



Companion Coats

By Melanie Kavalowskas, Lindsay Dobecki, Zachary
Dunn, Oscar Zepeda, Li Chen

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1. Executive Summary

Companion Coats is an online company that specializes in the sale of high quality coats for small size dogs (no bigger than 30 lbs). Companion Coats was founded by Roger Mills about three years ago and has continued to be a sole proprietor. Since then, Roger has made a collection of sample coats that he is now looking to display in Pet Stores in the North-East region of America. So far, only a few sales have been made to family and friends because the company is still waiting to officially launch the business. However, in the summer of 2014, Companion Coats plans to launch their website and become a company that operates completely online. One very unique thing about Companion Coats is that it is a high quality product that is solely made in America. This is one thing that drives the company and makes it unique.

1.1 Mission Statement

The mission statement for Companion Coats is as follows: To provide ultimate protection for man's best friend as well as provide value to customer's lives with a quality product. Additionally, to create a recognizable brand name that people associate with quality and style and to always employ our neighbors. Through this, Companion Coats believes it can be a successful company that American's learn to love and trust.

2. Product Life Cycle

Companion Coats is currently in the introduction stage of the product life cycle (See Appendix 11.1). This means that the product is currently being introduced to the target market. While in this stage, the number of sales will start to see an increase, however profit is still not very high. A few reasons why Companion Coats is still in the introduction stage is because they are beginning to display the coats at select groomers and pet stores as a way of advertising the company. Additionally, they are working on completing the website, which is where most of the sales will come from. Overall, Companion Coats is looking to focus their promotional efforts towards informing their target market of their company and looking to make a name for themselves.

3. Industry Analysis

3.1 Pet Store Industry

The Pet Industry is a large market, which is also expanding. The most rapidly growing market segment in the industry is pet products and supplies, which represent 5.5% of the market, and brings in approximately \$12 billion dollars revenue per year (See Appendix 11.2). However, the top 50 stores account approximately 70% of the revenue (Pet & Pet Supply Store, 2014). The problem with this is that it does not leave much room for small pet businesses to make a large percent of the industry's profit. According to the American Pet Product Association (APPA), Americans spent approximately \$47.7 billion on pet products and services in 2012, which is an increase of 4.8% over 2011. Since 1988, pet ownership has expanded from 56% of households to 62%, which is around 71.4 million homes. The reason for this significant growth in pet products and supplies is the growing number of Americans who own pets.

While the superstores and discount stores account for over 50% of U.S. pet supply sales volume, many other retailers sell pet supplies. Among these other retailers are supermarkets,

discount stores, specialty pet stores, direct mail houses, online retailers, and veterinarians. Pet product retailers cater to different demographics, which makes it difficult for a single manufacturer to dominate the market. This leaves niche markets for small businesses (like Companion Coats) to take advantage of. Overall, this industry is one where there is not a ton of demand for new products, but there is definitely a strong demand for products and services (See Appendix 11.3).

Part of the growth in the pet industry comes primarily because more people are buying pets. This can be attributed to a number of factors, including increasing awareness of the benefits of pet ownership and increasing per capita disposable income. One of the largest groups of people that are starting to have pets (dogs specifically) is the baby-boomer generation.

Revenue is expected to increase at a rate of 2.79% (see Appendix 11.4). Even in the face of a recession, the revenue expansion remained strongly positive. According to a market research company WSL, 81% of pet owners are spending the same amount or more on their pets despite tough economic times.

3.2 Trends

One of the latest trends in the pet industry is the idea of treating one's pet like a child (Pet & Pet Supply Store, 2014). This means that the expenses as a pet owner have moved far beyond simple food and grooming expenses. Now people start to see their pets as part of their family and are willing to spend even during difficult economic times. Pet owners purchase holiday presents, designer outfits, and specialty shampoos for their pets. This increased personification of pets has resulted in a massive increase in the number of premium products available for pet care. Personalized and designer products have also become a trend due to watching many celebrity figures do this.

3.3 Analysis of target market

The target market we are aiming to sell to is people over the age of 55. One of the main reasons for this is because 34% of people over the age of 60 own a dog (MRI Reporter, 2012). Additionally, men and women of this age no longer have children living at home. Therefore, they are much more likely to spend more money on their pets. Also 49.78% of these pet owners have an annual household income of more than \$75,000. This means that it is more likely they will be able to afford a high end product, such as the coats Companion Coats sells. Right now the region Companion Coats is looking to sell in the North-East, specifically the Boston area, Cape Cod, New Hampshire, and Southern Maine (see Appendix 11.5 and 11.6). While the Northeast does not hold the largest population of dog owners (14.1% of dog owners live in the Northeast), it is a prime market because the products are going to be made locally (Gravette, Steinman, and Mutchler, 2014). This will attract many customers from select towns within this area.

3.4 Competition

Being in the dog industry there is a lot of fierce competition. However, with that competition comes a total profit of \$12 billion dollars per year. To be part of this industry and see some sort of profit, the products being sold must be of high quality as well as physically attractive to the consumers in order to make them stand out from the hundreds of others on the market. Competitors in the pet industry compete with comparable products offered by pet store retailers, boutiques and online-only retailers. Competition for the Pet Stores industry is expected to increase in 2014, posing a potential threat to the industry.

Within the industry, some of the major competitors include Petco and PetSmart for major chain brand companies and Doggie Vogue, Motley Mutt, and Wag Outfitters for online competition.

