



Purrfectly  
**SONNY**

RORI BISZANTZ | FINAL REPORT | LEAD 749

# Executive Summary

This report represents the findings and analysis from our ten-week project aimed at innovating our business model and assessing market opportunities, fostering relationships with potential consumers, defining our brand, and curating our storefront and products. Our initial assumptions were based on our original work plan completed in Spring '24 LEAD565. Within our business model innovation, each of our hypotheses was validated. We hypothesized that cat owners would utilize tiered pricing (seasonally), partners would want to gain growth in their own market, and that time is money—cat owners value saving both.

Our market opportunity analysis revealed minimal shifts in our understanding of market size, customer preferences, and the competitive landscape. We discovered that fixed pricing is preferred by cat owners, while tiered pricing may be more appealing to dog owners and for seasonal product promotions. These insights have shifted our revenue model in terms of increased revenue and operating expenses during holiday promotions.

In terms of goals and objectives, our project achieved a high level of success, with most goals being met and exceeded. Specifically, in Milestone 3, we gained insights into design, finance, and consumer preferences. On a scale of 1-10, we rate our project an 8. This score reflects our strong performance, though with room for improvement in time management and resource allocation.

Overall, this project has provided valuable insights and has led to the future implementation of actionable strategies. Moving forward, we recommend refining our dog consumer engagement strategies and exploring additional revenue streams to capitalize on market opportunities.



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# Final Report



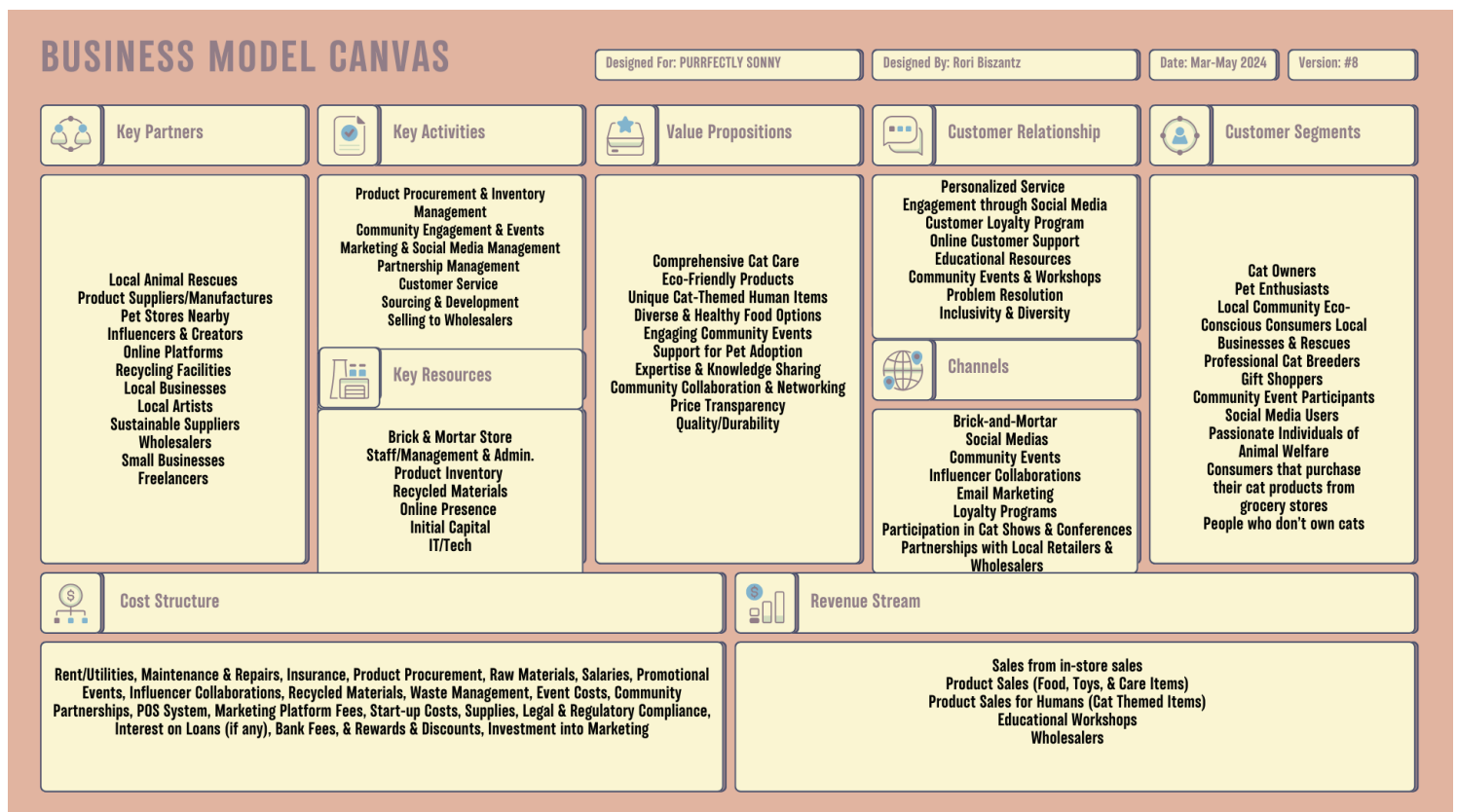
# Business Model Innovation

# Business Model Innovation

## Overview

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.

## Business Model Canvas



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.

## Changes

Throughout the past ten weeks, we have been able to directly understand how feasible our business venture is. To become and retain success, we must foster deep bonds with our customers. We want to feel like a part of their everyday life. With this, we will continue our consumers to engage in our surveys for further research. Within our revenue stream, it is imperative that we host community lead events, and foster new ways of including the dog community. To retain dog customers we can launch seasonal product lines and community events, catered to dogs. Overall, our business model hasn't changed much over the past weeks, but we have come to understand our biggest strengths as a company.

## Test Cards

Test Card

Strategyzer

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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Our hypotheses were validated, but not in the way we anticipated. Originally we thought cat owners would prefer tiered pricing, especially when running specific product lines. Through our research, we found that cat owners prefer a fixed pricing model. The cat owners suggested this type of pricing be used when we are running promotions for dogs and dog owners.


We decided to send out a survey to consumers questioning their spending habits as a pet owner and what influences their decisions the most. We also questioned them on their preferred pricing model. Many respondents prefer fixed pricing, so we decided that tiered pricing might entice dog owners when running product lines seasonally.

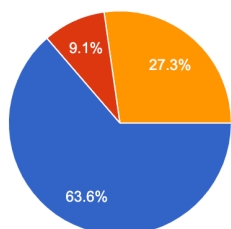
Ultimately we decided to utilize the tiered pricing model for dog and dog owners.

## Tiered Pricing Strategy

What pricing model would you prefer for Purrfectly Sonny's products?

11 responses


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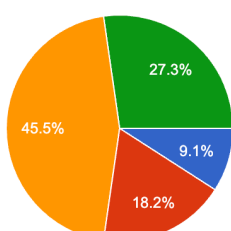


Pricing Model	Percentage
Fixed prices for each product	63.6%
Subscription-based model for regular delivery of cat products	9.1%
Tiered pricing based on product features or quality	27.3%
Pay-what-you-want model (donations)	9.1%

How much would you be willing to pay for a premium cat product from Purrfectly Sonny? (Please select one)

11 responses

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Willingness to Pay	Percentage
Less than \$10	9.1%
\$10 - \$20	18.2%
\$20 - \$30	45.5%
\$30 - \$40	27.3%
More than \$40	9.1%

4

Our hypotheses were validated as potential partners showed great interest in future collaborations. These collaborations would include product lines, marketing campaigns, community events, and so much more!

Our process was a survey sent out to potential partners in Savannah, many of them being entrepreneurs.

Our partners want to gain financially and grow within their own market. By prioritizing partnerships, we can further expand our market reach, as well as assist other local companies to do the same.

Our partners would vary from artists, local businesses, big corporations, farmers, etc.,

## Test Card

Partner Engagement

May 12, 2024

Rori Bizantz

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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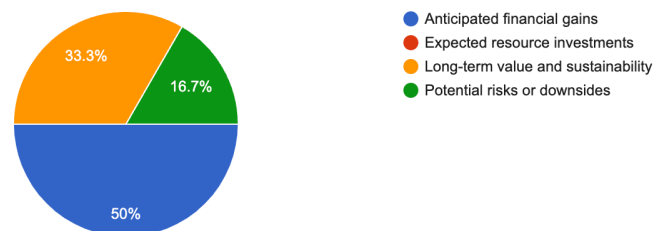
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## Partner Engagement

Could you provide insights into the potential costs and benefits associated with forming a partnership?

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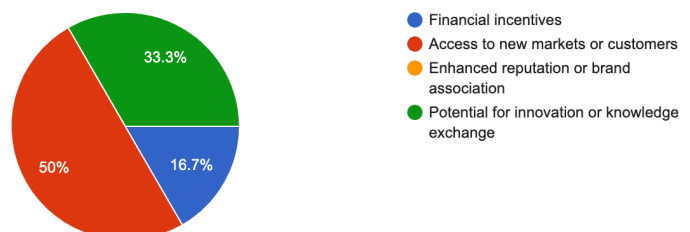
6 responses



What incentives would encourage you to enter into a partnership?

