





Business Proposal

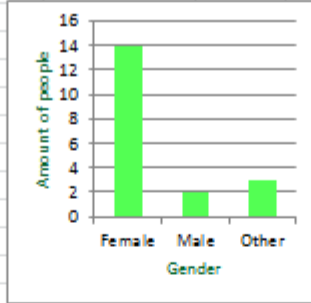
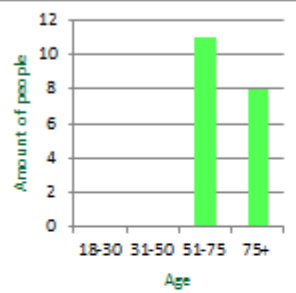
- Project Pet is a social enterprise to combat loneliness in the elderly.
- We match up lonely pensioners with dogs, while their owners are away.
- We provide a more reliable and appealing alternative to kennels.
- Our unique selling point is the personal aspect of care.

Loneliness In The Elderly

- In Cumbria, by the year 2037, the percentage of residents over 65 will increase to 33% compared to 24% in the rest of England.
- Age UK research shows lonely elderly people are more likely to have health issues
- Over a million elderly people say they always or often feel lonely
- When a group of elderly people were interviewed only 46% said they spent time with family on most days and 12% said they never spend time with their family
- Nearly half of over 75s live alone

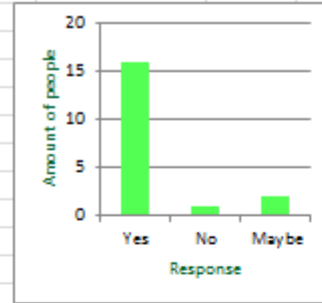
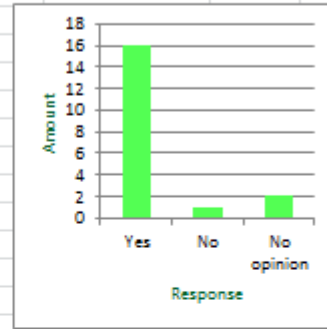
Responses from the elderly

Age	Amount of people
18-30	0
31-50	0
51-75	11
75+	8

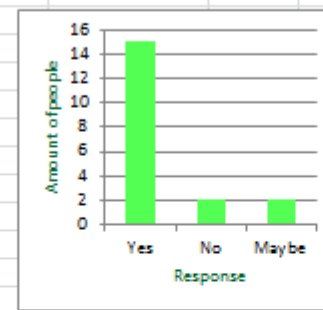


Gender	Amount of people
Female	14
Male	2
Other	3

Dog Interest	Amount of people
Yes	16
No	1
No opinion	2

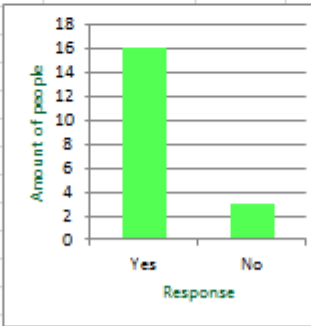
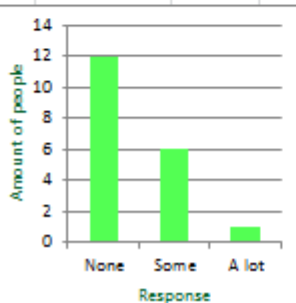


Interest in Caring	Amount of people
Yes	15
No	2
Maybe	2

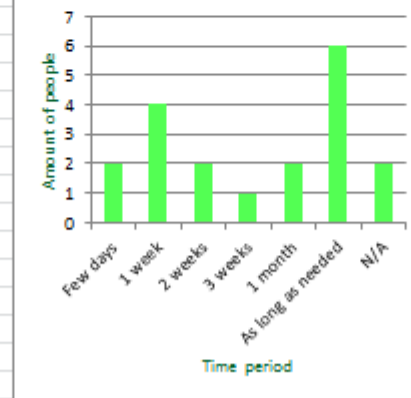
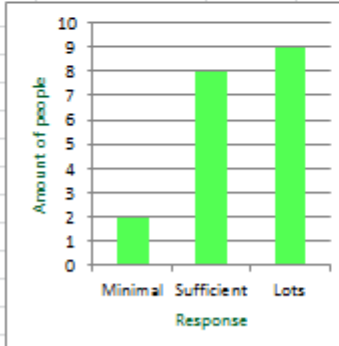
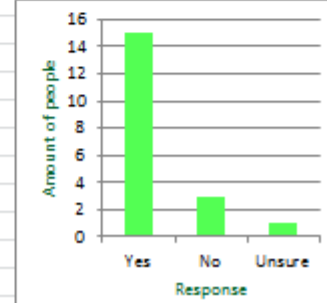