4. Competitive Analysis

The two major companies that make up a large portion of the pet industry are PETCO and PetSmart, which divide the market share as follows:

4.1 Petco

Petco is the second largest US retailer of specialty pet supplies. The company boasts about 1,300 stores in the all 50 US states, as well as Puerto Rico, and Mexico, making it the only pet store to cover the entire US market. The chain sells more than 10,000 pet-related products for dogs, cats, fish, reptiles, birds, and other small animals. Petco has an average annual revenue of \$3.15 billion.

4.2 PetSmart

PetSmart is the number one US specialty retailer of pet food and supplies. It operates about 1,275 stores in the US, Canada, and Puerto Rico. The retailer also offers a noteworthy 11,000 products. Products are marketed under national brands and PetSmart's own private labels. Unique to PetSmart, its stores provide in-store PetsHotel boarding facilities, grooming services, and obedience training. Veterinary services are available, as well, in about 810 shops through pet hospital operator Medical Management International. PetSmart has an average annual revenue of \$6,113 billion and a profit of \$290,024 million.

4.3 Doggie Vogue

While Petco and PetSmart make up a large portion of the market, there are also smaller online-only businesses that are top competitors in the market. One of the first ones is called Doggie Vogue. This public company was founded in 2005 and since has grown to have ten employees. This company specializes in dog clothes, dog harnesses, dog collars, dog hoodies, dog carriers, and dog beds. The company is open 6 days a week. Additionally, Doggie Vogue has made a name for themselves by appearing in several magazines such as Modern Dog and Okay.

4.4 Motley Mutt

Another online competitor is Motley Mutt, which is a company that is owned and operated by women in Pennsylvania. The majority of these products are made in the US by these women; however some select products are made overseas. Motley Mutt promotes their company on the high quality products that they ensure. They offer products for dogs of all sizes and types. They specialize in backpacks, swim gear, winter coats, boots, bandanas, collars/leashes, etc. Some of their coats are on the less expensive side of \$25 and some can be priced as high as \$117.

4.5 Wag Outfitters

A final online competitor is a company by the name of Wag Outfitters, who sells custom fit clothing for dogs. All of these products are made and sold in the United States. This company caters to small dogs and prides themselves on the fact that each coat will fit each dog perfectly. The main products they sell include: dog coats, leashes, shirts, sweaters, and life vests. The prices for these products are on the lower side and range from \$34 to \$50. A unique thing that

this company does is it donates 5% of all sales to Dog Rescue, or any other company that helps dogs who need saving.

5. Marketing Analysis

5.1 Competitive Advantage

As previously mentioned, having a product of high quality in this market is key. Providing customers with high quality products is a strength of Companion Coats. With the coats being made in the United States and being made with leather, this gives the company a competitive advantage. There are no other online companies that offer leather coats for dogs that are made solely in the United States. Along with the durable material these coats also utilize a military grade snap on the front of the coat. The benefit of these snaps is it makes sure the dogs leash is securely attached to the coat, even if the dog tries to pull away.

Normal dog coats on the shelves of your local Petco and or pet store are made of a cheap fabric and also made in china. With these cheap coats that range anywhere from \$15 to \$30 there is also no warranty. With Companion Coats there is a lifetime warranty on all the jackets. Another unique feature is in each coat there is harness where the dog can be hooked up to a leash. This also makes them to stand out against the competition and demonstrates how the company is not just a commodity (see Appendix 11.7).

6. Marketing Objectives

6.1 Product

For the first year, one of the goals that Companion Coats has is to sell 500 coats. While this is vitally important, Companion Coats is also looking to create a brand that people recognize and trust, through the high quality of the coats. During the first year, they are also looking to employ three to seven people, but still have Roger as a main contributor to the coats (see Appendix 11.8).

6.2 Price

One of the main goals for the first year is to keep the price high, specifically at \$125. This way, Companion Coats will be able to keep the quality at the high level they are hoping to achieve. On top of that, Companion Coats will look to keep the cost of manufacturing the coats as low as possible (between \$59 and \$43). During the first year they are also looking to receive a line of credit from a credit union, where the loan they receive will be used to further launch the business.

6.3 Place

In the first year, Companion Coats is going to look to start to test the product by displaying it in selected locations. These locations will include pet stores, veterinary offices, groomers, and boutiques. Companion Coats wants to start off by testing the market by going into some stores to see how interested potential customers are. Then after making some sales, they plan to move the company to being completely online. Currently, Companion Coats is part of an online organization called New-Hampshire Made (see Appendix 11.9). This website helps support small, locally owned businesses and help them promote the company. This is a great

organization for Companion Coats to be a part of during, especially during the introduction stage, because it will help communicate to customers that it is a locally made product.

6.4 Promotion

One of the most important goals that Companion Coats has for promotional efforts in the first year is to make sure that they communicate to customers that the product is American made and will always remain that way. The main way that they are looking to promote the company is through the use of social media, especially Facebook (see Appendix 11.10). Companion Coats goal is to use social media to get potential customers to their website. From there, the hope is that the quality of the products will be what gets customers to end up buying the product.