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6 responses









# Market Opportunity Analysis

# Market Opportunity Analysis

## Overview

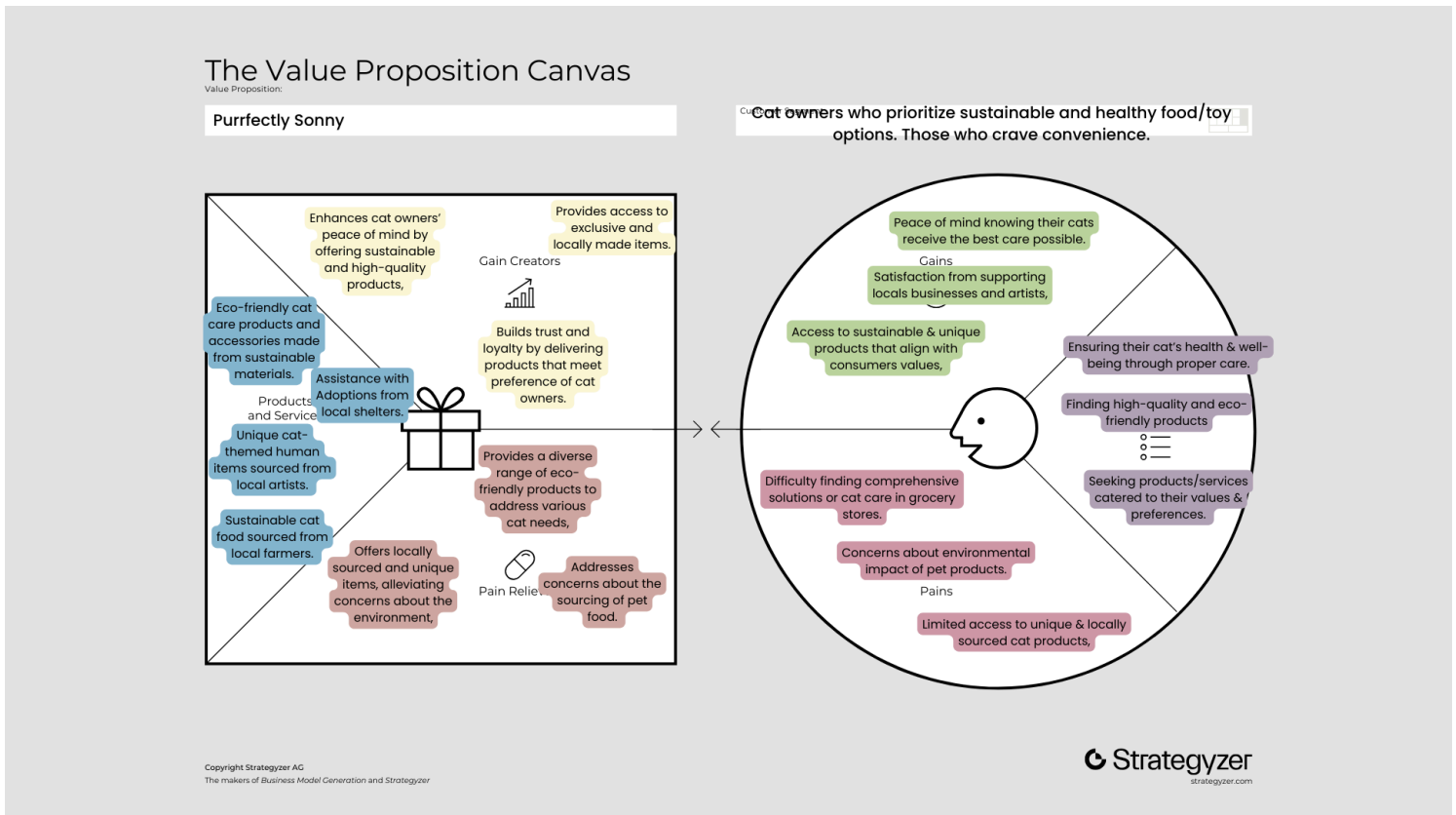
When entering a pet store or retail store, have you ever noticed the gap in the market between cat and dog products? Or the vast amount of products on the shelves, but unsure which has the best ingredients? Purrfectly Sonny has and is ready to address and solve this issue.

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 are been many cat cafes, but not many brick-and-mortar stores. Purrfectly Sonny is ready to be that change.

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# Target Customer Segment



Closely looking into our value proposition canvas, we address customers' pains of having difficulties finding sustainable and healthy products by offering such ones. 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.

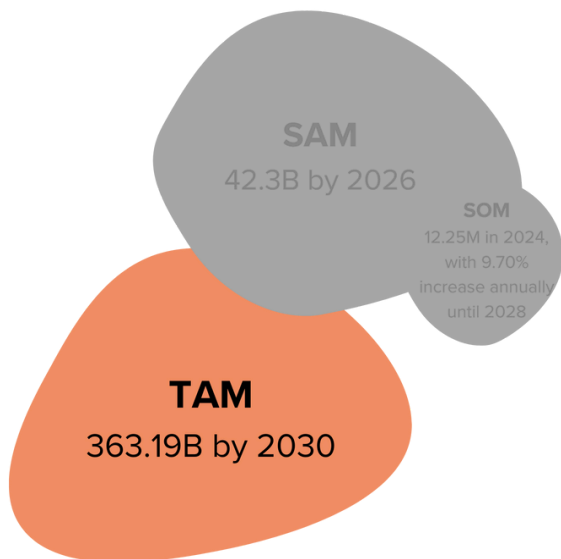
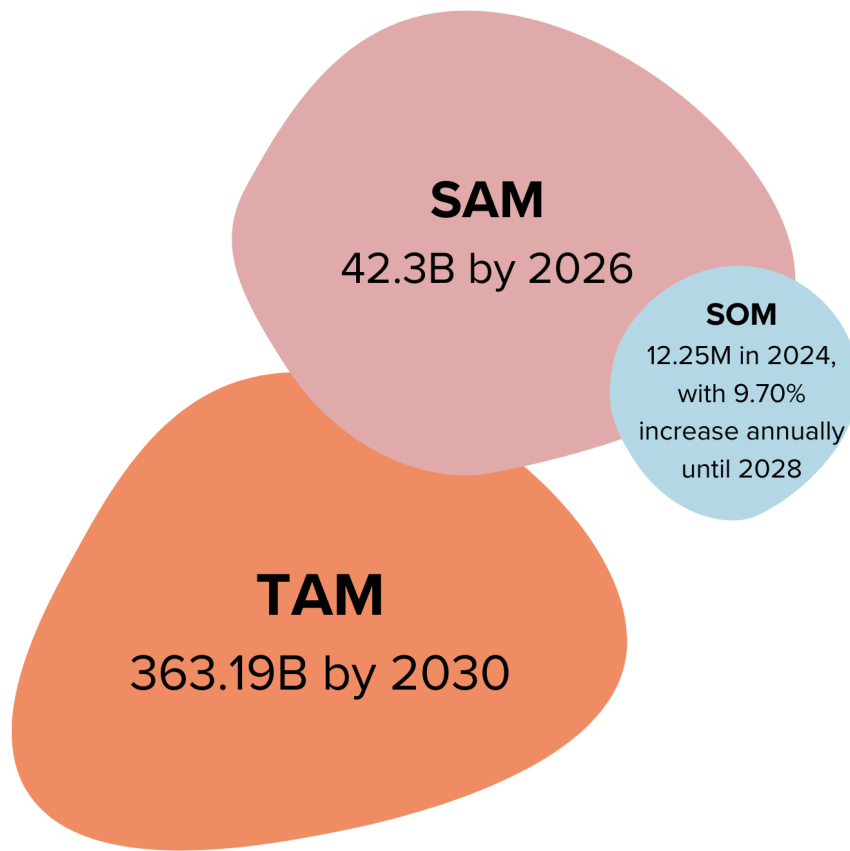
By offering products that are high-quality and sustainable, consumers can have peace of mind when it comes to their cats' care. Overall, within our value proposition canvas, we are directly serving the cat community in terms of their needs and wants.

## Changes

By implementing seasonal dog product lines and events, we will need to foster relationships and gain insights into the dog community. With this, we will be able to comprehensively understand what will directly drive these consumers to our store. Within our target customer segment, we will need to adjust for these changes, seasonally. Overall, incorporating dog products will not hinder our business financially, we will just need to hire dog and cat experts from start-up.

# 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 ample amount of opportunity for our cat store to flourish.

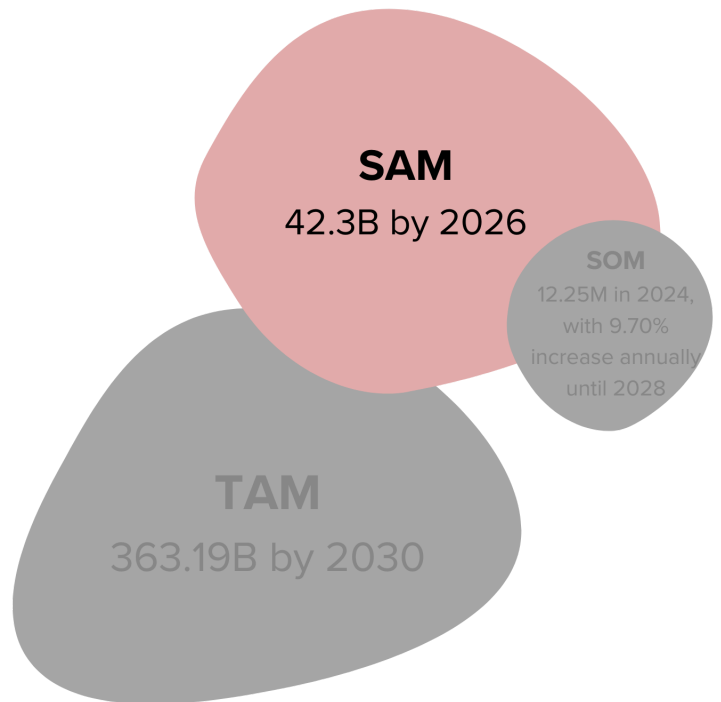
With Purrfectly Sonny, we offer comprehensive solutions to care for your cat. This includes but is not limited to, cat toys, food, treats, beds, accessories, and cat-themed human items.

