

**RESEARCH NOTES:**  
**Grooming Products**

<b>Product name</b>	<b>Description</b>	<b>Price/50 grooms</b>	<b>Comments</b>
Gentle Raspberry Shampoo	pH balanced, all natural, bio degradable shampoo. Oatmeal suspension soothes and protects dog coat problems such as dry skin, hot spots, dandruff, allergies, itchiness and bites. Safe for puppies. Fresh raspberry scent.	<b>\$26.00</b>	Safe for dogs of all ages and very high quality. Does not include infused conditioner.
Healthy Groom Shampoo	Professional tearless shampoo with protein and lanolin. Moisturizes coat and skin. Mild enough for puppies.	<b>\$19.00</b>	Safe for dogs of all ages. Quality is good. Does not include conditioner.
Oatmeal Therapy Shampoo	Oatmeal extract and hydrolyzed oat protein shampoo. Oatmeal soothes dry, itchy, irritated skin while the humectant helps restore moisture and balance to skin and coat. Tearless and hypoallergenic.	<b>\$15.00</b>	Safe for dogs of all ages. Quality is fair. Does not include conditioner.
Healthy Groom Honey Almond Shampoo	Derived from natural coconut oils, this conditioning shampoo stimulates hair growth, rejuvenates dry skin, and untangles matted hair.	<b>\$30.00</b>	Safe for dogs of all ages. Quality is excellent. Infused conditioner with really fresh scent.
Aloe Therapy Shampoo	Aloe vera, jojoba, avocado and benzethonium chloride combined in a soothing, therapeutic shampoo. All natural formula is a shampoo, conditioner, and moisturizer.	<b>\$25.00</b>	Safe for older dogs. Not tearless or hypoallergenic for puppies. Contains conditioner and moisturizer.
Health Groom	Moisturizes and revitalizes skin and coat, while preventing	<b>\$6.00</b>	High quality conditioner

Coat Conditioner	or relieving dryness. Particularly effective on dry or damaged coats.		that moisturizes and relieves dryness. Good scent.
Rinse Away Conditioner	Oatmeal and baking soda conditioning rinse helps untangle mats while moisturizing coat and skin.	<b>\$4.00</b>	Good quality with baking soda to remove unwanted odors.

### Location

<b>Business space</b>	<b>Description</b>	<b>Monthly payment</b>	<b>Comments</b>
Conversion Mobile, Inc.	Fully equipped vans with electric lifting table, stainless steel washing tub, clipper vacuum, super suds unit, generator, air conditioning/heater, and CD Player/Stereo.	<b>\$900/van</b> <b>Downpayment</b> <b>\$8,000/van</b>	Fully loaded, converted and ready to use. No additional equipment necessary.
Self Storage Plus	Centrally located in Kings Towne, this self-storage facility is right off the Memorial Expressway. Total space needed is between 400-600 square feet depending on the number of vans/equipment.	<b>\$40/van</b>	Accessible at all hours and space is air conditioned/heated. Chemicals and cleaning supplies accepted.
Office	Extra bedroom with kitchen sink above my garage (500 square feet). May need to expand beyond Year 1.	<b>\$0</b>	Plenty of space for administrative staff. Key with separate access.
Equipment	We'll need to spend about \$6,000 to purchase a computer, desk, chair, printer, ink cartridges, office supplies, etc.	<b>\$30</b>	Roughly \$350/year for office supplies and maintenance.

## Labor

<b>Position</b>	<b>Description</b>	<b>Salary</b>	<b>Comments</b>
Experienced Groomer	Trained at a grooming school or with at least 2 years of experience in a commercial salon. Experienced with grooming all breeds, temperaments, and dog ages. Needs to be good with people.	<b>25-35% commission plus tips</b>	Experienced groomers are not easy to find, but I have several contacts and friends who will be interested in leaving the salon for the open road.
Groomer's Assistant	Experience should include mixing shampoo and conditioner formulas, understanding of coat or skin conditions, and moderate experience with bathing and grooming. Needs to be trainable.	<b>\$15/hour</b>	Possibility for expansion of the business, but not necessary for start-up.
Bather	Seasonal help (May-September). Extra set of hands for those hard-to-groom pets and an animal lover who doesn't mind getting hands wet, literally.	<b>\$8/hour</b>	Usually good to find a high school student or young adult.
Administrator	Nucleus of our communication. Need a self-starter with great organizational and communication abilities. Only needed on weekdays. Flexible hours if necessary to get best candidate.	<b>\$23,004</b>	Salaried employee with full benefits and paid vacation. Must be computer-savvy.

## Outside Services

<b>Service</b>	<b>Description</b>	<b>Expense</b>	<b>Comments</b>
Vehicle maintenance and repair	A mechanic gave me an estimate based upon his experiences with the Econoline vans (make/year/engine) we are planning to use for Petopia. Brakes, timing belts, oil changes, and tire changes are the most common problems we will face in Year 1.	<b>\$75/van/month</b>	This mechanic has been servicing commercial vans for over 20 years. He knows his stuff!
Vehicle insurance	Our insurance policy is for commercial use. Coverage includes collision and full glass. All van drivers must be registered with our insurance provider.	<b>\$2400/van annual premium</b>	This is the best deal I could find for our area. Living in a city makes our premiums more expensive.
Vehicle registration	Required by state law. We will need to register each vehicle used for the business.	<b>\$120/vehicle/year</b>	I'm not exactly sure how many vehicles we will need to register.
Groomer's Professional Liability Insurance	We are not required by state law to have our groomers insured, but it's still a good idea to have liability insurance and certification.	<b>\$3600/groomer annual premium</b>	Despite the lack of regulation, this is a must in my opinion.
Laundry services	Full pick-up / drop-off service which deals mainly in bulk. Inexpensive but very reliable.	<b>\$50/van per month</b>	I've used this vendor at Care n Clip and they are really the best. Inexpensive and

			reliable.
Complete groomer kit	Includes grooming shears, rakes, clipper blades, brushes, towels, combs, de-matting combs, and grooming wear. We should plan for \$20/month in maintenance per kit.	<b>\$250/van</b>	Most complete grooming kit on the market. This has everything we will need for start-up.
Fuel	Gasoline to power the vans and LP fuel for the generator.	<b>\$150/van</b>	We will need to identify the most inexpensive but reliable gas stations and map them for our drivers.
Accountant	Local accountant to provide tax and payroll services.	<b>\$30/month</b>	Received quote from Tom Edwards.
Lawyer	Estimate based on quote from Breyer & Bach.	<b>\$100/month</b>	
Web hosting/domain registration	www.petopia.com	<b>\$30/month</b>	My son is able to set up and maintain a basic web site with description of services, price list, contact information, etc.
123Pet	Scheduling software. Monthly license agreement.	<b>\$45/month</b>	Standard software package used in the industry.
Internet connection	Monthly high-speed internet access.	<b>\$30/month</b>	
Phone service	Cost of adding additional line.	<b>\$20/month</b>	

### Other Pet Products

<b>Product</b>	<b>Description</b>	<b>Cost per Unit</b>	<b>Comments</b>
Good Boy Collars	Very high quality leather collar offering attractive colors and decorations.	<b>\$17</b>	These are very popular, especially with long hair dogs.
Good Boy Leashes	Coordinate with Good Boy collars.	<b>\$13</b>	Price is for 6' leash.
Petastic Collars	Nice quality webbing collar in a wide selection of whimsical patterns	<b>\$8</b>	They make some really cute stuff.
Petastic Leashes	Coordinate with Petastic collars.	<b>\$6</b>	Price is for 6' leash.