Confident	Amount of people
Yes	16
No	1
Maybe	2

Support needed	Amount of people
None	12
Some	6
A lot	1



Safe Environment	Amount of people
Yes	15
No	3
Unsure	1



Time	Amount of people
Few days	2
1 week	4
2 weeks	2
3 weeks	1
1 month	2
As long as needed	6
N/A	2

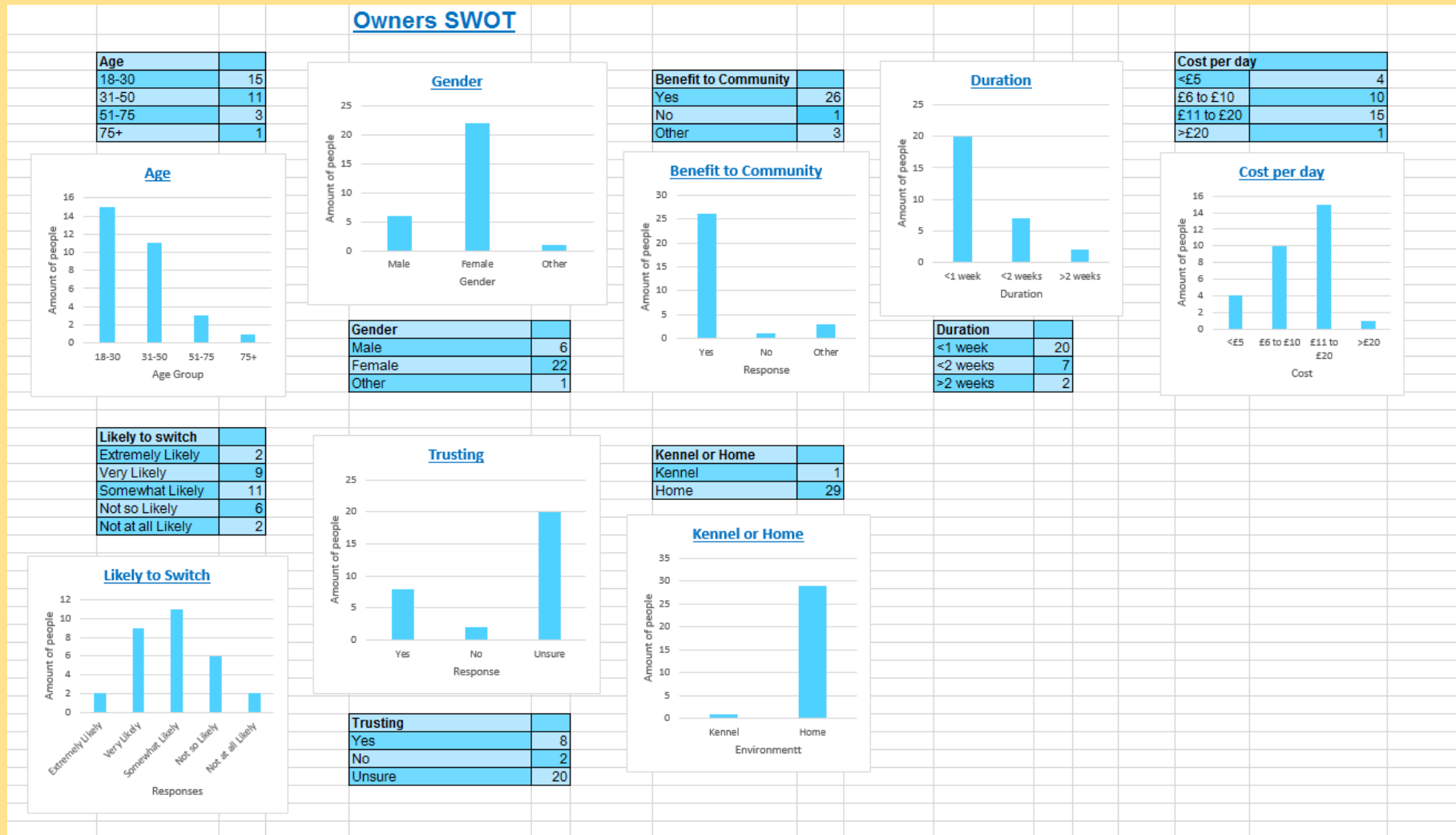
Previous Cared	Amount of people
Yes	16
No	3