7. SWOT Analysis

Strengths	Weaknesses
Product <ul style="list-style-type: none"> American made (New Hampshire) Unique product Quality/durable Custom made (choose color of leather/stitching) <ul style="list-style-type: none"> Lifetime guarantee to replace part of coat that breaks Place <ul style="list-style-type: none"> Online (can reach a large amount of target market quickly) Displaying/testing product in many different channels (Vet hospital, retailers, groomers) 	Price <ul style="list-style-type: none"> Priced high due to quality No discounts (degrade brand quality) Place <ul style="list-style-type: none"> Online custom made product will require time to make/receive product vs. buying instantaneously in competitive retail store Promotion <ul style="list-style-type: none"> Not selling the coats in channels (only for display) Small advertising budget (Introduction of product life cycle)

7.1 Strengths

Companion Coats has many strengths that will help continue the company towards the growth stage of the product life cycle. One major strength is that the product is American made (New Hampshire). Part of Companion coat's mission is to keep our neighbors employed; buying products that are American made help the American economy to keep growing and help our neighbors earn a living wage. Not only does the fact that the product is "American made" make the product unique, but it also serves as a great promotional tool. The fact that the leather coats are "American made" add to the quality and purpose for buying the coat in the customer's mind. Another primary strength of the coats is that they are a unique product made with high quality, and are custom made. The customer is able to size the coat perfectly to their furry companion, as well as choose the color of the leather and the color of the stitching. Each coat also has matching colors for the logo patch and leather. Another aspect of companion coats that is a strength for the product, is that if any part of the coat is damaged, that particular part of the coat is able to get

replaced with a lifetime guarantee. Also, everything is included for the customer, including free shipping. The product is already priced highly, therefore free shipping guarantees the customer that they are only paying for the quality of the product.

7.2 Weaknesses

Considering Companion Coats is in the introduction phase of the product life cycle, there are some weaknesses that override the strengths and may prevent the product from the growth stage. One major weakness that will affect whether the customer purchases a leather coat or not is the price of the coat. The coat is priced at \$125.00 on the high end, for its quality design and customization. This is not a product that customers will spontaneously buy due to the high price, unless they save up for it or are part of the wealthy target market. There also will never be any discounts on products from Companion Coats, because discounting may degrade the quality of the brand. Companion Coats aims to be recognized as a high quality brand, therefore customers will pay highly for the quality of the product. One weakness regarding place is that the product is only available online and is a custom made product, therefore the customer will have to wait for the product to be customized and constructed versus making a quick buy from a competitive retail store. The customer is also waiting for the quality of the product. Lastly, one weakness involving promotion is that the coats are not being sold in retail store or any other channels other than online. They are being displayed at outside channels, but not for sale. The customer will be given an informational pamphlet, and will have to offer online. Consequently, customers may throw away the pamphlet and not buy the product unless it is easily available for them to purchase. Displaying the product in-stores will get the customer informed and excited, but when they learn they can't buy it spontaneously they might disregard the want for the product.

Opportunities	Threats
Product <ul style="list-style-type: none"> • Pet Insurance • Coats for bigger dogs • Market research Place <ul style="list-style-type: none"> • Create accessible website • app Promotion <ul style="list-style-type: none"> • Increase use of Facebook • Other social media outlets (Twitter, Instagram, Pinterest) • Utilize QR codes • Display sample coats in Veterinarian offices • Hire someone (in their 20's) to control social media promotion 	Product <ul style="list-style-type: none"> • Competition: lot of well known pet stores Price <ul style="list-style-type: none"> • other places sell similar product cheaper Place <ul style="list-style-type: none"> • Retail stores • Online: might not reach target market Promotion <ul style="list-style-type: none"> • Small budget (\$200-\$300/month) • Needs lots of customer awareness

7.3 Opportunities

An opportunity for Companion Coats is Mr. Mill's idea of introducing Companion Coat's own pet insurance once the business is thriving. Expanding the company past material products

may be a wonderful opportunity for business once the business gains awareness. Another opportunity regarding product is introducing more products to the company in time. For example, coats for bigger dogs could be produced as well as accessories for women such as clutches. Women could buy a matching color clutch with their leather dog harness, considering some women like to match with their dogs to create an overall look. An opportunity for place is creating an easily accessible website that is clear and efficient with promoting the Companion Coats brand. Having an accessible website with links makes it easier for the customer to purchase the product. An app could also be added where people can purchase it on app stores; this would be another easy channel to utilize and would reach many online customers. There are also many promotional opportunities for Companion Coats. The business needs awareness and to inform customers about the product; utilizing social media is a great way to attract customers. There is already a Facebook page for Companion Coats, however it could be improved through more updates and opportunities for customers to create buzz about the quality of the product. Other social media outlets such as Pinterest, Twitter and Instagram can also help to create awareness about the product. Many women use these social media sites and are attracted to the latest trends; “Pinning” a picture of a leather harness on Pinterest is a great way to create consumer awareness to females about trendy and quality dog coats, considering the site updates users about styles and the latest trends and products. Another idea for opportunity is utilizing QR codes. The QR code would be a bar code on a slip of paper that potential customers would receive in stores where the coat is being displayed that they could scan from their iPhone and direct them to the website. This is a clever idea for customers to easily access the website efficiently and gain awareness. Along with displaying the coats in small boutiques and retail stores, Companion Coats could be displayed at veterinarian hospitals (Animal Hospital of Nashua), dog groomers, or even dog kennels/doggie daycares. There are many different channels where the coats could be potentially promoted, it is a matter of promoting the coats in areas where the target market is located. One last option for promoting Companion Coats is to hire a young adult around their 20’s to help promote social media. Many small businesses fail because there is no time to constantly utilize and update social media while running the entire business. Therefore, as well as helping with time management, a young individual can provide new insight on how to promote the brand equity using social media. Social media is a great way to promote the brand equity in consumer’s minds involving the quality of the product, especially if the product receives reviews from loyal customers. Social media, especially through the Company website will help in developing a strong brand name.