# 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.

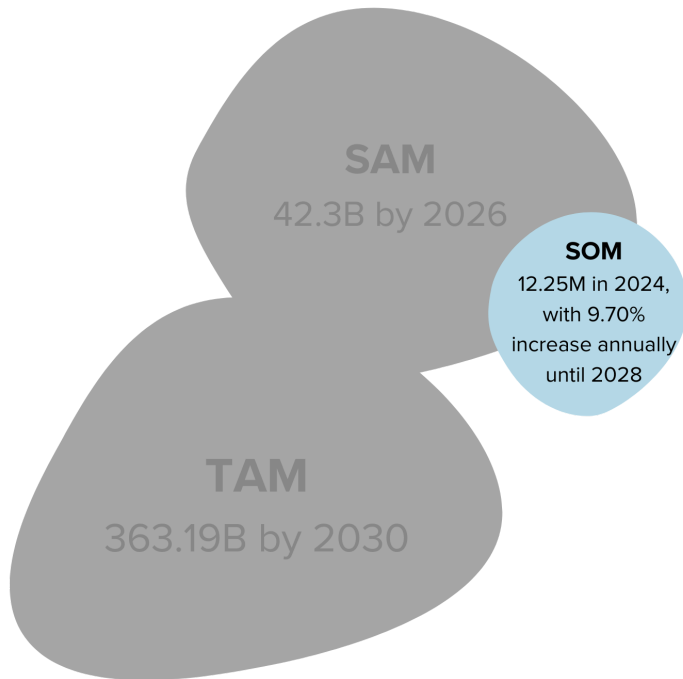
To gain market share, many of these companies have invested in more organic options to align with the needs of the cat market (Fact.MR).



# 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.



## Changes

We will need to expand our market size seasonally to dog owners. We plan to work closely with a local dog boutique to gain insights from their experiences and customer engagement. Since we are still a functioning cat company, we must prioritize the cat market over dogs, to close this gap and hopefully sell some of our products to big-name stores, like PetSmart.



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  $CAC: \$10,000/100 = \$100/customer$ .

### Calculations of Customer Acquisition Costs (CAC)

## Changes

Through the past ten weeks, we have come to understand that our company will be more successful than we initially predicted. Rather than our customers having a CAC of \$10,000, it would be \$20,000. Considering our events, social media, and trends we can directly place ourselves to make more money with customers. Proving this, our loyalty program is projected to have at least 200 subscribers in the first month!

## 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.

**Calculation:  $(50 \times 3 \times 5) - 100 = \$650$**

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.



## Changes

After the past ten weeks, through our research, we have come to understand that we will have many loyal customers. We are already projecting at minimum of 200 subscribers to our loyalty program in the first month. With this, since our CAC has changed, so has our LTV. We are projecting a 50% increase from our initial projections. Our new LTV would be \$1,300.

## Direct Competitors

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 Competitors**

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 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.

## **Changes**

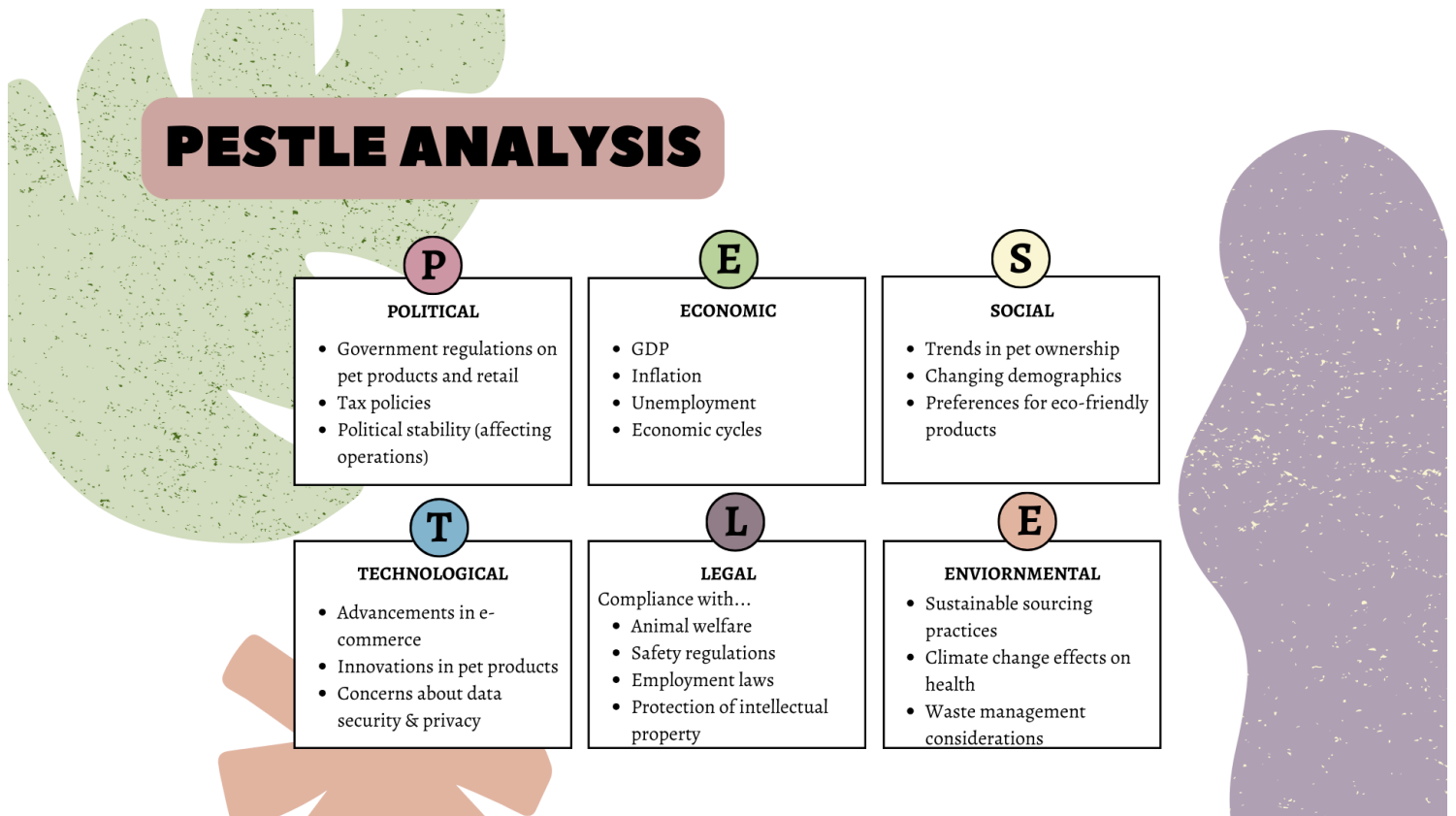
Our competitors stayed the same through the last ten weeks. As we are starting out, our biggest competitors will be pet stores within the local community. This could be local businesses or big retail stores. Most importantly, we will be in the Savannah community with our own storefront. Our biggest competitors initially will be surrounding pet shops. For instance, if we are to rent a storefront on



Broughton, we will have more competition. If we are to rent a storefront near the Eastern Wharf, we won't have competition, as this area is up and coming.

Overall, our competition will directly rely on our location, customer engagement, and retention.

# 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 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 be the end of 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.

