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Table of Contents

Abstract	3
Project Description	4
Market Opportunity Analysis	7
Work Plan: Goals, Outcomes, and Methods	27
Evaluation Metrics	30
Milestones	33
Project Challenges	34
Project Future/Continuity	36
Attachment A: GANTT Chart	37
Attachment B: Bibliography	38
Attachment C: Final Project Documentation	40

Abstract

Purrfectly Sonny is a one-stop shop for cat owners and enthusiasts, solely catering to cats within the pet industry. We aim to provide cat owners with healthy and sustainable product offerings, ranging from wet/dry food to recycled toys, cat adoptions, and cat-themed human items. At Purrfectly Sonny, we understand that your beloved pets and their health are the number one priority. We strive to bridge the gap within the pet industry between dog and cat products that are offered. For instance, many cat owners and enthusiasts would like the same products offered for cats as they are for dogs. Additionally, we partner with local cat shelters and advocacy groups to assist with adoptions within our storefront.

Our company is based in Savannah, GA, as there is a love for cats within this community. We plan to immerse ourselves in the community by holding events and collaborating with existing local businesses. We will partner with veterinarians and cat health experts to ensure the food we provide is top-tier for an affordable price. Our toys are made from recycled materials, so we will need to ensure that we obtain refurbished/ raw materials and have great relationships with our manufacturers. In terms of convenience, we hope that our storefront alleviates any stress or pain points our customers may have. Within the past few years, pet owners have communicated that they want to purchase products that are good for their pets as well as the environment. With these specifications, many online stores have offerings compared to in-person stores. At Purrfectly Sonny, we hope to change the industry and have cat owners trust our company and our offerings without having to waste time researching the product.

Project Description

Our goal at Purrfectly Sonny is to provide cat owners and enthusiasts with comprehensive cat care. We aim to provide cat owners and enthusiasts with sustainable and natural/organic products. As cat owners, our pets become a part of the family and the care we provide for them should be similar to the care we give ourselves. As we visit stores we search for the most healthy options, so why should it be any different when it comes to cat care? The answer is simple, it shouldn't, and here at Purrfectly Sonny, we strive to provide these products to consumers to alleviate any problems they may have in traditional or retail stores. The biggest problem we aim to solve is closing the gap between the variety of cat and dog products offered. As dogs have aisles and aisles of options, at some stores, cats only have a small section. Purrfectly Sonny wants to be at the forefront of closing that gap and ensuring that cat owners have the best products offered. In terms of the "best products", here at Purrfectly Sonny, we highlight the importance of healthy and sustainable options for an affordable price.

We plan to open our storefront in Savannah, GA. Our storefront offers recycled/refurbished toys, furniture, healthy food options, cat accessories, and cat-themed human items. To curate our recycled toys, we will need to acquire large amounts of raw materials. To obtain these sustainable materials, we will hold a 'Trash Pick-Up' event within the community. Attendees of such events will earn rewards and special discounts to use later on at our store! Overall, this encourages our word-of-mouth marketing, and when investing in marketing and advertising, we will collaborate with other existing local companies within the Savannah area.

As we offer cat-themed human items, this will be a great incentive for those who don't own cats but love them to have options to purchase from our store. For example, a cat-themed human item could be a graphic of a cat on a dish towel with a cute phrase or kitchen tongs in the shape of cat paws, etc., These products will be made by partnering with local artists to boost innovation and creativity in our product assortment line, and our partnered artists will receive a commission for designing.

We plan to impact the environmental, pet, and agricultural industries. We plan to impact the environment by using recycled materials to curate our toys and other products. We project to decrease the amount of pet and other waste from recycled materials. Our products will be durable and made to last, even though we are using such materials. This ensures that there are fewer toys and accessories in landfills from pet waste. By refurbishing or using recycled materials for our products, we are contributing to making the world a cleaner and more sustainable place!

We plan to impact the pet industry by providing a safe space for cat owners, cat enthusiasts, and cats by having these sustainable and healthy products readily available to them. As many dog boutiques exist, dogs have a similar safe space. The biggest impact we will have on the pet industry is providing similar options for cats that are already offered for dogs. For instance, many pet stores offer specialty baked goods or ice cream for dogs, but none for cats. We want to curate these products and services for our consumers to bridge the gap in the market.

We plan to impact the agricultural industry by sourcing our local ingredients from local farms near Savannah. This includes but is not limited to fruits, vegetables, grains, meats, and other proteins. When curating our food and its ingredients, quality and

health care are at the top of our list. We will work closely with a veterinarian or pet health expert and the farmers to curate our products as well as ensure that we provide the most nutrient-dense food options, ranging from wet to dry, as well as treats or specialty items.

By offering transparency through our mission, efforts, and local events, we plan to also impact the Savannah community. With our storefront, we will gain a lot of attention, but most importantly, our community events will engage us with the community, allowing for open communication. We want the community to feel engaged and a part of our family at Purrfectly Sonny. We also want their feedback consistently as we are gaining a following.

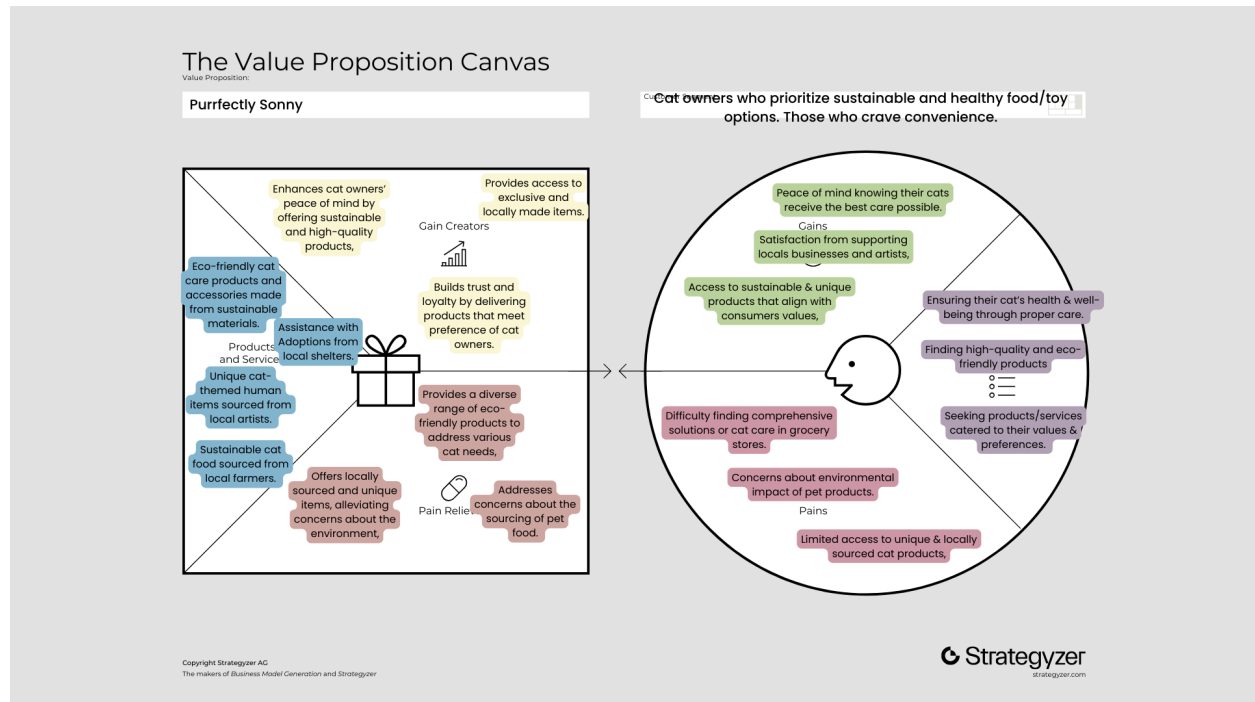
To successfully carry out our goals and impact that Purrfectly Sonny will provide, we will need to first acquire a storefront here in Savannah. We will establish ourselves as a health-conscious business by obtaining any required licenses or permits and by attending educational workshops, conferences, or events. To ensure that our consumers can fully trust our products and offerings, we want to be able to give them direct and accurate information. Also, we will need to partner with manufacturers, distributors, and companies to ensure sourcing, curation, and production of our unique product line. Lastly, we will need to collaborate with local artists and businesses to release limited-edition or special product lines. Overall, with all of these resources, Purrfectly Sonny has a chance at being a successful business with many loyal consumers.