Knowledge	Amount of people
Minimal	2
Sufficient	8
Lots	9

Questionnaire Analysis- Elderly

- 79% said they would definitely be interested in caring for a dog
- 84% said they would be confident in caring for a dog
- The most common length of time is 1 week

Responses from owners



Questionnaire Analysis- Owners

- 97% would prefer their dog to be cared for on a one to one basis rather than in a kennel
- We have received a significant amount of anecdotal evidence of dogs having negative experiences in kennels
- 87% of these owners thought an alternative to kennels would benefit the community

Operations

- There will be 3 visits to the carer prior to the lending.
- They will be given advice and emergency contact details.
- Basic health check is performed on the dog to make sure it's healthy and well.
- The dog is then delivered along with a hamper which has food, toys and other items to care for the dog.
- Also contains specific instructions for particular dog.
- During the visit a volunteer does a check-up every two days allowing the carer to voice any concerns.

Staff

- Staffed mainly by a group of ten volunteers working flexible hours.

Eg. carrying out the visits and delivering the dogs.

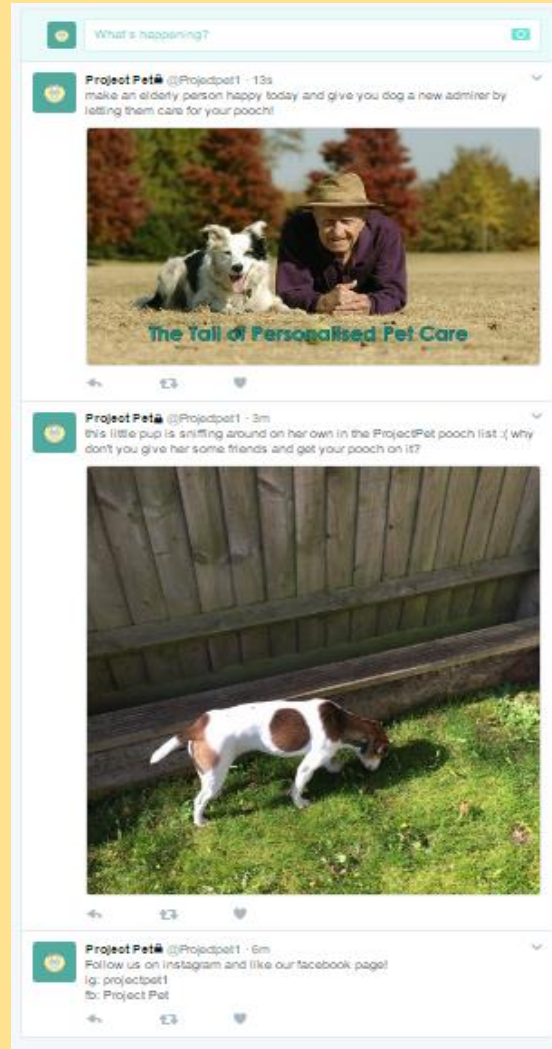
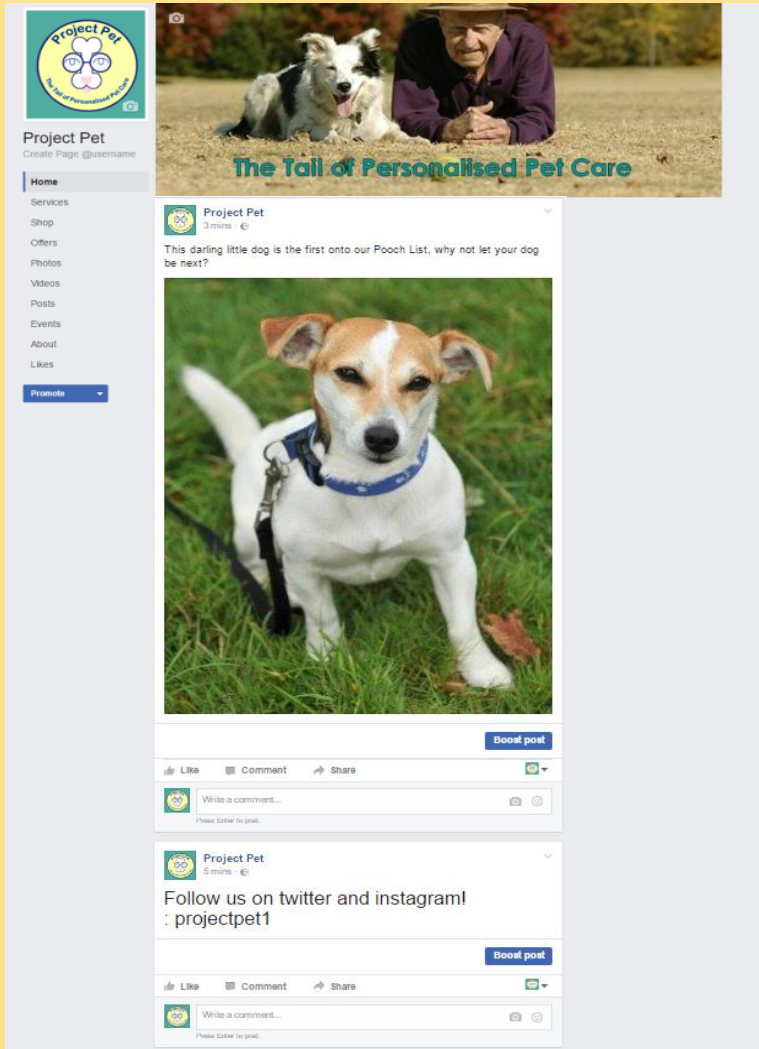
- Also we will employ two part time employees who work 2 hours, 3 days a week.