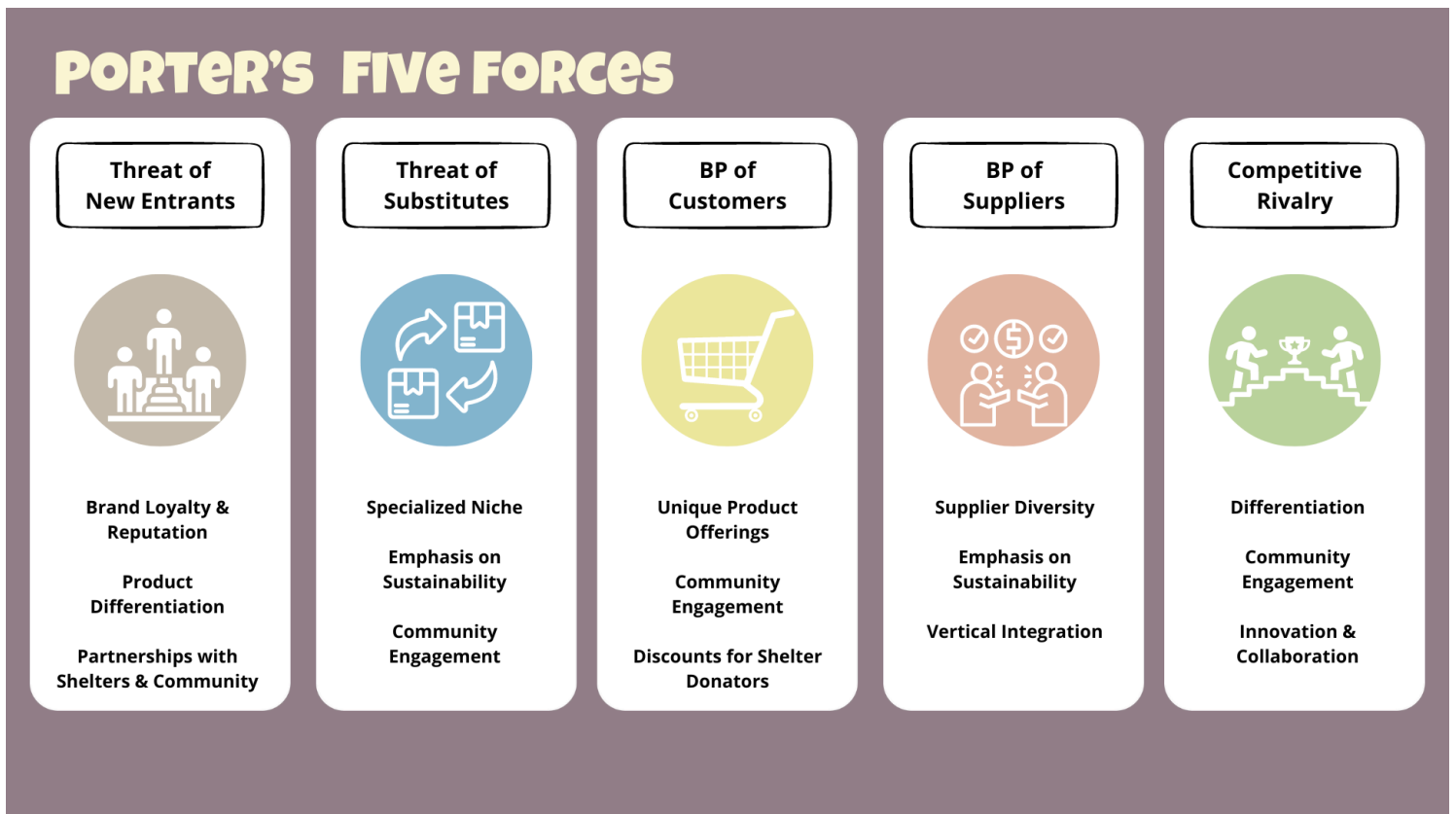
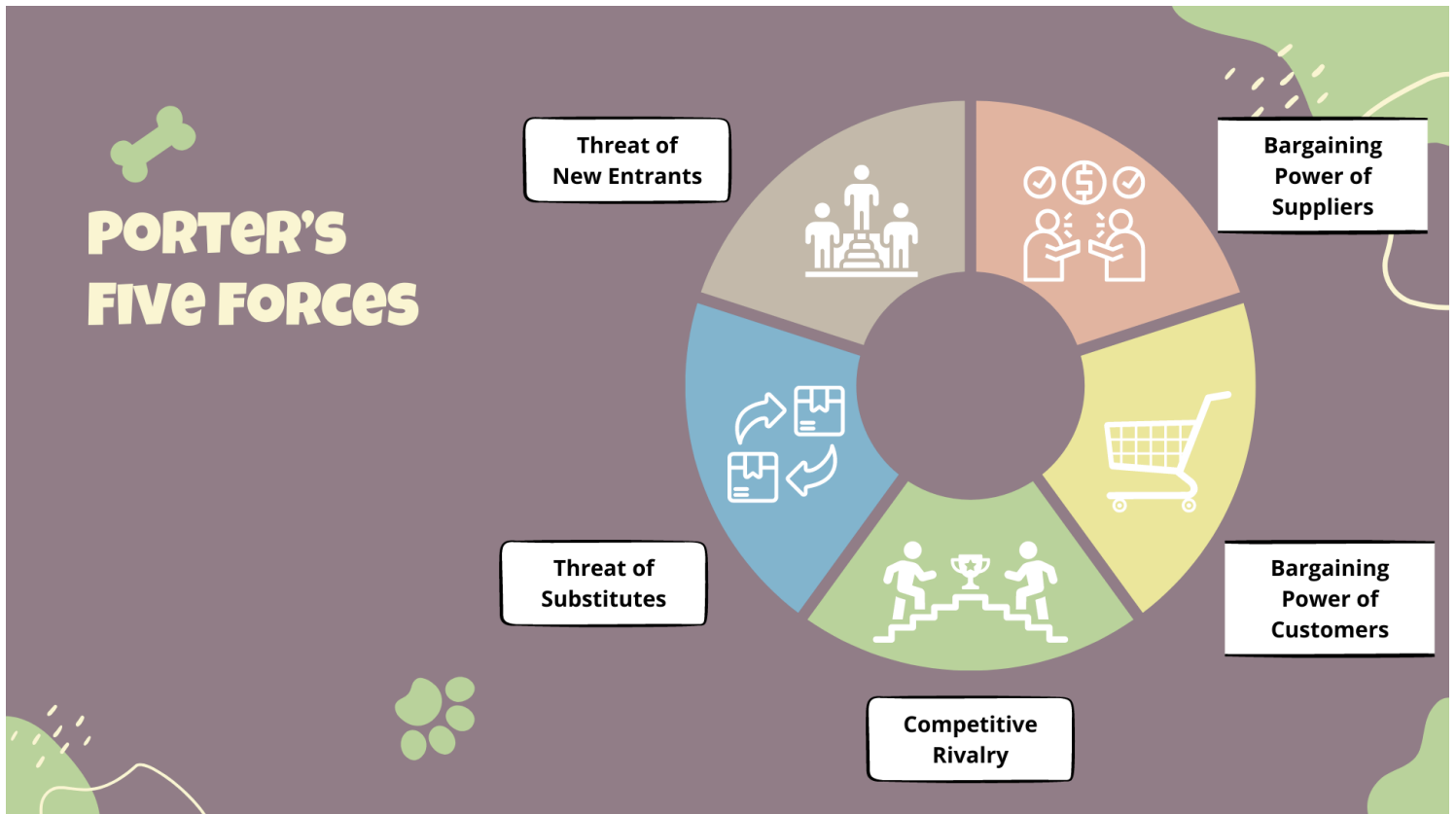
## Changes

There have been no changes to our PESTLE Analysis. Fortunately, over the past ten weeks, we have been able to identify which points to highlight.

We must be informed and up to date on environmental compliances. As our business runs on sustainability, we must ensure that we keep this at the forefront of our business. When cash gets low, it is imperative that we don't stray to cheap and harmful substitutions. It is imperative to be truthful to your consumers and ourselves as well.

## 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, we can set ourselves apart from them with our consumer's 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 also are 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 fully being aware and proactive in making a change within the environment. Lastly, many companies, specifically big-box retailers don't engage within 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.

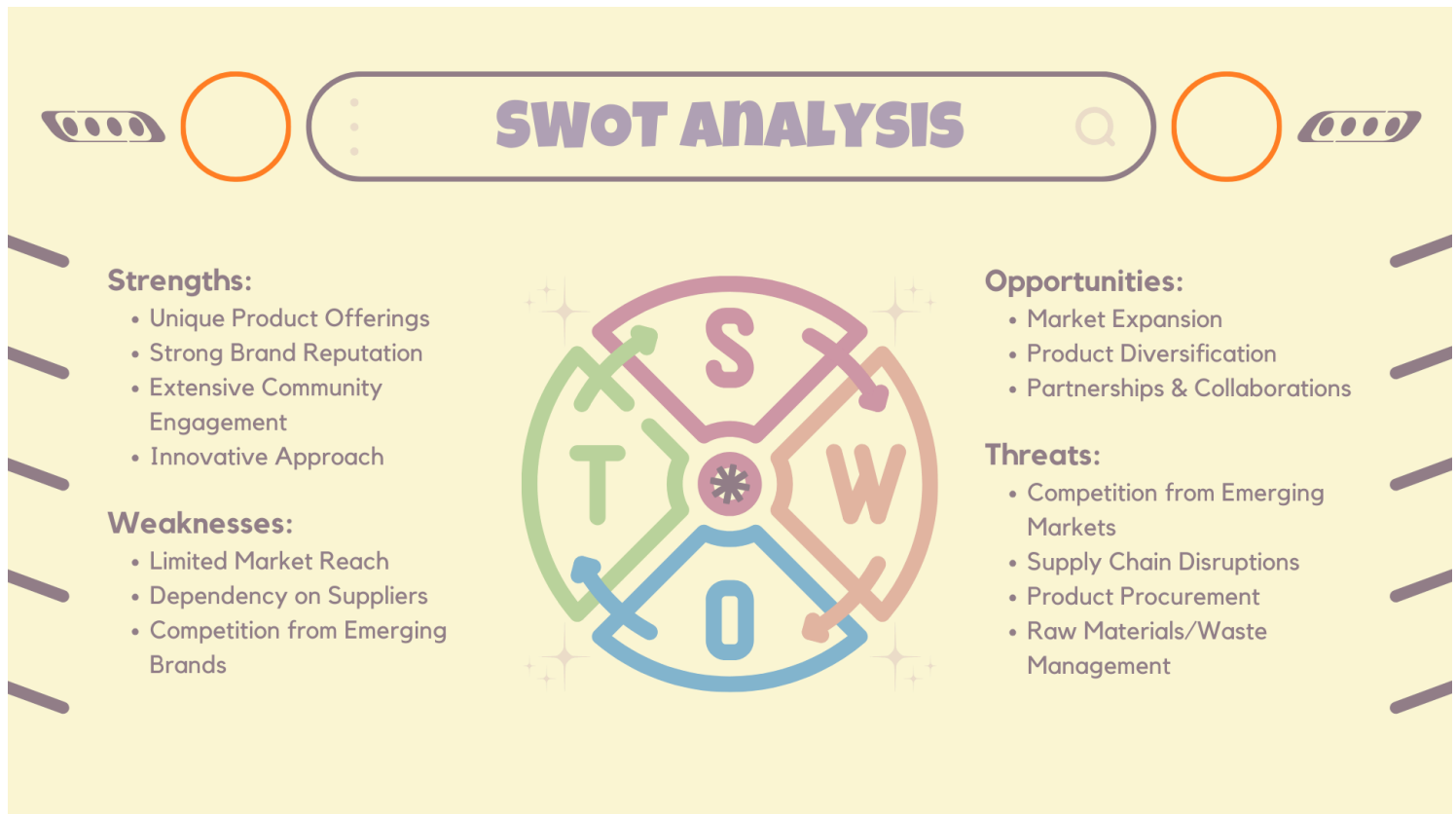
**Competitive Rivalry:** We set ourselves up to stand out from our competitors with our product differentiation and usage of healthy and sustainable options. In comparison to our competitors, we are highly engaged within the community and its events. On the contrary, many big corporations and businesses 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.

