## **Dog Grooming Salon Business Plan**

### **1. Executive Summary**

* Vision to create a high-quality grooming salon for pets.
* Highlight safety, professionalism, and pampering for dogs.
* Revenue from grooming services and pet products.

### **2. Business Description**

* Describe services like grooming, bathing, and styling for dogs.
* USP: Experienced groomers, stress-free environment, pet-safe products.

### **3. Market Analysis**

* Growth in pet care industry.
* Target customers: Dog owners (busy professionals, families).
* Competitors: Analyze pet stores and mobile grooming services.

### **4. Services**

* Grooming packages: Bathing, haircuts, nail trimming.
* Specialty add-ons: Pet facials, de-shedding treatments.
* Pet supplies: Brushes, shampoos, toys.

### **5. Marketing Strategy**

* Partner with veterinarians and pet stores.
* Loyalty programs for frequent visitors.
* Social media content featuring happy pets.

### **6. Financial Plan**

* Start-up costs: Grooming tables, washing stations.
* Pricing strategy for services and retail.