7.4 Threats

One major threat to Companion Coats is the fact that there is a lot of competition. There is not a lot of well-known online dog boutiques, but there are a lot of well-known retail stores that threaten to take online customers away from companion coats. Most prices in retail stores such as Pet Smart and Petco have significantly cheaper dog coats and supply for a larger target market using target pricing, whereas Companion Coats uses prestige pricing to attract quality and status oriented consumers. One major threat involving place is that considering the only method of buying the product is online, social media may not inform the older target market (65+) as well as the younger target market. The older generation may not utilize the internet as much as the younger generation, therefore basing the company only online may cause difficulty reaching the older target market. Also, one threat involving promotion is that the company is in the introduction phase and needs a lot of consumer awareness. There are many established pet retail stores already in the maturity phase. Considering their brand name is already well known,

consumers may shop at brand established competitive retail stores. Another threat for promotion is that Companion Coats has a small advertising budget around \$200 to \$300 per month. The only advertising that is going to be cost efficient for the business is social media, which may not inform all of the target market.

7. Sales Forecast

7.1 Break-Even Analysis

In order for Companion Coats to break even, they are going to have to sell 142 coats. The logic behind this is as follows: Total fixed costs for the company consist of the loan the company recently took out of \$25,000. The total variable costs would be on the high end of \$58.51 (for one coat to be made). Keeping the current price of \$125 the formula would look as follows:

$$\begin{aligned} & \$25,000 / \$125 - \$58.51 \\ & = 377 \\ & = 377 \text{ coats} \end{aligned}$$

This means that after Companion Coats sells 141 they are going to break even and then start making a profit.

7.2 Profit Margin

As for the profit margin, with the cost remaining at \$125, for each coat sold, Companion Coats would make a profit of about \$75. This means that the profit margin would be around 61%. However, if the cost per coat is \$100, then Companion Coats will make a profit of \$49 on each coat. The profit margin for this price would then be 51%

8. Implementation Plan

8.1 Product

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> Keep leather jackets 	<ul style="list-style-type: none"> Look to implement denim jackets 	<ul style="list-style-type: none"> Introduce matching accessories Handbags, leather leashes, leather collars, etc.

Based on the analysis above, there are several ideas that we suggest Companion Coats follows over the course of the next three years, in order to become a successful company. For year 1, we suggest that they stick to offering just leather coats. In the following year, if sales are good we think that Companion Coats should look to implement another line of coats, specifically denim. This way, they would be able to expand their target market to customers that live in warmer areas of the country and do not need the warmth of the leather coat. Not only would this expand the target market, but it would also create opportunities for an increase in revenue and profits. In the third year, we suggest that Companion Coats should introduce matching accessories to go along with the coats. Some potential ideas include handbags, leather leashes,

leather collars, etc. We believe this idea could bring in additional profit because it would continue to bring back customers who had already purchased a coat.

8.2 Price

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> • Sell 100 coats • Keep price at \$125 	<ul style="list-style-type: none"> • Sell 250 coats • Try to keep price same-if need to drop, no lower than \$100 	<ul style="list-style-type: none"> • Sell 500 coats • Lower prices for new product line • Offer combo deals for coats and accessories

In terms of pricing, we believe that a more attainable goal for the first year of the business would be to sell 100 coats. Part of the reason for this is because it is going to take some time for Companion Coats to make a name for themselves. Additionally, with the cost being on the higher side, this will not be an impulse buy. Customers are going to give this some thought before purchasing a coat. However, we still believe that in terms of pricing that Companion Coats should look to keep the price at \$125, in order to still achieve the high quality look they are aiming for. In the second year, we believe that they should look to sell 250 coats. Based on how sales are going, they could potentially drop the price to around \$100 if they needed to. The reasoning behind this is because it's easier to start the price high and drop it lower if it is needed. In the third year, we believe that Companion Coats will be able to have an attainable goal of selling 500 coats. This is because the company will have started to make a reputable name for themselves and started to get a following. Additionally, we believe if they implement a line of matching accessories that these should be priced lower than the coats. This way, if customers can not afford the coat, they could buy a leather collar or leash for their dog. On top of that, Companion Coats should offer combo deals. For example, a coat and a leash might be \$150, as opposed to a total of \$170 if they were bought separately.

