

Executive Summary

Pawish & Purrfect is focused on providing a review website for pet products as a form of affiliate advertising. There are many sites that advertise pet products, but we advertise products that are tried by actual customers that provide written reviews of their personal experiences. Our targeted group are millennial pet owners between the ages 18-24. It has been statistically shown that millennials in this age group spend the most money on their pets¹. They also use social media sites more than any other age group. We have acknowledged and negotiated secure and lucrative sources of online advertising companies. Pawsh & Purrfect has chosen to use Wordpress as our medium to host our content. With the pet market value at \$72.56 billion², there is profitable gain to be made. We have a small but mighty management team, which keeps our prices low and our competitive edge high. We have also reached out to several different social sites that have not been used by larger competing companies. We have identified Pet Place, Pet Crate, and Pet Files, which are all online pet communities that are frequently visited. Through research we shall analyze all competitors and their marketing strategies. We shall also conduct monthly, quarterly, and yearly evaluations of our site, making sure it is running efficiently and effectively while staying ahead of competitors. We have created a pro forma and break-even analysis chart for the 3 years included in our business plan.

¹ Packaged Facts. (2016, February 29). Retrieved from Packaged Facts:
<https://www.packagedfacts.com/Millennials-Pet-Consumers-9858011/>

² American Pet Products. (n.d.). Retrieved from American Pet Products:
https://www.americanpetproducts.org/press_industrytrends.asp