## Changes

With sustainability and consumers pivoting their purchasing behaviors to more environmentally friendly brands, we must be prepared for new entrants into this market. With innovation through supplements, toys, and other alternatives, the pet market is highly competitive. Many companies want to be the first to innovate and engage new consumers. At Purrfectly Sonny, we must remain ahead of the game, constantly innovating and prioritizing our impact on the environment.

# SWOT Analysis

Within our SWOT analysis, we have highlighted the most important factors to consider when carrying out business operations. By utilizing our SWOT analysis, it 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 consumer's 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 in line to achieve a strong brand reputation. Lastly, our strengths also lie within 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 our company has 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 with 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 pet's 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.

## Changes

Over the past ten weeks we have been able to identify each our our strongest and weakest points as a company.

Our biggest strength: Product Offerings

Our biggest weakness: Market Share

Our biggest opportunity: Community events and partnerships

Our biggest threat: New entrants into the market

## 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 also will 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.



# **Goals, Objectives, Methods, & Evaluation**

# Goals, Objectives, & Methods Evaluation

## Performance Assessment

### SMART Goal #1

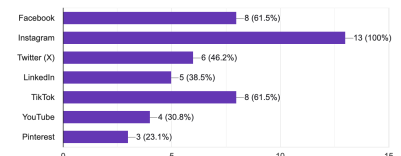
By June 30th, establish Purrfectly Sonny's brand identity and market positioning through marketing strategies. Curate a comprehensive marketing campaign and evaluate survey responses to determine which social media platform is best to reach consumers. We hope to solidify what channels to communicate 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 #1

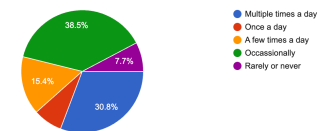
Which social media platforms do you follow or engage with brands? (Select all that apply)

13 responses



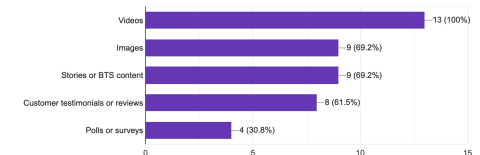
How often do you engage with brands' content on social media?

13 responses



What types of content do you find most engaging from brands on social media? (Select all that apply)

13 responses



I found this goal to be very successful through my research. Within my [survey](#), I asked respondents which social media platforms they engage with the brand most on, the frequency of their engagement, and what



content is most compelling. With the data collected, I posted my first social media campaign focused on sustainability and brand establishment.

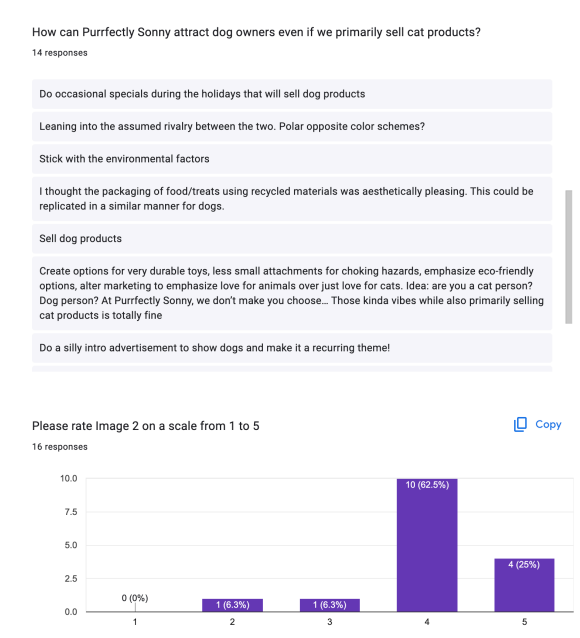
Survey responses enabled me to understand what content and where you post it is imperative to reach your target market. As our account gains more followers, we will pursue more marketing campaigns aligned with these responses.

Overall, I would give myself a 9 on this goal. The content I created and the relationships already fostered have been very successful. The only reason I won't give myself a 10 is due to a lack of engagement on my social media pages.

Once I have a physical product line or prototype, I feel that engagement will be boosted dramatically. This goal has enabled my final project to be successful as my potential customers have retained loyalty through surveys curations of social media pages, and overall interest/support.

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 #2

Our evaluation metrics were a bit off. When creating this table above, we should have lowered the number of responses, engagements/interactions, and attendees due to not having prototype products, and a storefront. Many of our survey respondents were very loyal from start to finish during our research process, which is why we believe that customer retention and loyalty will not be a problem. Due to not having prototypes ready, we were not able to test our MVP the way we planned. Rather than performing it

at Forsyth Park Farmers Market, we conducted a survey. The survey gave us great insights into what products we should or shouldn't make.

We gained insights into dog owners within our [prototype survey](#). Many respondents suggested hosting events and curating product lines seasonally for dogs. Although we didn't meet the standard we set over ten weeks ago, we gained great insights from our current potential consumers.

On a scale of 1-10, I would say this goal was a 7 since we weren't able to perform our MVP the way we planned to. Overall, the insights we gained were worth the hiccup.

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 floorplans 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

SMART Goal #3



This goal is the one I consider the most successful. I put a lot of time and effort into curating five potential floor plans and six potential mood boards. Within my [survey](#), I included each floorplan and mood board and had respondents rate them on a scale of 1-5. The work paid off, especially in the survey responses. It wasn't hard for me to analyze the data collected to determine which option would be the best to attract consumers. I didn't quite meet 100% responses in terms of the table above. The insights gathered paid off in the end to curate a space.

On a scale of 1-10, I would give myself a 10 on this goal. My assumptions were validated and I gained insights into what type of design would appease cat owners, as well as the cats themselves.



# Project Review

# Project Review

Overall, I followed the syllabus plan I created last quarter very meticulously. I knew that my business venture wasn't ready to start up just yet due to not having any product prototypes physically created. I decided to use this quarter to truly find out what drives my potential consumers, redefine my business goals, and solidify my priorities as a business.

I did feel scope creep at the time when I couldn't test my MVP in the way I wanted to. I wanted to have drafted prototypes to present to potential customers at the Farmers' Market. I feel that I would have gained more diverse insights this way. Fortunately, I was able to gain insights by conducting a survey. Moving forward, I will work to foster more natural and diverse relationships with potential customers.

I was able to meet my established milestones on time. I achieved this by utilizing my free time towards the beginning of the quarter. I knew that my milestones would be time-consuming and I would need to analyze insights collected almost each week. I also knew that by starting a full-time job halfway through the quarter, I would need to utilize any free time I had. The first week, I decided to get all of my "content" done. This included content I created and questionnaires to surveys and research I conducted on my own. Then, when the week the milestone was due approached, I sent out the survey and any content I created. By Sunday, I would compile my insights into a document and turn it in for review.

With this process, it enabled me to not worry or feel behind on my work because half of it was done prior. It allowed me to have more time to plan what I wanted to do moving forward.

I believe my project management approach was very effective and efficient as I exceeded my own expectations with the deliverables and insights I was able to gain in ten weeks. If I had a team alongside me during this process, I think we would all be very proud of the outcome of this project. Working these past ten weeks has made me very confident that if I had a team with me, my business venture could be closer to start-up.

There was room for improvement within my marketing department. I wish I had curated a few more posts and scheduled them weekly. This would have enabled me to schedule them ahead of time and hopefully gain more insights and reach more potential consumers. Moving forward, I will ensure that I curate content that is engaging and "on trend" to reach as many individuals as possible. When starting up we will definitely put aside more of our budget to marketing as it is imperative before we open our stores.

The most pivotal moments of my project were the first few weeks of content work. Without that time and effort, my project would not be anywhere near where it is today. I felt inspired by myself each time I crossed anything off my list. This process enabled me to have so much confidence in myself to keep pursuing and not stop.