Market Opportunity Analysis

When entering a pet store or retail store, have you ever noticed the gap in the market between cat and dog products? Or the vast amount of products on the shelves, but unsure which has the best ingredients? Purrfectly Sonny has and is ready to address and solve this issue. The global pet market is projected to reach 363.19 billion in 2030 (Vest, Kala.). At Purrfectly Sonny, we aim to be established by 2030 to take advantage of the influx within the market. Since COVID-19, there has been a surge in pet ownership all across the United States. From 2020-2022, there was a 9.77% growth in pet ownership (Post-Covid). We project that these pet owners will still be owning pets for many years. More Americans own dogs than cats; 46.5 million households own a cat, while 65.1 million households own a dog (Megna, Michelle). Although dog ownership is more common, why are there more brands catered to dogs and their owners specifically? Within the market, there have been many cat cafes, but not many brick-and-mortar stores. Purrfectly Sonny, is ready to be that change.

Target Customer Segment

Our target customers are cat owners, enthusiasts, or those who love cats. Within our customer segment, we cater to those who go above and beyond when it comes to pet care. Within our value proposition canvas, we are targeted toward cat owners who prioritize sustainable and healthy food/toy options. Also, those who crave convenience, we are a one-stop shop for all comprehensive cat care.



Closely looking into our value proposition canvas, we address customers' pains of having difficulties finding sustainable and healthy products by offering such products. We also assist with their job of seeking or researching healthy and sustainable products. In a way, Purrfectly Sonny takes the negative thoughts of the pet industry away.

By offering products that are high-quality and sustainable, consumers can have peace of mind when it comes to their cats' care. Overall, within our value proposition canvas, we are directly serving the cat community in terms of their needs and wants.

Market Size Analysis

The pet industry is ever-growing, but targeting a niche market makes it a bit more difficult to reign in customers. We must position ourselves well enough to target cat owners/enthusiasts and non-cat owners, also to visit our store. We feel that with the

importance of community engagement, we can achieve this by providing activities for all pet owners and driving them to visit our store.

TAM

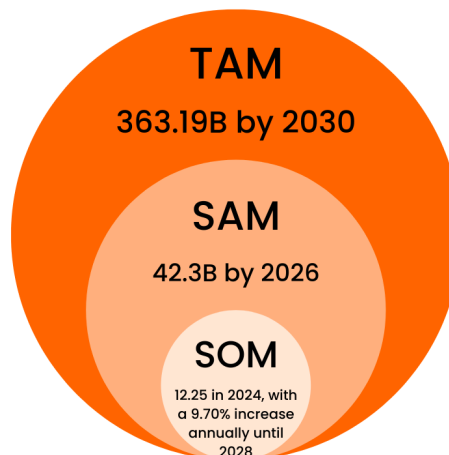
The pet market is expected to amount to 363.19 billion in 2030 (Vest, Kala.). With this, there is an ample amount of opportunity for our cat store to flourish.

With Purrfectly Sonny, we offer

comprehensive solutions to care for your

cat. This includes but is not limited to cat toys, food, treats, beds, accessories, and

cat-themed human items.



SAM

When delving into the cat accessory market, it is projected to achieve multi-million dollar status by 2028, and there are many leading competitors (PS). The cat accessory market is projected to amount to \$42.3 billion by 2026 (Key Trends). Due to COVID-19 and the Russia-Ukraine War, this market has been directly affected by raw material procurement and shipping times (Post-Covid). With this, more brands are entering the market, such as PET PARENT, Simply Fido, Honest Pet Products LLC, Cosmic Pet, and many more. To gain market share, many of these companies have invested in more organic options to align with the needs of the cat market (Fact.MR).

SOM

The pet food market in Georgia, where Purrfectly Sonny will be based, is projected to grow 9.70% annually from 2024 through 2028 (Pet Food).

In 2024, the industry amounts to 12.25 million dollars (Pet Food). With us starting our brick-and-mortar store in the heart of Savannah, GA, we will be able to directly see the growth while running operations for the business. As we are going to supply fresh, locally sourced food, more cat owners who want healthier options will feel more enticed to purchase from our store. Additionally, we carry no unhealthy product options, unlike many other pet retailers or wholesalers.

Calculations of Customer Acquisition Costs (CAC)

Our customer acquisition cost is around \$100 per customer. We calculated this by taking the total from marketing and sales expenses, which we projected to be \$10,000 and 100 customers. With this, our calculation to determine the customer acquisition cost is CAC: $\$10,000/100 = \$100/\text{customer}$.

Lifetime Value (LTV)

We project that our customers will make purchases averaging about \$50. We also project that these customers will return at least three times a year. Our customers' lifespan is projected to be five years. From our CAC, we know that we will make \$100 per customer. The calculation to find the lifetime value of our customers is as follows: $(50 \times 3 \times 5) - 100 = \650 . We can project our customers to spend \$650 lifetime with our company while being solely brick-and-mortar. With continuation and seeking to become part of e-commerce, this value will change as our business operations do.

Direct Competition

Our direct competitors at Purrfectly Sonny would be local pet supply stores and community pet events, and shelters. Local pet supply stores are strong within the market due to their wide product range, convenience, and personalized service, giving consumers immediate gratification. Although they have great strengths, they also have weaknesses that we have identified. Local pet supply stores often have a limited selection, higher prices, and limited accessibility.

Through community pet events and shelters, their strengths lie within animal welfare support, social engagement, adoption opportunities, and community involvement. Their weaknesses lie with limited product offerings, seasonal availability, limited resources, and emotional challenges. Although we have listed local events and shelters as competitors, we will be working very closely with them to assist with adoptions and collaborate with them on events.

Indirect Competition

Our indirect competition at Purrfectly Sonny would be surrounding big-box retailers, online marketplaces, cat cafes/lounges, and general supply stores. Big-box retailers such as Walmart or Target are tough competitors due to their strengths of offering a standard product selection, a sense of convenience, and competitive pricing. Their weaknesses are a lack of specialization, limited sustainable options, and very limited community engagement.

Online marketplaces are strong due to their accessibility, wide product selection, convenience, and auto-ship offers. Their downfalls may be shipping costs and times, product inspections, and a lack of personalized service since being fully e-commerce.

We started Purrfectly Sonny as a brick-and-mortar store to foster long-lasting relationships so consumers can understand our mission.