8.3 Place

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> • Get sales started online • Display coats in local pet Stores, boutiques, hospitals, Groomers, etc • Start with Cape Cod and Nashua, NH 	<ul style="list-style-type: none"> • Display coats in Southern Ma Boutiques • American Made promotion 	<ul style="list-style-type: none"> • Display coats in Boston • Sell coats in channels (10%)

For the first year it is recommended that an official website for Companion Coats is created that allows reviews to be made to create buzz and consumer awareness about the quality. Some ideas for website designs include allowing customers to download pictures of their dogs

wearing the product they bought from Companion Coats onto the website (see Appendix 11.13). This will help to encourage consumer awareness and validate how the product looks on their dog to other consumers who are interested. The website should be personalized for the consumer and have clear and efficient customization options, such as having a section on the website saying “customize here” or “shop by color.” Also, the website needs to have links to other social media sites such as Facebook, Pinterest, Twitter, Tumblr and Instagram that allow the website to be shared on alternate social media sites. Another recommendation for year one is to start displaying the coats in local boutiques, veterinarian hospitals, groomers, kennels, etc. and utilize the QR code idea to help direct people to the website. Using the QR code method will allow people to easily access the website from their phones. Some channels that Companion Coats can be potentially displayed at is a couple boutiques in Cape Cod called “Chatham Beach Dog” and “The Cape Cod Dog.” These boutiques are in areas of the cape where there is a large majority of elderly people in the area and have an income of 75K+. Also, The Nashua Animal Hospital in Nashua, NH is a potential local channel because they sell boutique custom clothing (could also be competition) and offers puppy training and pet first aid courses. Therefore, there are many opportunities for dog owners to see the displayed custom leather harnesses. During the second year, Companion Coats can expand by being displayed in boutiques in Southern Maine, and promote the idea of being “American made.” In Maine, consumers love the fact that products are locally made, and attract customers through branding the product by stating it’s locally made. During the third year, once the company’s sales begin to flourish and the company begins to progress into the growth phase of the product life cycle, Companion Coats can potentially be displayed at boutiques in Boston. It may be more difficult to get awareness from inner city boutiques, however, once the product begins selling, it is important to display products in wealthy areas to reach all of the product’s target market. Massachusetts’s state dig is the Boston Terrier, therefore Companion Coats could display a coat sized for Boston Terriers and use it as a promotional tactic. There is also the possibility that the coats could be sold in some boutiques if the displays are getting attention in that area. 10% profit could be offered to the boutique in order to sell the coats in their store (see Appendix 11.11) .

8.4 Promotion

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> • Hire someone (young 20’s) to update social media <ul style="list-style-type: none"> ○ Intern (keep costs low/incentive) • Increase use of Facebook • Promote through Twitter 	<ul style="list-style-type: none"> • Advertise using Facebook (create your own ad) • Promote through Instagram and Pinterest 	<ul style="list-style-type: none"> • Continue using social media • Newspaper Ad

It is recommended during the first year of the implementation plan for promotion that Mr. Mill hires a young adult in their 20’s to intern and update Companion Coat’s consumer awareness. By hiring an intern it will help with time management, keep costs low and give incentive to the intern. Also during the first year, it is recommended to increase the use of Facebook by updating the page more often and personalizing the page to connect and create a relationship with consumers. Promoting through Twitter is also suggested because Twitter is an

extremely interactive website that creates a lot of buzz and communication between users. If the quality of Companion Coats is promoted through Twitter, the target market will be informed fairly quickly if they utilize social media. During the second year of promotion, Companion Coats should advertise through Facebook by creating an ad that consumers can click on to find out more information and be directed to the website. Every time a consumer clicks on the ad, the company is charged. The more the company offers per click, the more often the ad shows up on user's newsfeeds. It is more costly than other methods, therefore the company should begin implementing this option once the business starts receiving sales and has informed customers (See Appendix 11.12). Another way of promotion during the second year is to promote through Instagram and Pinterest. The reason for promoting with these social media sights the second year is that they both require pictures. Once Companion coats begins making more sales, more designs will be crafted and customized. Once a collection of pictures and designs have been gathered, they can be posted on social media sites that use pictures to promote trends such as custom leather dog coats. Another very important implementation strategy for the second year will be to create an app. This way, customers will always be able to stay connected to the website. Additionally, this will keep Companion Coats on the same playing field as the competition. Finally, on third year of implementation, Companion Coats should continuously be updating social media to stay connected with customers and making sure they are satisfied with their customized product. Also, considering it is the most expensive method, Companion Coats can put an ad in a local newspaper such as "The Lowell Sun." Even though the older generation is increasingly starting to read the news online, many people still enjoy reading a newspaper, especially since it is a conventional way of being informed. Considering the majority of the elderly still read newspapers, it's important to inform that target market since the coats can only be purchased online.

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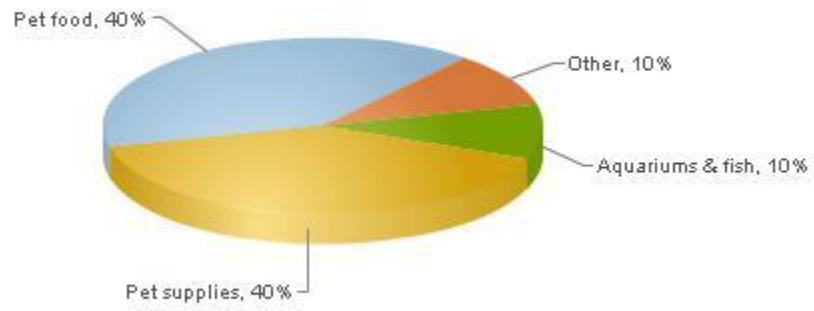
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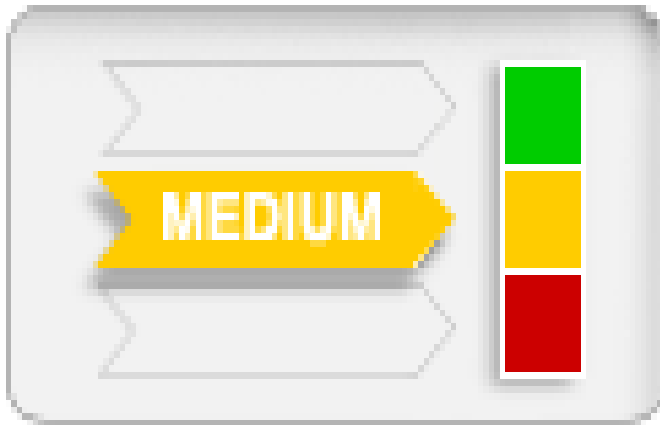
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11.2 Pie Chart of Sales in Pet Industry