Throughout the next weeks, it was easier for me to establish better practices toward my next goals. The only thing I regret about this pivotal time is that I didn't utilize it to curate prototype products. Looking back, this moment would have been more than pivotal.

I stayed true to my plan from milestone 1 through milestone 4. When milestone 5 approached, I knew I was behind on curating a product prototype. I didn't purchase a sewing machine, reusable or recycled materials, or design cuts. When the week of milestone 5 deliverable approached, I had to pivot my initial plan. I decided to conduct a survey to gain insights rather than human-to-human interaction. I gained amazing insights, some I hadn't heard before, so it gave me confidence that it enabled me to move forward, just not as far ahead.

If I had to start over, I would curate my product prototypes early. I would also encourage anyone taking this course in the future to follow my process and utilize the first few weeks as they feel less daunting than the last. I think it is very important to remember that you can pivot your plan and ideas at any time, just as long as you are striving to gain the same level of insights throughout the process. Overall, this process has given me the confidence to pursue this venture in the future. I hope my colleagues I have met at SCAD will one day want to work with Purrfectly Sonny!



# **Deliverables Appendix**



# Milestone # 1

# Marketing Campaign Implementation Plan

Purrfectly Sonny



Prepared by: Rori Biszantz

Date prepared: Jun 30, 2024

## Campaign Specs

### OVERVIEW

Campaign Name	Sustainably Yours
Campaign Summary	Campaign directed towards our commitment to eco-friendly and sustainable options that are affordable. We aim to engage with our target audience and establish our brand identity.
Team Leader	Rori Biszantz

### CAMPAIGN OBJECTIVES & KPIs

Objectives	Key Performance Indicators
Roll out a successful loyalty campaign	Achieve at least 100 followers when curating social media pages
Increase user base each month	Observe a 15% rise in engagement by July 30
Enhance brand awareness and engagement	Curate Instagram and TikTok social media pages



# TARGET AUDIENCE

Demographic Traits	Age: Majority 18-24  Gender: Female Prominent but Men are represented as well  Ethnicity: All  Employment Status: Full-time or Part-time
Habits	Engage with brand on social media daily, have much love for cats and the environment.
Goals	High quality products priced fairly, prioritize sustainability, engage with brands that have a strong social impact and offer a personalized experience.
Engagement	Participation in brand activities such as polls or giveaways.

# MESSAGING STRATEGY

## Message Delivery Plan

Main Message	Communication Objectives	Delivery Plan	Notes
Choose Purrfectly Sonny for high-quality, eco-friendly products that make a positive impact on the planet.	Sustainability  Promote Giveaways or contests  Engage and Educate  Build identity	Social Media: Instagram and TikTok  Content: Videos, images, BTS content  Posting 1-3 posts each day  Email Marketing	Tone: authentic, positive, and inspiring  Visuals: Determined by next weeks surveys



## Milestone # 2

# Social Media Curation, Posting, & Engagement

This week I curated my social media pages on TikTok and Instagram. I followed individuals who have been completing my surveys along with locals of Savannah. I will be posting our sustainability campaign next week with polls and establishing our identity.

**TikTok:** @PurrfectlySonny

**Instagram:** @PurrfectlySonny

**Campaign Date:** July 7, 2024

## Tracking Our Audience

- ☐ Need 100+ Followers for some Analytics Features.
- ☐ Integrate polls within stories.
- ☐ Engage with current followers.
- ☐ Use SEO optimization and hashtags to encourage others to visit our pages.

## Social Media Posts



### Instagram Feed Post

- Caption: Introducing Purrfectly Sonny: Our vision for a cat-centric company! 🐱🌿 We're working on offering natural and organic treats, food options, and recyclable toys. We also aim to support local adoptions and host community events. Join us on our journey to make this dream a reality for our feline friends! 🌟
- Hashtags: #CatLovers #SustainableLiving
- Engagement: 19 Accounts Reached, 10 Accounts Engaged. (78.9% Followers & 21.1% non-Followers)



### Instagram Feed and TikTok Video Advertisement

- Caption: 🐾🐱🐾
- Hashtags: #SustainablyMade #CatLover #Cat #Savannah #Scad
- Engagement: 19 Accounts Reached. (63.2% Followers & 36.8% Non-Followers.)

### TikTok Video Advertisement

- Caption: Introducing Purrfectly Sonny: Our vision for a cat-centric company! 🐱🌱 We're working on offering natural and organic treats, food options, and recyclable toys. We also aim to support local adoptions and host community events. Join us on our journey to make this dream a reality for our feline friends! ☀️
- Hashtags: #CatLovers #SustainableLiving
- Engagement: 158 Views and 5 Likes.



### Instagram Feed Post

- Caption: Let your feline friend tap into their luxurious side at Purrfectly Sonny ☁️🐾🐾
- Hashtags: #Savannah #CatMemes #CatLover #CatLife #Cats\_Of\_World #Cats #LocalBusiness #SmallBusiness #AdoptDontShop #Donate #KittyCat #Kitty
- Engagement: 17 Accounts reached and 4 Accounts Engaged (70.6% Followers & 29.4% Non Followers )



#### Instagram Story Post

- Caption: None
- Hashtags: None
- Engagement: 15 Accounts Reached, 5 Accounts Engaged. (80% Followers & 20% Non-Followers.)



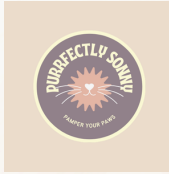
#### Instagram Feed Post

- Caption: Shop local and most importantly natural ! 🌿🏡
- Hashtags: #KittyGram #HelloKitty #SavannahGeorgia #CatsOfInstagram #PetLovers #PetFriendly #EcoFriendly #RecycledMaterials
- Engagement: 18 Accounts Reached, 6 Accounts Engaged. (72.2% Followers & 27.8% Non-Followers.)