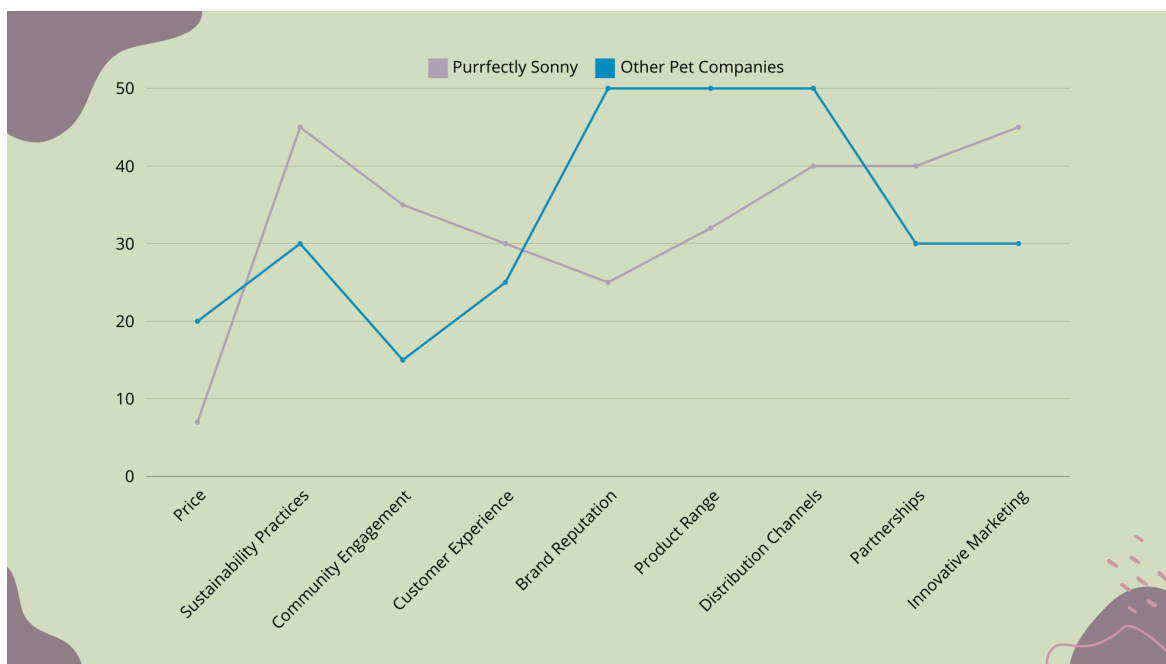
Cat Cafes/Lounges are indirect competitors, and they are successful due to offering a unique experience, facilitating adoption opportunities, and engaging within the community. Their weaknesses lie with their limited product offerings, time restrictions on when you can visit and for how long, and cost considerations when wanting to visit.

Lastly, general supply stores are an indirect of our company due to their strengths of offering a wide product selection, convenience, and personalized services. They may fall short in terms of limited specialty products, higher prices, and limited accessibility.

Overall, within our indirect competitors, our biggest competitors are big-box retailers and cat cafes/lounges. If we are to someday establish an e-commerce platform, online marketplaces will fall under direct competitors.

Blue Ocean Strategy

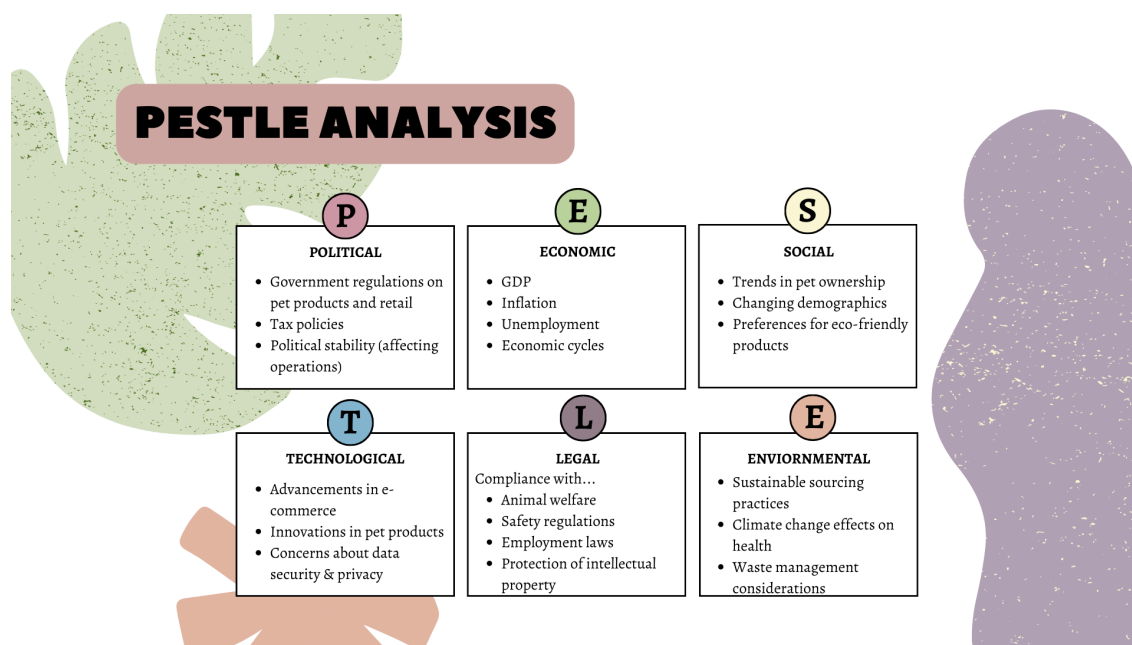
Within our blue ocean strategy, we are set apart from other companies or businesses in terms of our niche market, pricing, innovation, and sustainability.



When comparing ourselves to others, we are a company that solely caters to cats and cat owners/enthusiasts. Since we are catering to a niche market, we can obtain that market. In terms of pricing, at Purrfectly Sonny, we offer refurbished and recycled materials for cat toys and other products. By using community events and sourcing from others, we can obtain a fair amount of raw materials to ensure we can make our products. With this, our pricing model is based on making a \$10 profit from each sale.

By innovating our products from refurbished and recycled materials, we also want to innovate the design of cat toys and products. Many cats enjoy simple plastic rings compared to soft plushies, as dogs would prefer. In terms of sustainability, many companies aren't solely using recycled materials to curate their products. Many times, consumers aren't aware of the environmental impact of a single toy.

PESTLE Analysis



Political

We, as a business, must be aware of any political factors that may interfere with our business operations. We must ensure we are following all government and pet product regulations, follow tax policies, and adjust our business model in times of political disparity.

Economic

Our business needs to ensure we are up to date on what is happening within the market, economically. We must stay up to date on GDP, inflation, and unemployment rates, and economic cycles or patterns.

Social

To gain popularity and retention, we need to stay up to date on popular trends within the pet industry. It is also imperative to constantly be changing our demographics based on what channels we are selling through. Also, consumers may change their minds on what their eco-friendly preferences are. This is why we hone in so closely on community engagement.

Technological

As we are starting as a brick-and-mortar, we need to stay in the know in terms of e-commerce advancements. Many of our competitors stem from e-commerce branding. We also must keep a close eye on any innovations or advancements in pet products. We also want to ensure that any data and security measures are taken seriously, as we are a brand that emulates transparency within our mission.