11.3 Demand of Pet Industry



11.4 Industry Trend: Total Sales in Pet Industry (1994-2014)

Verizon 8:52 AM americanpetproducts.org

Total U.S. Pet Industry Expenditures

Year	Billion
2014	\$58.51 Estimated
2013	\$55.72 Actual
2012	\$53.33
2011	\$50.96
2010	\$48.35
2009	\$45.5
2008	\$43.2
2007	\$41.2
2006	\$38.5
2005	\$36.3
2004	\$34.4
2003	\$32.4
2002	\$29.5
2001	\$28.5
1998	\$23
1996	\$21
1994	\$17

Estimated 2014 Sales within the U.S. Market

For 2014, it estimated that \$58.51 billion will be spent on our pets in the U.S.

Estimated Breakdown:

Food	\$22.62 billion
Supplies/OTC Medicine	\$13.72 billion
Vet Care	\$15.25 billion
Live animal purchases	\$2.19 billion
Pet Services: grooming & boarding	\$4.73 billion

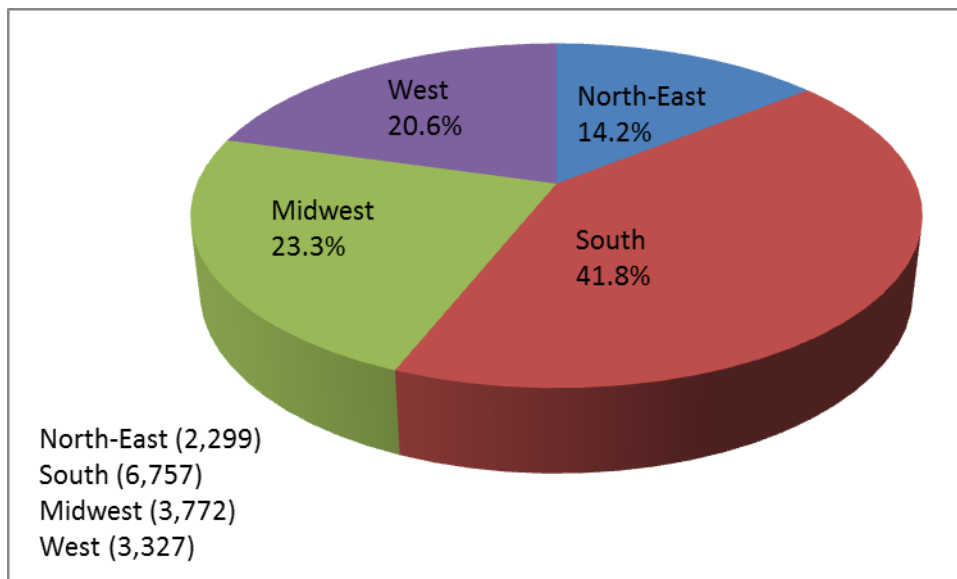
Actual Sales within the U.S. Market in 2013

In 2013, \$55.72 billion was spent on our pets in the U.S.

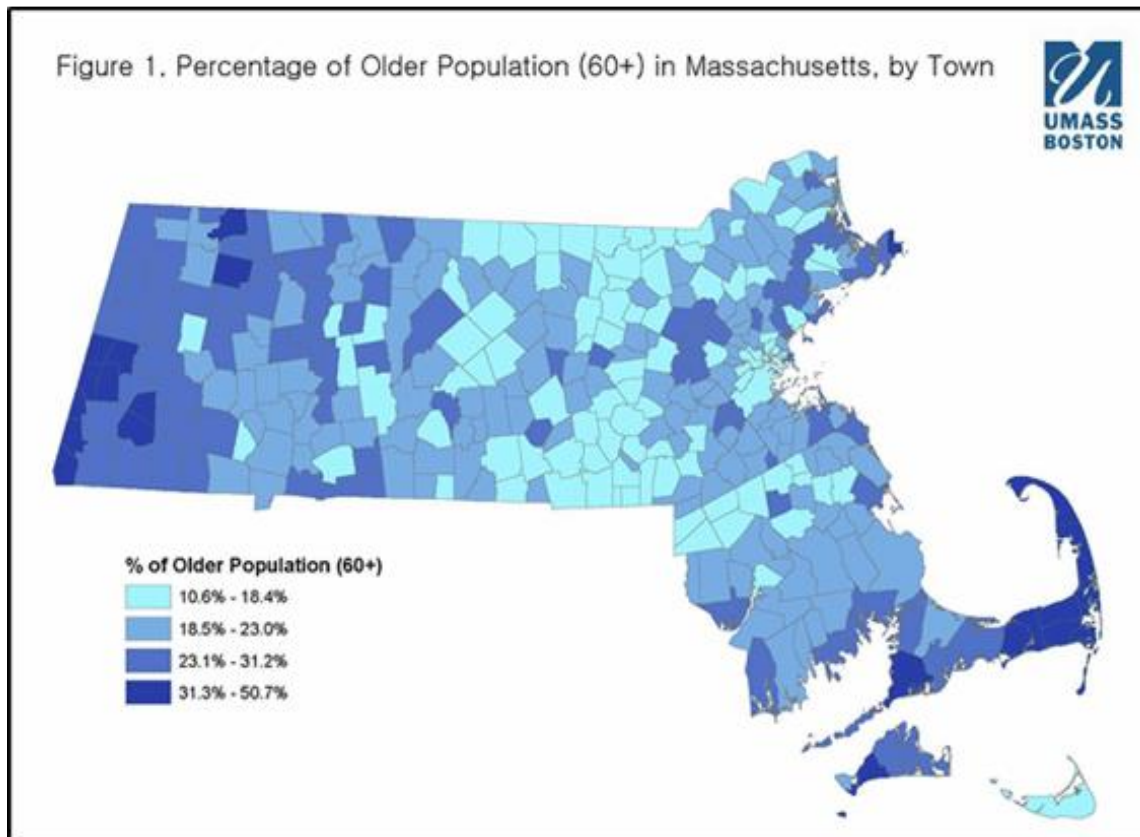
Breakdown:

