



MIDLAND'S PREMIERE DOG KENNEL

VISION

- Midland's Premiere Dog Kennel
- 3 Locations by Year 7
- Franchise by Year 10

VALUE WE PROVIDE

- Trust
- Convenient Booking
- Trained Staff

TIMELINE

- Funded by 2025
- Start Construction in 2025
- Open in 2026
- 2nd Location by 2030

Key Partners

- Veterinarians
- Groomers
- Trainers
- Breeders
- Adoption Agencies

Key Activities

- SBA Loan for Development
- Licensing and Site Plan Development
- Hire a Contractor
- Complete Development

Key Resources

- Capital Improvements: Land and Building

Customers

- Middle to Higher Class: Midland County Dog Owners

Channels

- Website and Online Booking
- Social Media Marketing

Value Proposition

- Midland's Premiere Dog Kennel
- Overnight and Daycare Services
- Modern Hotel Style Booking
- Trust: 24/7 Video Monitoring
- 24/7 Staff
- Trained Staff
- Convenient Location
- Doggie Birthdays

Cost Structure

- Construction Phase
- Monthly Operating Costs

Revenue

- Boarding
- Daycare
- Training
- Retail
- Grooming
- Doggie Birthdays