Legal

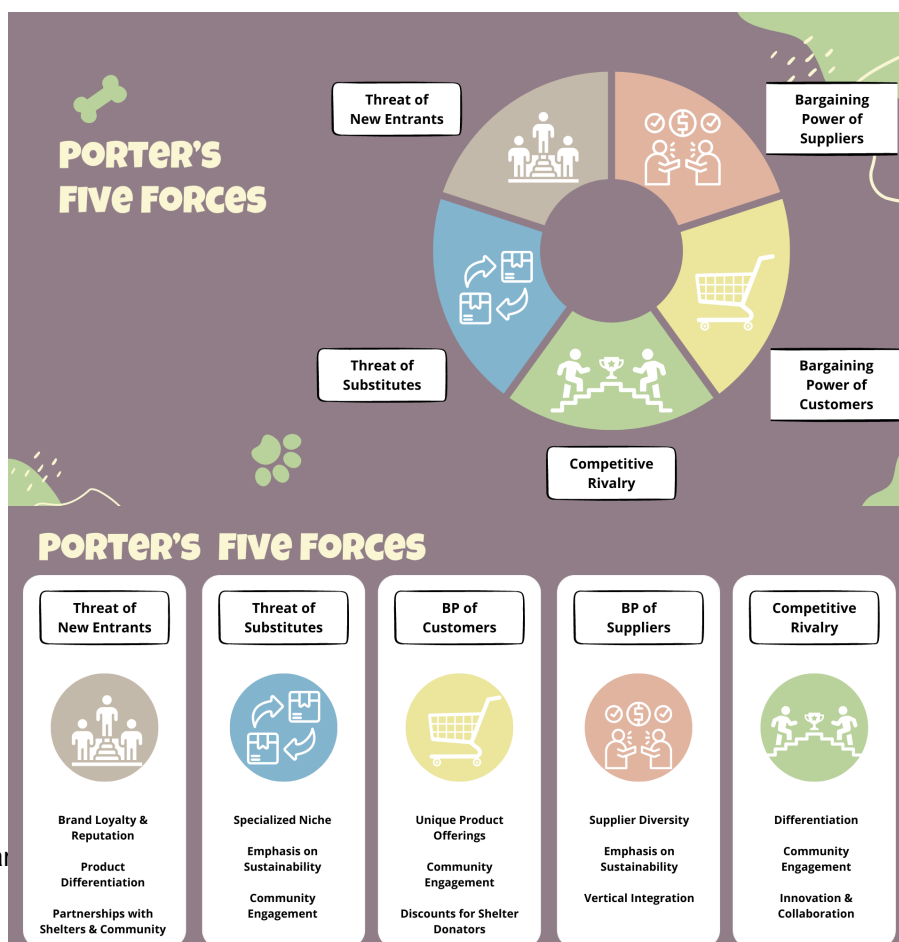
As a pet company, we need to ensure that we are compliant with animal welfare, safety regulations, employment laws, and the protection of intellectual property. By ensuring our compliance, we can mitigate any risks and guarantee we aren't fined.

Environmental

As we pride ourselves on sustainable and healthy options and products, we need to carry out only sustainable practices. In today's world, there are many companies guilty of green-washing, and we want to put an end to that. Consumers should trust companies with full transparency. Since we are sourcing raw recycled materials a bit ourselves, we need to ensure we are compliant with waste management standards.

Porter's Five Forces

Through Porter's Five Forces, we were able to better understand the pet industry's competitive forces.



Threat of New Entrants

New companies are inevitably going to emerge, and we can set ourselves apart from them with our consumers' brand loyalty to us, as well as our overall reputation in the community. We also stand out in terms of product differentiation, as many of our products will be made from recycled/refurbished material, and the designs will be made by local artists. Many companies won't be selling unique products. We are also in a good position due to our partnerships with local shelters and the community. Many companies don't assist with adoptions or advocate for animal welfare.

Threat of Substitutes

As we may be successful, many companies will try to create substitutes for our products. We can stand out in comparison to competitors due to our offerings being directed towards serving this niche market. Our sustainability initiatives also differentiate our business model by being fully aware and proactive in making a change within the environment. Lastly, many companies, specifically big-box retailers, don't engage with the community as Purrfectly Sonny plans to do. We want Savannah residents to feel welcomed and heard at our location.

Buying Power of Customers

When it comes to the buying power of customers, we are attempting to attract consumers who are health and environmentally conscious. With this, we offer unique product offerings that stand out from the toys already in the market. Customers can also evaluate that we are active within the community and look for any form of feedback from our consumers. We also offer discounts and rewards for shelter donors, as well as event attendees.

Buying Power of Suppliers

We are procuring our products through a manufacturer, obtaining raw materials, and sourcing them to initiate procurement. With this, we will need supplier diversity to ensure that our products are made on time and we have enough inventory when the store is open. With our emphasis on sustainability, we hope that suppliers will feel passionate about working alongside us. We hope to foster relationships with our manufacturers and product sourcing centers to be able to have vertical integration. With this, we would own our supply chain, suppliers, and manufacturers.

Competitive Rivalry

We set ourselves up to stand out from our competitors with our product differentiation and usage of healthy and sustainable options. In comparison to our competitors, we are highly engaged within the community and its events. On the contrary, many big corporations and businesses interact with their consumers through online platforms, in-person/online shopping, and other points of service. Compared to our competitors, we are continuously innovating through procurement, curation, design, and other initiatives. We also directly collaborate with local businesses and travel bloggers to gain the attention of visitors or tourists.

SWOT Analysis

Within our SWOT analysis, we have highlighted the most important factors to consider when carrying out business operations. Utilizing our SWOT analysis can help us determine what next steps to take and what projects to hold back on. Within our company, it is imperative for us to continuously seek customer feedback to ensure we

are aligning with our consumers' wants and needs. It is also important for us to understand where our business may have some shortcomings compared to the industry as a whole.



Strengths

Our strengths as a cat company lie within our unique product offerings, such as our locally fresh food, and recycled/procured toy and accessory options. Since we are in Savannah, we want to take advantage of the community we are in by engaging with them through events and other collaborations. With our community engagement, we are on track to achieve a strong brand reputation. Lastly, our strengths also lie in our innovative approach to new options for comprehensive cat care solutions for an affordable price.

Weaknesses

As we are a solely cat-based company, the biggest weakness of our company is our limited market reach. Within the pet industry, it is made up of dogs, cats, birds,

rabbits, reptiles, etc. With us only targeting cats, cat owners, and enthusiasts, it may be hard to obtain the market. We also have a direct dependency on suppliers to carry out our manufacturing processes for product procurement. This may delay product lines or other services we may want to provide at the time. Lastly, as more consumers want more sustainable and healthy options for their pets, there will be emerging competitors that may run on a similar business model as us. That is why we must ensure our products are the best options on the market.

Opportunities

Our opportunities help us better understand what our business could potentially grow into. The biggest opportunity our company has is market expansion. As we are starting as a brick-and-mortar, we understand the importance of obtaining the e-commerce market as well. Through our extensive research, many people rely on e-commerce platforms for their pets' needs. Product diversification is another opportunity we can utilize by ensuring that our product is like no other on the market. Through partnerships and collaborations, we can further expand our market reach, especially when partnering with businesses in other industries.

Threats

As stated within our weaknesses, emerging competitors are the vast majority of our competition. Through manufacturing and procurement, we may run into delays if there are any supply chain disruptions. With new competitors merging with the importance of comprehensive care, new products will emerge and may become very popular. Lastly, it may be difficult for us to fully source all of our raw materials and waste

management. Waste management is quite pricey, and we may have to source other raw materials from different manufacturers or locations.

Proposed Solution

Many solutions on the market today require consumers to do their research before buying a product. We at Purrfectly Sonny hope to take that pain away by being a one-stop shop for you and your furry friend(s) by offering only healthy, organic, and sustainable options. The current solutions on the shelves today aren't comprehensive or 100% the best option for your pet. Within the industry, there is a growing demand for cat products that are sustainable, innovative, high-quality, healthy, and eco-conscious.

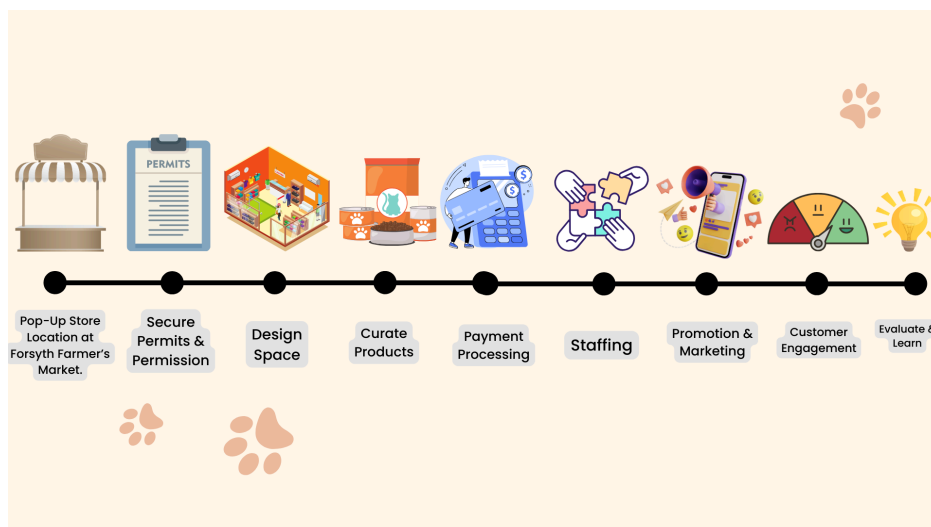
Our solution is to offer products that are good for your pet, your wallet, your time, and the environment. We will also provide products/toys that are durable and high-quality. Many toys today end up in landfills, amounting to 40,500 tons of waste in the landfills each year (Raker, Cheyenne M.).

