utilities	0.06
iii)	Manpower Cost (Salaries/wages)	4.68
iv)	Administrative expenses	0.02
v)	Packaging Cost	0.00
vi)	Material Lost Cost	0.00
vii)	Selling & distribution expenses	0.06
viii)	Repairs & maintenance	0.00
ix)	Rent	0.56
x)	Interest	0.21
xi)	Misc. expenses	0.00
	Total (B)	5.71
	Gross profit/loss (A – B)	2.42
	Less: Depreciation	0.13
C.	PBIT	2.28
D	Income-tax	-
E	Net profit/loss	2.28

F.	Repayment (Annual)	0.22
G	Retained surplus (E-F)	2.06

15. BREAK-EVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.56
Depreciation	0.13
Interest	0.21
Workforce	1.40
Total Fixed cost	2.30
Variable cost	
Raw materials	0.12
Utilities	0.06
Workforce	3.28
Administrative expenses	0.02
Selling & distribution expenses	0.06
Total Variable cost	3.54
Contribution margin	20%
Break-Even Point in Value	11.52

16. STATUTORY APPROVALS

To establish a pet care center in Uttarakhand, you must obtain several statutory approvals and comply with various regulations. Here are the key steps:

1. **Registration with the Uttarakhand Animal Welfare Board:** You must register your pet care center with the Uttarakhand Animal Welfare Board. This involves submitting an application form and required documents such as proof of residence, identity proof, and details of the infrastructure and facilities at your proposed center.
2. **Inspection and Approval:** After submitting your application, a team from the Animal Welfare Board, administrative department, and a veterinary practitioner will inspect your premises. They will submit a report, and your application will be approved if everything is satisfactory.
3. **Compliance with Pet Shop Rules:** Ensure compliance with the Prevention of Cruelty to Animals (Pet Shop) Rules, 2018, which include providing adequate amenities, sufficient food, clean drinking water, and maintaining animal cleanliness.
4. **Additional State Regulations:** Be aware of any additional state-specific regulations and amendments that may apply to your business.

For more detailed information, you can visit the Uttarakhand Animal Welfare Board's official website.

16. TRAINING CENTERS AND COURSES

The Pet Nest

- **Location:** Multiple locations in India, including Mumbai and Jaipur
- **Courses:** Beginner, Intermediate, Advanced Pet Grooming Certification Courses
- **Duration:** 1 month to 3 months
- **Details:** Hands-on practical sessions, grooming equipment, and tools, pet breeds and coat types, bathing and drying techniques, demitting, de-shedding, anti-tick treatment, first aid, and CPR

Pet Pamperer Pet Salon and Academy

- **Location:** Multiple locations in India
- **Courses:** Professional Pet Grooming & Styling Course
- **Duration:** 60 days (360 hours of learning)
- **Details:** Hands-on training on dogs and cats, breed-specific grooming, pet health and safety, and customer service.

The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Entrepreneurship programs that help run businesses successfully are also available from institutes like the Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.