## Milestone # 3

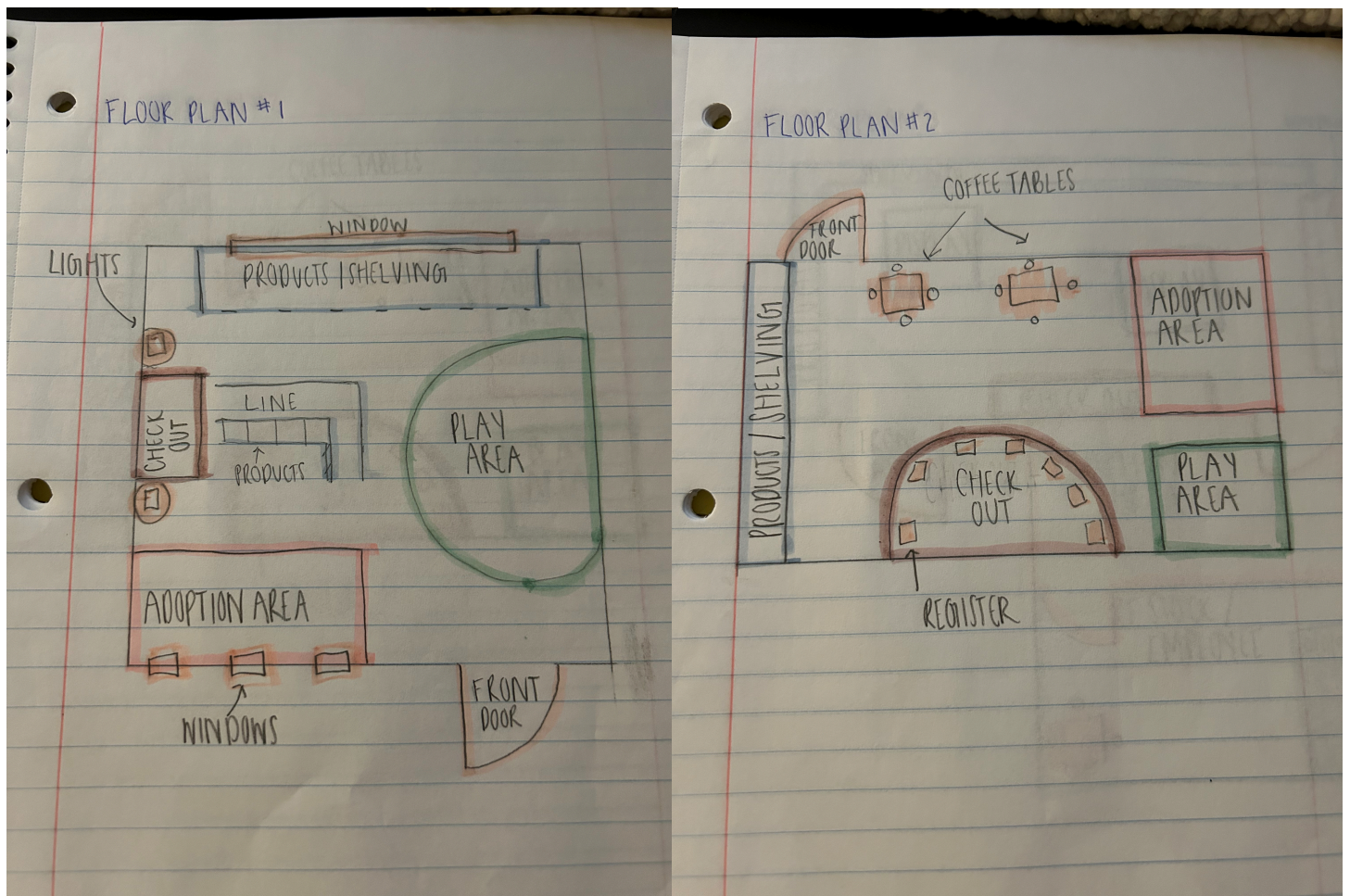




# STOREFRONT DESIGN & MOOD BOARDS

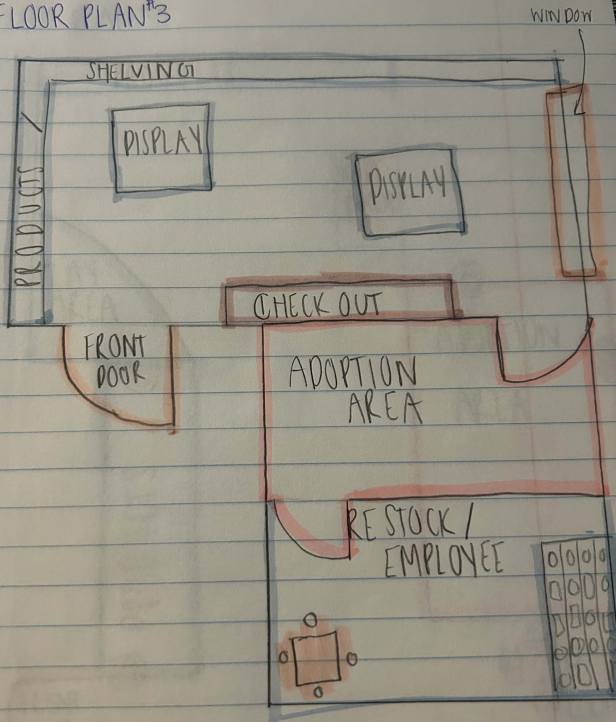
## CUSTOMER FEEDBACK RESULTS

### Floor Plans

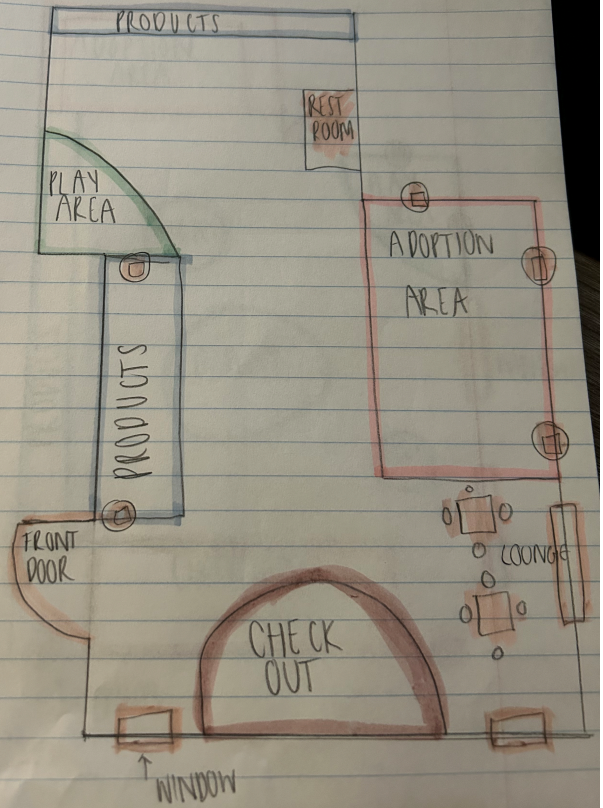




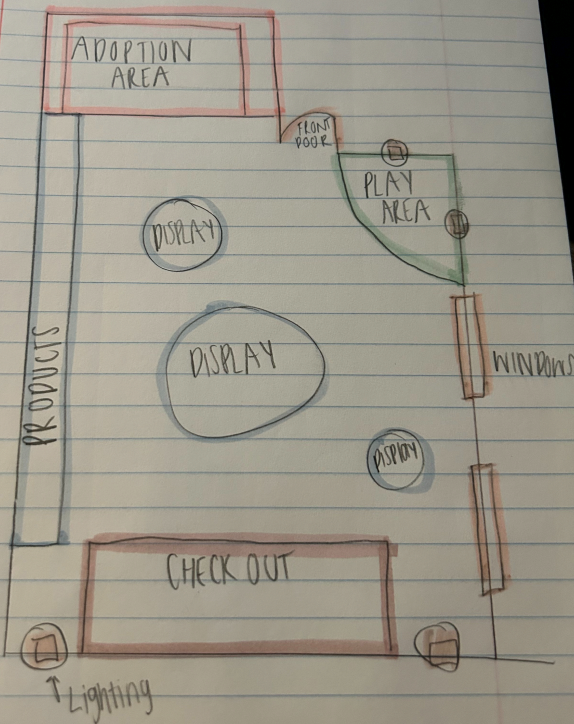
FLOOR PLAN #3



FLOOR PLAN #4



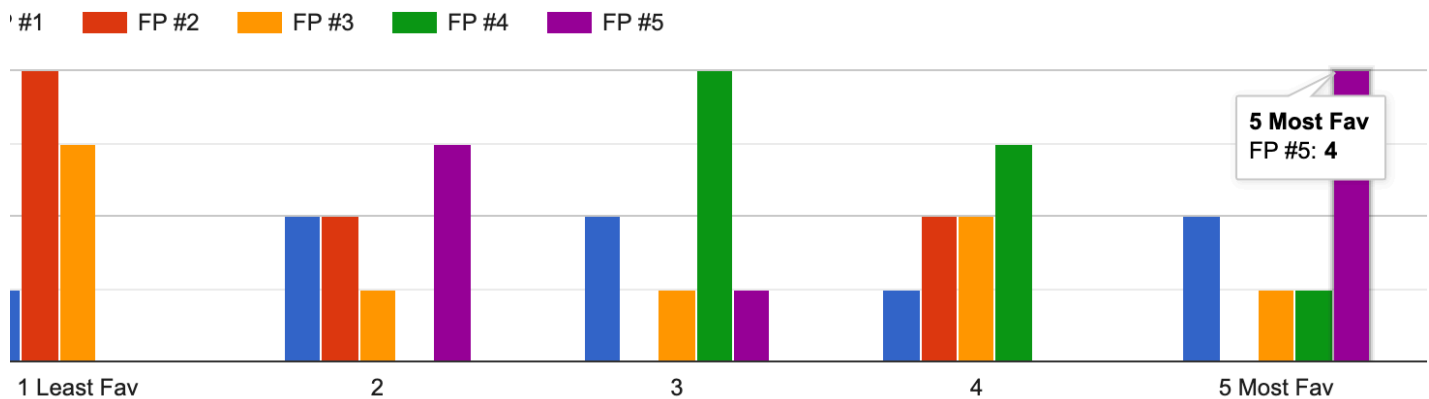
FLOOR PLAN #5





## Floor Plan Feedback

Please rank the floor plans from your least favorite (1) to your most favorite (5)



Please provide any comments or feedback on the storefront layouts. What did you like or dislike about each design?

8 responses

I like the lounge area near the adoption center and products separate from the experience of meeting an animal

I think the play areas should be a bit bigger to socialize cats

A floor plan that makes me have to walk around the store and see everything brings customers deeper inside instead of just navigating to one space.

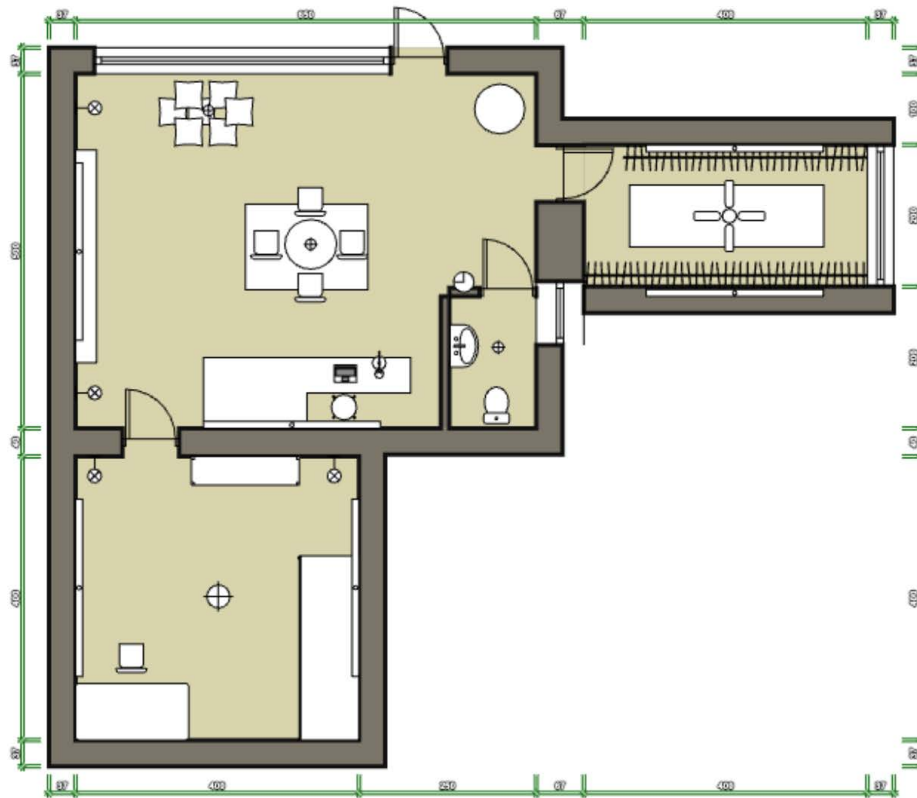
I really liked windows in the adoption area!