We want cats to be able to enjoy their toys without owners feeling the need to repurchase. We also want to ensure that cat owners are paying hundreds of dollars for these solutions. We have made it affordable for any cat owner to be able to purchase at least one item within our store on each visit.

Minimum Viable Product



To effectively test our business model and operations, we hope to participate in a pop-up shop located at Forsyth Park. By using this strategy, we can directly see how well our business's message is being received by potential consumers. We can also strengthen relationships with many dog owners who want an excuse to visit our store. At the park, we will sell baked goods, organic treats, and sustainable toys, and offer any visitors coupons or discounts as a trial of our storefront.

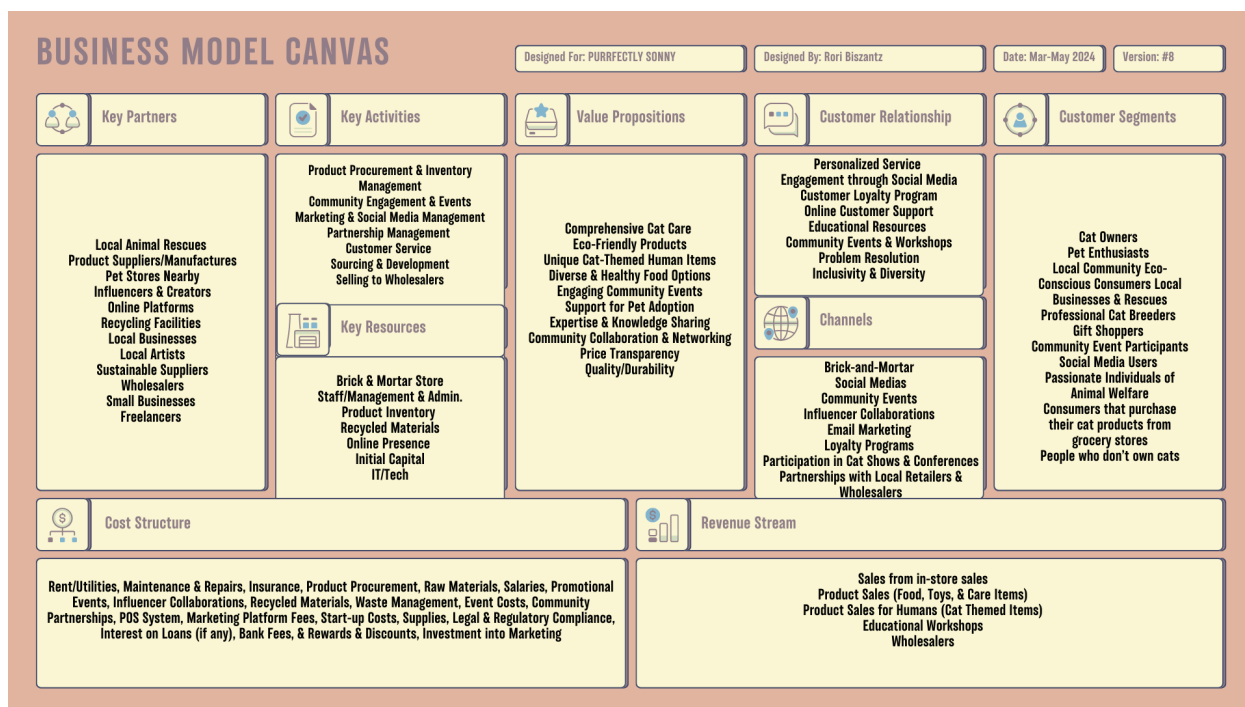


By using a pop-up as our minimum viable product, we will be able to evaluate and learn from our insights collected, and what kind of attraction we can bring. This would be very important for us to do before our store opens, as we can recruit more pet owners and lovers to stop by our store and support the work we do.

Business Model Innovation

Our proposed solution reflects innovation as we are using old practices, but highlighting the importance of the wants and needs of consumers. Our solution is directly based on innovation, as we want to evaluate, learn, and grow as a company and within the niche market we have inserted ourselves into. We want to innovate on

the old-school pet stores and shops and make our store a one-stop shop, highlighting the importance of convenience, sustainability, innovation, and health.




Within our Business Model Canvas, innovation is a key player in our key activities through product procurement, sourcing, and development. Through our customer relationships, we plan to innovate by offering consumers a personalized service. Within our channels, we plan to innovate our products by partnering with local artists or small businesses on product lines or marketing campaigns.

Many partnerships will stem from our community engagement. Lastly, through our value proposition, we are innovating by offering comprehensive cat care, eco-friendly products, unique cat-themed human items, and diverse food options.

Hypotheses and Experiments/Pilots

Test Card






Tiered Pricing Strategy	May 12, 2024
Rori Biszantz	Spring 2024

step 1: hypothesis

We believe that







If tiered pricing strategy is implemented, it will increase customer engagement and encourage higher spending.

Critical:   

step 2: test

To verify that, we will




Introduce tiered pricing structure for specific products, offering different prices and bundled deals.

Test Cost:    Data Reliability:   

step 3: metric

And measure

Track average order value (AOV), customer feedback, and overall satisfaction.

Time Required:   

step 4: criteria

We are right if

There is an increase in AOV compared to fixed pricing, positive feedback regarding the pricing strategy, and an increase in customers purchasing higher-priced tiers.

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Test Card

 Strategyzer

Convenience Assessment

May 12, 2024

Rori Biszantz

Spring 2024

step 1: hypothesis

We believe that

If convenience is prioritized, customer experience will be enhanced and we will gain customer retention.

Critical:



step 2: test

To verify that, we will

Conduct shopping layouts and trial runs to assess convenience factors of our storefront.

Test Cost:



Data Reliability:



step 3: metric

And measure

Overall satisfaction with the convenience of the store and direct increase with the likelihood that they will return.

Time Required:



step 4: criteria

We are right if

Shopping experience is quick and easy through navigation up until checkout. Overall customer satisfaction is met.

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Test Card

 Strategyzer

Partner Engagement

May 12, 2024

Rori Biszantz

Spring 2024

step 1: hypothesis

We believe that

Partners want to interact with our brand through product lines and marketing campaigns. This strengthens brand loyalty and growth opportunities.

Critical:



step 2: test

To verify that, we will

Reach out to local artists, small businesses, and freelancers to collaborate through these streams. Measure partner interest.

Test Cost:



Data Reliability:



step 3: metric

And measure

Partner engagement and commitment level to a project or future projects.

Time Required:



step 4: criteria

We are right if

There's an increase in partners interested in future collaborations, high level of enthusiasm while working together, commitment to the end goal, and above all professionalism throughout the process.