Eg. oversee the hampers as well as administration – such as inspections.

Budget

Budget	Month 1	Month 2	Month 3	Total
	£	£	£	£
<i>Income</i>				
Sales	396	772	1534	£2,702
Sponsorship/donations	50	100	200	£350
TOTAL INCOME	£446	£872	£1,734	£3,052
<i>Variable Costs (costs which increase the more you sell)</i>				
Staff	0	360	360	£720
Materials	60	96	180	£336
Transport/distribution	15	15	15	£45
Other	10.54	10.45	10.54	£32
TOTAL VARIABLE COSTS	£86	£481	£566	£1,101
<i>Fixed Costs (remain the same regardless of how many you sell)</i>				
Premises	0	0	0	£0
Utilities	0	0	0	£0
Marketing	25	25	25	£75
Other				£0
TOTAL FIXED COSTS	£25	£25	£25	£75
TOTAL COSTS	£111	£506	£591	£1,176
Gross profit = Total income – Total costs:	£335	£366	£1,143	£1,876

Marketing



- Social media
- Newspaper adverts
- Flyers
- Word of mouth
- Website

Care Packages

- A care package will be given to an elderly person each time they look after a dog.
- The dog owners will only pay £10 initially for the first care packages for their pet.
- They will be made by our paid staff at home.



Business Goals

- We are a social enterprise and do not aim to make a profit
- 5 sales in the first month, 10 in the second, 20 in the 3rd month and in the long term 40-45 sales every month
- Donations from collections on the streets and endorsements from local business
- Be able to make enough money to afford an office within a few months and expand our staff base
- Future prospects such as hunting dog deals and 'Try Before You Buy' schemes

Ethical Goals

- Will benefit our local community by encouraging the elderly population to become more socially confident.
- This will hopefully lead to a generally closer and friendlier community.
- Providing a much more personalised form of pet care that focuses on the one to one aspect
- In the long term a successful example of a business like ours could encourage this type of care to become more popular in the future.

Any Questions?