Food	\$21.57 billion
Supplies/OTC Medicine	\$13.14 billion

11.5 Region break down of where people who own dogs between 10-20lbs live



11.6 Percentage of Older Population in Massachusetts



11.7 Example of Product



11.8 Example of Product logo



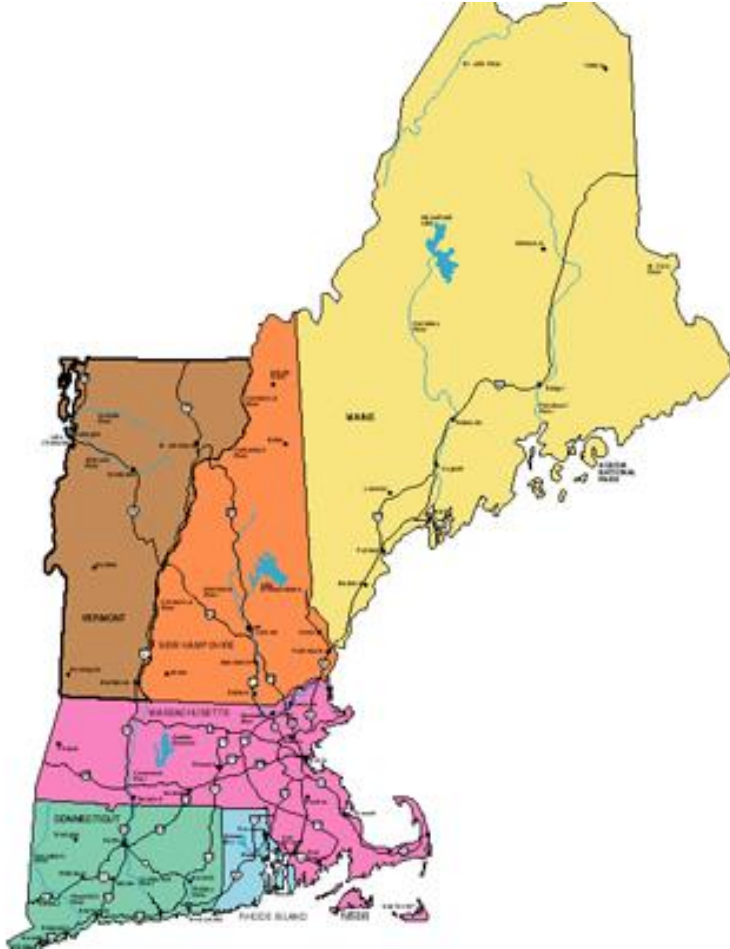
11.9 New-Hampshire Made Website

The screenshot shows a web browser window displaying the NH Made Member Detail Page for 'Companion Coats'. The browser's address bar shows the URL: <http://www.nhmade.com/listdetail.cfm?recordID=4473>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The browser's toolbar shows suggested sites like Blackboard, MyMack, and Google. The website header features the NH Made logo, a 'Pride' banner, and navigation links: HOME, ABOUT US, RETAIL LOCATIONS, WHOLESALE BUYERS, MEMBERSHIP, PRESS ROOM, SHOP ONLINE. The page title is 'NH Made Member Detail Page'. On the left side, there are search and navigation options: 'Search By' with fields for Name or Keyword and Zip Code; 'Search By Category' with a list of categories including Products, Food & Beverages, Retail Stores & Markets, Restaurants & Lodging, Attractions & Tours, Services: Business & Personal, For Wholesale Buyers, Show All Listings, and Contact NH Made; 'Search By Region' with a map icon and a 'CLICK HERE FOR MAP OF NH AND TOWN LISTINGS' link; and a 'Calendar of Events' for April showing a grid from Sunday to Friday. The main content area displays the member name 'Companion Coats', contact information for Roger Mills (located in Brentwood, NH 03833, phone: 978-377-5223), and a description: 'Custom leather pet coats for dogs.' The browser's taskbar at the bottom shows icons for Internet Explorer, File Explorer, Windows Media Center, and several applications, along with the system clock showing 11:10 PM on 4/30/2014.