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Income Statement

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Income Statement													
2	Year Ended 2025													
3														
4	Revenue	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total YTD
5	Product Sales	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 23,280.00	\$ 23,280.00	\$ 23,280.00	\$ 285,840.00
6	Grooming Services	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 54,000.00
7	Collaborations/Partnerships	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ 2,500.00
8	Events/Conferences/Shows	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ -	\$ 300.00	\$ -	\$ 300.00	\$ 300.00	\$ -	\$ 300.00	\$ -	\$ 2,400.00
9	Cat-Themed Human Items	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,250.00	\$ 11,250.00	\$ 11,250.00	\$ 11,250.00	\$ 11,250.00	\$ 56,250.00
10	Sustainability Initiatives	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00
11	Bake Sales/Community Events/FM	\$ -	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ -	\$ -	\$ -	\$ 17,600.00
12	Total Revenue	\$ 29,800.00	\$ 31,500.00	\$ 32,000.00	\$ 31,500.00	\$ 31,200.00	\$ 31,500.00	\$ 31,700.00	\$ 42,750.00	\$ 42,750.00	\$ 40,030.00	\$ 39,830.00	\$ 40,030.00	\$ 424,590.00
13														
14	Cost of Goods Sold													
15	Cost of Goods	\$ 14,400.00	\$ 14,400.00	\$ 14,400.00	\$ 14,400.00	\$ 14,400.00	\$ 14,400.00	\$ 14,400.00	\$ 18,900.00	\$ 18,900.00	\$ 18,468.00	\$ 18,468.00	\$ 18,468.00	\$ 194,004.00
16	Cost of Services	\$ 1,600.00	\$ 2,270.00	\$ 2,370.00	\$ 2,270.00	\$ 2,195.00	\$ 2,270.00	\$ 2,295.00	\$ 2,270.00	\$ 2,270.00	\$ 1,575.00	\$ 1,500.00	\$ 1,525.00	\$ 24,410.00
17	Total Cost of Goods Sold	\$ 16,000.00	\$ 16,670.00	\$ 16,770.00	\$ 16,670.00	\$ 16,595.00	\$ 16,670.00	\$ 16,695.00	\$ 21,170.00	\$ 21,170.00	\$ 20,043.00	\$ 19,968.00	\$ 19,993.00	\$ 218,414.00
18	Gross Profit	\$ 13,800.00	\$ 14,830.00	\$ 15,230.00	\$ 14,830.00	\$ 14,605.00	\$ 14,830.00	\$ 15,005.00	\$ 21,580.00	\$ 21,580.00	\$ 19,987.00	\$ 19,862.00	\$ 20,037.00	\$ 206,176.00
19														
20	Operating Expenses													
21	Rent/Utilities	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (5,175.00)	\$ (62,100.00)
22	Insurance	\$ (720.00)	\$ (720.00)	\$ (720.00)	\$ (720.00)	\$ (720.00)	\$ (720.00)	\$ (720.00)	\$ (720.00)	\$ (720.00)	\$ (698.40)	\$ (698.40)	\$ (698.40)	\$ (8,575.20)
23	Supplies	\$ (480.00)	\$ (480.00)	\$ (480.00)	\$ (480.00)	\$ (480.00)	\$ (480.00)	\$ (480.00)	\$ (480.00)	\$ (480.00)	\$ (465.60)	\$ (465.60)	\$ (465.60)	\$ (5,716.80)
24	Grooming/Overnight Facilities	\$ (30,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (30,000.00)
25	Product Procurement	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ -	\$ -	\$ -	\$ (13,500.00)
26	Raw Materials	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ -	\$ -	\$ -	\$ (2,700.00)
27	Salaries/Bonuses	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (27,916.69)	\$ (335,000.28)
28	Training/Development	\$ (400.00)	\$ (400.00)	\$ (400.00)	\$ (400.00)	\$ (400.00)	\$ (400.00)	\$ -	\$ -	\$ -	\$ (400.00)	\$ (400.00)	\$ (400.00)	\$ (3,600.00)
29	Social Media Advertising	\$ (850.99)	\$ (50.99)	\$ (50.99)	\$ (50.99)	\$ (50.99)	\$ (50.99)	\$ (50.99)	\$ (850.99)	\$ (50.99)	\$ (50.99)	\$ (50.99)	\$ (50.99)	\$ (2,211.88)
30	Promotional Events	\$ -	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ -	\$ -	\$ -	\$ (1,200.00)
31	Influencer Collaborations	\$ -	\$ -	\$ (200.00)	\$ -	\$ -	\$ -	\$ (200.00)	\$ (200.00)	\$ -	\$ (200.00)	\$ (200.00)	\$ -	\$ (1,000.00)
32	Website Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (2,000.00)	\$ (2,000.00)	\$ (2,000.00)	\$ (2,500.00)	\$ (2,500.00)	\$ (2,500.00)	\$ (13,500.00)
33	Recycled Materials	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (1,800.00)
34	Waste Management	\$ (2,500.00)	\$ (2,500.00)	\$ (2,500.00)	\$ (2,500.00)	\$ (2,500.00)	\$ (2,500.00)	\$ (2,500.00)	\$ (2,500.00)	\$ (2,500.00)	\$ -	\$ -	\$ -	\$ (22,500.00)
35	Event Costs	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ -	\$ (100.00)	\$ -	\$ (100.00)	\$ (100.00)	\$ -	\$ (100.00)	\$ -	\$ (800.00)
36	Community Partnerships	\$ (200.00)	\$ -	\$ (200.00)	\$ -	\$ -	\$ -	\$ (200.00)	\$ -	\$ -	\$ (200.00)	\$ -	\$ (200.00)	\$ (1,000.00)
37	POS System	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (1,200.00)
38	Legal & Regulatory Compliance	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)	\$ (18,000.00)
39														
40														
41														
42	Depreciation	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 366.67	\$ 4,400.00
43														
44	Total Operating Expenses	\$ (71,376.01)	\$ (40,526.01)	\$ (40,926.01)	\$ (40,526.01)	\$ (40,426.01)	\$ (40,126.01)	\$ (42,426.01)	\$ (43,126.01)	\$ (42,526.01)	\$ (39,440.01)	\$ (39,340.01)	\$ (39,240.01)	\$ (520,004.16)
45														
46	Net Income before taxes	\$ (57,576.01)	\$ (25,696.01)	\$ (25,696.01)	\$ (25,696.01)	\$ (25,821.01)	\$ (25,296.01)	\$ (27,421.01)	\$ (21,546.01)	\$ (20,946.01)	\$ (19,453.01)	\$ (19,478.01)	\$ (19,203.01)	\$ (313,828.16)
47	Taxes (Estimate)	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 2,941.67	\$ 35,300.04
48	Net Income	\$ (60,517.68)	\$ (28,637.68)	\$ (28,637.68)	\$ (28,637.68)	\$ (28,762.68)	\$ (28,237.68)	\$ (30,362.68)	\$ (24,487.68)	\$ (23,887.68)	\$ (22,394.68)	\$ (22,419.68)	\$ (22,144.68)	\$ (349,128.20)
49														
50														

Work Plan: Goals, Outcomes, & Methods

SMART Goal 1: Establish Purrfectly Sonny's brand identity and market positioning through marketing strategies.

Objective 1: Define Purrfectly Sonny's brand identity and target market.

Method 1: Conduct research and send our surveys to define the needs and wants of cat owners seeking comprehensive care.

Method 2: Define our unique selling propositions (USPs), values, and brand personality, using collected insights.

Method 3: Identify target consumers' demographics, psychographics, and purchasing behaviors, using collected insights.

Objective 2: Develop a comprehensive marketing plan.

Method 1: Outline marketing objectives with Purrfectly Sonny's business goals and mission.

Method 2: Determine marketing channels to reach our target audience most effectively.

Objective 3: Implement comprehensive marketing campaigns.

Method 1: Curate detailed and interactive marketing campaigns including social media content and other branding materials.

Method 2: Launch marketing campaigns across various forms of social media to study which is most effective.

Method 3: Monitor our campaigns and adjust our strategies based on consumer interaction or feedback.

SMART Goal 2: Gather insights and develop strategies to encourage dog owners to visit our cat store.

Objective 1: Research the dog market and owner preferences and behaviors.

Method 1: Send out surveys and social media polls targeted toward dog owners to gather insights on their purchasing behaviors and preferences.

Method 2: Conduct comprehensive research and study existing data on the dog market to identify trends and opportunities to attract dog owners to visit our store.

Method 3: Conduct interviews with dog owners to better understand their motivations and interests.

Objective 2: Develop marketing campaigns that are directly tailored to the dog community.

Method 1: Curate marketing content showcasing products or services that may appeal to dog owners.

Method 2: Launch dog marketing campaigns to highlight our unique offerings and the benefits dog owners will gain by visiting our store.

Method 3: Offer promotional incentives or discounts to encourage dog owners to visit our store, for example, having a “Dog Day” or 15% off.

Objective 3: Host and launch dog-friendly events and activities.

Method 1: Organize dog-friendly events and invite through social media and flyers around the city.

Method 2: Test our MVP and incorporate activities and products catered to dogs.

Method 3: Organize events with other dog storefronts within the area to expand our reach and gain new insights from partnerships.

SMART Goal 3: Curate and design the layout of our storefront.

Objective 1: Research successful storefront layouts and current pet stores.

Method 1: Visit pet stores and study the layout of their storefront. Determine what is successful and unsuccessful about each layout. Identify if there is room to innovate on these current models.

Method 2: Research design layouts in terms of traffic flow, product placement, and visual merchandising.

Method 3: Gather insights and feedback from potential consumers to better understand their preferences and expectations regarding the storefront layout.

Objective 2: Develop and implement our brand identity and theme for our storefront.

Method 1: Define key elements for our brand identity, including fonts, HEX codes, and other imagery.

Method 2: Curate mood boards using our branding and themes that align with our consumers' values and preferences.

Method 3: Collaborate with designers to curate branding materials such as signage or other visual displays.

Objective 3: Design a functional storefront layout.

Method 1: Sketch out floor plans and other blueprints for the layout and design of the storefront. Prioritize product placement and the convenience of navigation for consumers.

Method 2: Select lighting fixtures, display racks, shelving, and furniture that highlight our brand identity and overall aesthetic in the store.

Evaluation Metrics

To achieve my goals, the best way to keep myself on track is to follow my set goals and evaluate how successful my insights are. The evaluations below are to ensure that each of my goals is being met effectively.

SMART Goal 1: By June 30th, establish Purrfectly Sonny's brand identity and market positioning through marketing strategies. Curate a comprehensive marketing campaign and evaluate survey responses to determine which social media platform is best to reach consumers. We hope to solidify which channels to communicate best to our target audience. We will evaluate based on engagement through surveys and media content interaction.

SMART Goal 1: Evaluation				
<60%	60-70%	70-80%	80-90%	90-100%
No engagement	Little engagement	Moderate engagement	Good Engagement	Increased brand recognition
Inconsistent feedback	Poor response rate	Good response rate	Very good response rate	Exceptional feedback
Incomplete marketing campaigns	Okay feedback	Good feedback	Consistent high feedback	Full-blown marketing campaigns
No responses	A platform that has higher engagement than others	Moderate engagement across all platforms	High engagement across all platforms	Exceptional engagement across all platforms
One platform outperforms others				Excellent response rate

SMART Goal 2: By July 31st, gather insights and develop strategies to encourage dog owners to visit our cat store. Research and conduct surveys and social media polls to better understand how we can attract dogs and dog owners to our store. Also, launch dog-related marketing campaigns. Lastly, test our MVP on this target market and hold events catered to dogs.

SMART Goal 2: Evaluation				
<60%	60-70%	70-80%	80-90%	90-100%
Less than 20 responses in surveys or polls	30-40 responses on surveys/polls	50-60 responses on surveys/polls	100-150 responses on surveys/polls	Over 200 responses on surveys/polls
Less than 20 social media engagements or interactions	30-40 social media engagements	50-60 social media engagements	100-150 social media engagements	Over 200 social media engagements
Less than 10 attendees at the event	Less than 20 attendees at the events	30-40 attendees at the events	50-100 attendees at the events	Over 150 attendees at the events

SMART Goal 3: By July 14th, curate and design the storefront layout. Research other stores and determine what makes their layout successful, as well as consumer preferences. Develop our brand identity through key elements, mood boards, and collaborating with designers. Map and sketch out floor plans highlighting the importance of convenience for our consumers.

SMART Goal 3: Evaluation				
<60%	60-70%	70-80%	80-90%	90-100%
Less than 3 pet store visits; less than 5 consumers surveyed	3-5 pet store visits; 10 consumers surveyed	5-7 pet store visits; 20 consumers surveyed	8-9 pet store visits; 30 consumers surveyed	Over 10 pet store visits; over 40 consumers surveyed
Less than 1 mood board curated	1-2 mood boards curated	2-4 mood boards curated	4-5 mood boards curated	Over 6 mood boards curated
Less than 1 layout option is presented to consumers	1-2 layout options are presented to consumers	2-3 layout options are presented to consumers	3-4 layout options are presented to consumers	5 or more layout options presented to consumers

Milestones and Deliverables

Milestone	Audience	Deliverable	Purpose
First Day of Week 1 Milestone #0 Date: June 23, 2024	Review Committee/Colleagues	Revised work plan	Present updated work plan for execution and alignment with objectives.
Last Day of Week 2 Milestone #1 Date: June 30, 2024	Potential Customers Review Committee/Colleagues	Branding and marketing strategies	Gain insights from consumers on branding and marketing strategies.
Last Day of Week 3 Milestone #2 Date: July 7, 2024	Potential Customers Review Committee/Colleagues	Social media pages curated	Launch social media pages and establish our online presence to engage with customers.
Last Day of Week 4 Milestone #3 Date: July 14, 2024	Potential Customers Review Committee/Colleagues	Storefront layout design	Gain insights from consumers to present a finalized storefront layout design to ensure optimal customer experience.
Last Day of Week 6 Milestone #4 Date: July 28, 2024	Review Committee/Colleagues	Income statement	Present financial performance through projections and assess project viability.
Last Day of Week 7 Milestone #5 Date: August 4, 2024	Potential Customers	Perform our MVP: Pop-up at Forsyth Park	Gain insights and strategies to encourage dog owners to visit.

Project Challenges

Niche Market

Since we are a company that solely caters to cats, cat owners, or enthusiasts, we may have challenges with limited awareness or interest. As we have been surveying potential consumers, many cat owners are very interested, but would they fly out to Savannah, GA, to buy our products? By catering to a niche market, we must ensure that there is a clear demand and want by cat owners within the Savannah area. To retain our customers, we plan to hold community events as well as offer discounts and trials of our products. Although it is a challenge, we feel that it is one we can overcome, especially when expanding.

Limited Budget: Need for Fundraising/Capital

As we are starting up, we must continuously find new ways to fund our project. We may run into unexpected expenses or higher costs than we originally projected. To combat this, we can look for ways to cut costs and reallocate funds where it is necessary. We need to foster funding sources such as crowdfunding, angel investors, or partnerships. We can also hold more community-based events to help ensure we are profitable through our business operations and endeavors.

Limited Resources: Recycled/Refurbished Materials

As our products are sustainable and eco-friendly, we must ensure that we are procuring enough materials to push out our manufacturing processes. Through community trash pick-up events and visits to the local Goodwill or Salvation Army, we

can directly obtain raw materials. When business starts to pick up we must foster relationships with sources that can maintain our raw material procurement. We must have enough raw materials to carry out our business processes. If we run into the issue of not having enough materials sourced, we may have to purchase from an outside source.

Quality Control and Product Consistency

As we are testing our products, it is imperative to ensure that they are quality and durable. With this, we must have great relationships with our manufacturers. We want to ensure that there is consistency across all our products and address any issues or concerns that may arise. We must work closely with our suppliers and address any quality or performance issues that arise. With this, it is a priority to continuously monitor customer feedback and to act quickly to resolve any issues at hand. By doing this, we can further strengthen our consumers' trust and loyalty.