11.10 Current Facebook Page

The screenshot shows a Facebook page for 'Companion Coats'. At the top, there is a navigation bar with 'View', 'Favorites', 'Tools', and 'Help'. Below that, a search bar contains 'Companion Coats' and a user profile for 'Lindsay' is visible. The main content area features a large image of three leather dog coats in black, pink, and tan. A smaller inset image shows a close-up of a black coat with a gold-colored logo. Below the main image, the page name 'Companion Coats' is displayed with '74 likes · 1 talking about this'. A description under 'Pet Supplies' states: 'Companion Coats makes custom leather dog coats for dogs under 30 pounds. You can pick from over 10000 color combos and we will handcraft the garment from the measurements of your pet. Dog Coat|Pet Jacket|Leather Harness/Animal Rain Gear'. To the right of the description are 'Like', 'Follow', and 'Message' buttons. Below the description, there are 'Photos' and 'Likes' sections, with the 'Likes' section showing a count of 74. On the far right, a sidebar contains a 'Create Post' button, a 'Recent' section for the year 2013, a 'Sponsored' section with a post from 'Pregnant now?' by 'abbapregnancy.org', and a 'Did Some Savings?' section from 'statefarm'.

11.11 Map of locations where Companion Coats should display products



(Southern Maine, Nashua NH, Cape Cod)

11.12 Ways to Promote Company

Help

oard MyMack Astra Google Web Slice Gallery

Search for people, places and things

Lindsay Home

Advertise on Facebook Help: Choose

What kind of results do you want for your ads?

- Clicks to Website
- Website Conversions
- Page Post Engagement
- Page Likes
- App Installs
- App Engagement
- Event Responses
- Offer Claims

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2014 - English (US)

https://business.twitter.com/products/promoted-accounts

Inbox - dobeckil@merrimack... Blackboard Learn Promoted Accounts | Twitter...

View Favorites Tools Help

Suggested Sites Blackboard MyMack Astra Google Web Slice Gallery

Page Safety Tools

Promoted Accounts

Promoting your account is one of the quickest ways to build an active community of advocates and influencers for your business. The bigger your follower base, the more people there are to engage with and spread your message.

CHEAT SHEET
Promoted Accounts

Benefits

- Get your account in front of highly engaged users likely to be interested in your business
- Target by geography, interest or gender
- Get promoted on mobile, desktop and tablets
- Access a robust suite of analytics
- Use our self-service tools for guidance on how to set up, manage and optimize your campaigns
- Larger brands can

Promoted Accounts help you:

11.13 Website Design Examples

bloomingtailsdogboutique.com



Custom & Designer Dog Clothing for Pampered Pets

APPAREL * BEDS * CARRIERS * COLLARS * COSTUMES * FOOD * NEW * SPA * TOYS

Search GO Home Contact Sales & Clearance View Cart/Checkout

Shop By

COLOR

DESIGNER

THEME

Shop by Category

- Accessories
- Apparel
- Beds & Blankets
- Carriers
- Collars, Leads & Harnesses
- Costumes
- Custom Dog Clothing
- E-Gift Certificates
- Goodies for Dog Lovers
- Health & Wellness
- Holiday Themed
- Large Dog Department
- Licensed Sportswear
- Natural Food & Treats
- Out & About
- Pet Housewares & Furniture
- Potty Training & More
- Shoes, Socks & Boots
- Spa & Bath
- Sweet Shop Dog Bakery
- Toys

Sales & Clearance

Store Information

- Home
- About Us
- Catalog
- Pajama Measurement Form
- Fabric Directory
- Dog Fashion Parade
- Gift Registry
- Guest Book
- Testimonials
- Site Map
- Dog Photo Contest

Custom Small Dog Clothes, Designer Dog Clothes, & Designer Dog Accessories...

to pamper your lovingly spoiled pooch! We also offer **pet travel helps, pet housewares, pet furniture**, and even **MORE** for pampered pups and diva dogs.





Pet Travel



Weddings



Health & Wellness



Shop for large dogs

Find the Very Best Dog Products on Today's Market

We are ALL about style and the latest trends. But even more so, we care about your dog's safety and comfort. We love to see our little canine companions warm, snug and protected. Browse our selection of **dog clothing, dog collars, dog harnesses, dog leads** and **dog costumes** for ultimate WOW factor in look as well as in safety. At Bloomingtails, we go beyond what your dog wears to his entire well-being! Entice his tastebuds with something delicious AND healthy from our **Natural Food & Treats** section. Or find the perfect supplement for your beloved dog in our **Health & Wellness** section. Going **Out & About**? Make your daily walks OR your big trip as wonderful as it should be with our **pet travel helps, dog strollers, dog carriers**, and more! And for those snuggle times, our **pet beds** are chosen from the very best on the market. We offer so much more than just the everyday must-haves. What about those special occasions? **Birthdays, puppy showers, weddings...** We've got it covered. And if you love holidays as much as we do at Bloomingtails... check out our **Holiday**



Verizon 3G 4:56 PM llbean.com

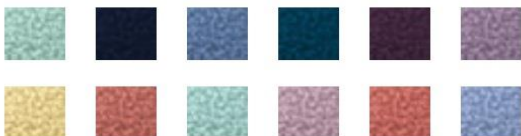
Item #: TA259072 Qty: 1

Color: Please select \$49.95



Color: Please select \$39.99

Save \$9.96 (20% Off)



Size: Please select

XS S M L XL

► Size Chart