Inventory Management

It is hard to understand the full scope of which products will be most popular among consumers. We must hire a team of experts in inventory management or implement a system. We must ensure that we keep track of inventory levels and ensure that there are enough products in stock to ensure customer satisfaction. By conducting regular inventory audits, we will ensure that we can effectively forecast and predict demand to adjust inventory levels.

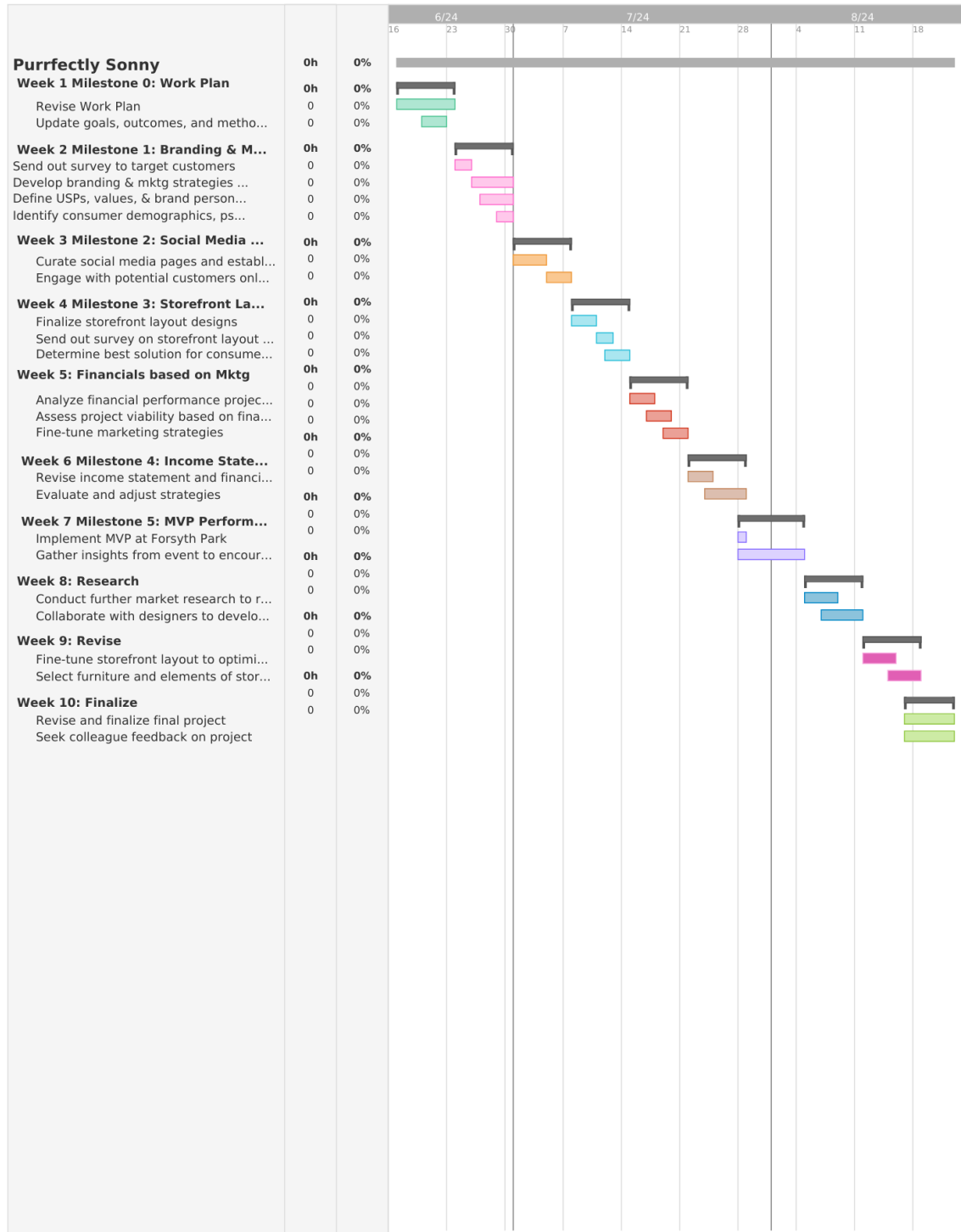
Project Future/Continuity

Following the final project submission, we hope to raise funds on our own through community events, collaborations, and partnerships with popular small businesses, freelancers, and artists. After at least six months of obtaining our funding and solidifying our business model and practices. We hope to launch a small product line of cat toys that are made from refurbished material obtained at a second-hand or thrift store. Then, we will test our MVP once again with these products and adjust our model based on customer's likelihood to purchase with us in the future. Next, we want to pitch our idea and speak with any investors or advisors for any assistance. After obtaining funding through an investor, we will hold a board meeting to discuss the next steps and relationships to be obtained. Following this meeting, we will need to establish ourselves as a business in Savannah.

Next, we will acquire a storefront space that meets our needs in terms of our storefront design layout. Next, we will work with local farmers and cat health experts to begin curating our cat food line. With the procurement of our materials and funding, we can start to unfold our business plan. The next step is to seek staff who share the same goals and values as our company. We want to hire only the best employees who love what they do and enjoy the job. After at least 2-3 years of fully running as a brick-and-mortar in Savannah, we want to start pivoting to implement an e-commerce platform. By implementing e-commerce, we can reach thousands of new customers and cat lovers. Overall, we hope to pursue Purrfectly Sonny as a start-up after obtaining funding and are following advice from our board members, as their opinions mean the most to us at this time.

Attachment A: GANTT Chart

teamgantt
Created with Free Edition



Attachment B: Working Bibliography

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Attachment C: Final Project Documentation

1. Executive Letter
2. Title Page
3. Table of Contents
4. Week 1 Deliverables (June 17th - June 23rd)
 - a. Revised Business Plan
 - b. Updated Goals, Outcomes, & Methods for Brand Identity & Market Positioning
 - c. Mood Boards for Brand Identity
5. Week 2 Deliverables (June 14th - **June 30th**)
 - a. Branding and Marketing Strategies
 - b. Defined USPs, Values, and Brand Personality
 - c. Identified Target Consumer Demographics, Psychographics, and Purchasing Behaviors
6. Week 3 Deliverables (July 1st - **July 7th**)
 - a. Curated Social Media Pages
 - b. Online Presence
 - c. Engagement with Potential Customers on Social Media Platforms
7. Week 4 Deliverables (July 8th - **July 14th**)
 - a. Finalized Storefront Layout Design
 - b. Feedback on Storefront Layout from Potential Customers
 - c. Mood Boards for Storefront Design
8. Week 5 Deliverables (July 15th -July 21st)

- a. Analyze Financial Performance Projections
 - b. Assess Project Viability Based on Financial Performance
 - c. Fine-Tune Marketing Strategies Based on Financial Analysis
9. Week 6 Deliverables (July 22nd - **July 28th**)
- a. Revised Income Statement
 - b. Adjust Strategies if Necessary
 - c. Preparation for MVP Event (at Forsyth)
10. Week 7 Deliverables (July 29th - **August 4th**)
- a. Implement MVP
 - b. Gathered Insights & Strategies from MVP Event
11. Week 8 Deliverables (August 5th - August 11th)
- a. Market Research to Refine Marketing Tactics
 - b. Collaborations with Designers for Branding
 - c. Completed Mood Boards for Storefront Design
12. Week 9 Deliverables (August 12th - August 18th)
- a. Solidified Storefront Layout with Optimized Customer Flow
 - b. Selection of Fixtures, Shelving, and Other Furniture
13. Week 10 Deliverables (August 17th - August 22nd)
- a. Final Presentation & Submission
 - b. Final Adjustments to the Project Based on Feedback & Other Outcomes