I think the layouts that force customers to walk past the products section are the best because customers will be more likely to buy things they see as they walk past. I like displaying items in the window or having the play area in front of a window to attract people passing by.

I find FP #3 as the easiest flow, and love the idea that there is a space in the back for employees.

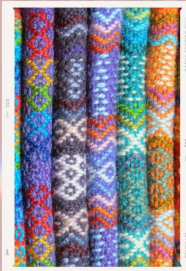
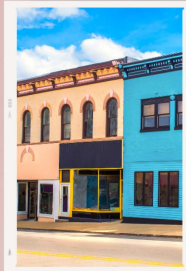
I would, at least initially, prioritize product space and focus on adoption areas once you've built a bit of a following and reputation

## My Design

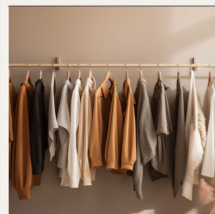
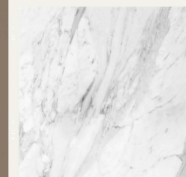
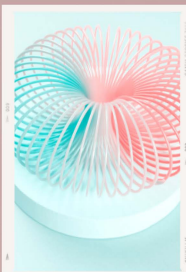
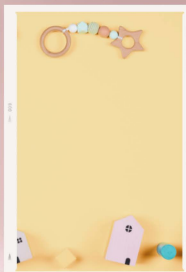
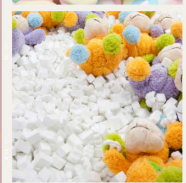


I edited and designed a floor plan for my storefront here in Savannah, GA. I have chosen products that are durable and most importantly sustainable. I wanted the cats to feel like they had a space so I added a new room, as well as an office space. Overall, it was imperative that I listened to my survey respondents to establish an overall design and theme for my store, furthering branding.

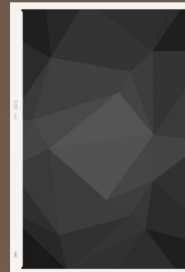
Mood Boards



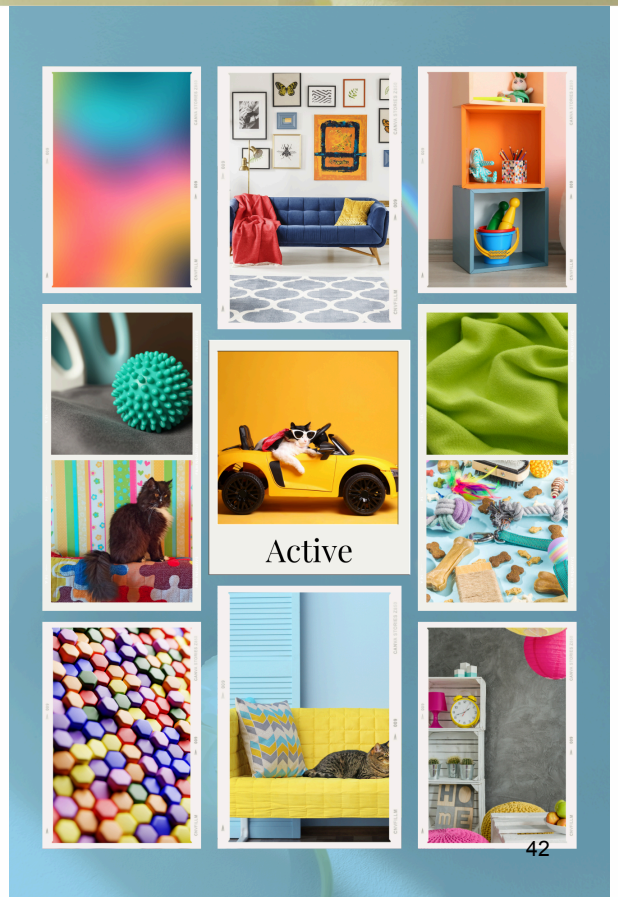
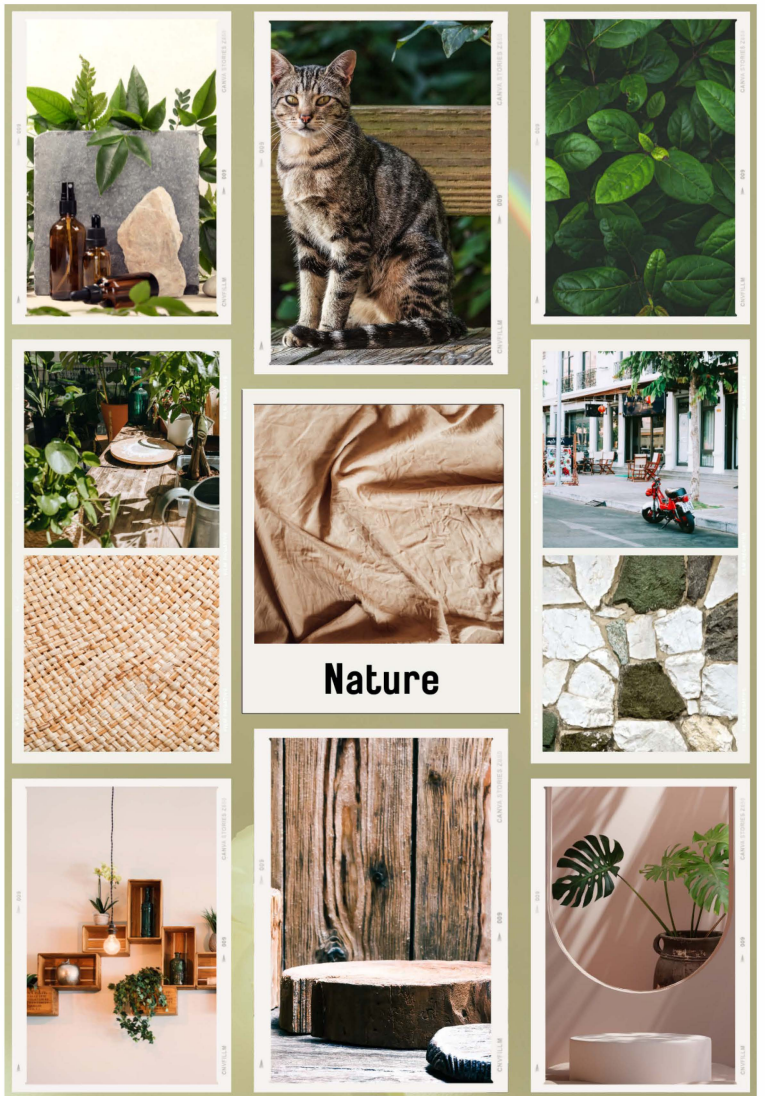
**Playful**



**Modern**



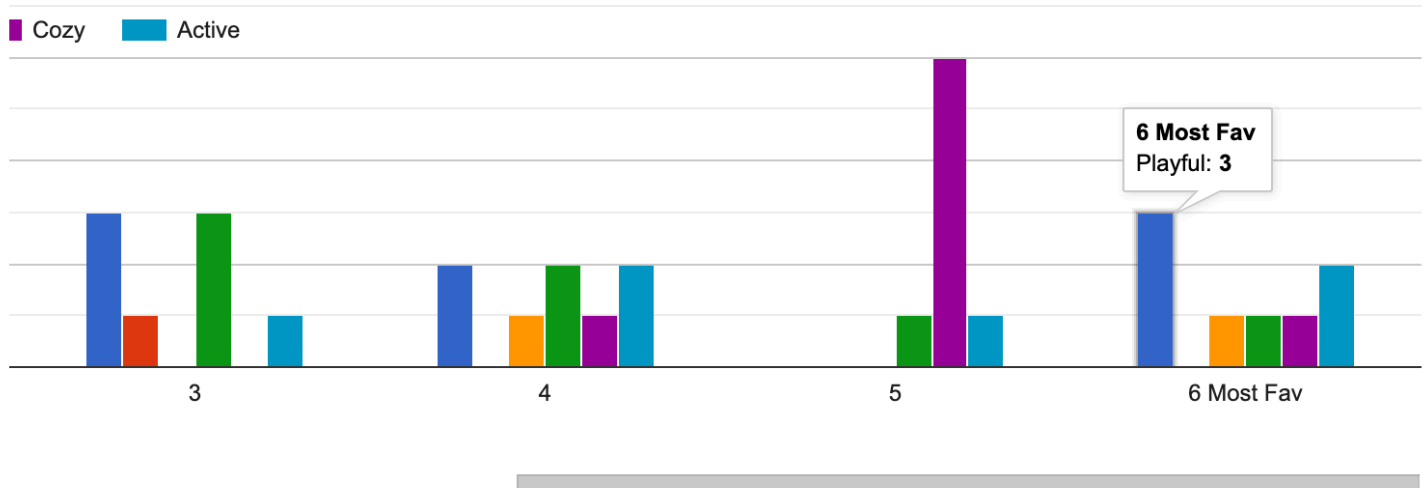




## Mood Board Feedback

Please rank the mood boards from your least favorite (1) to your most favorite (6)

 Copy



Please provide any comments or feedback on the mood boards. What did you like or dislike about each one?

8 responses

The nature one is my favorite

The luxury board feels unapproachable- like I know walking into the store that the prices might not be in my budget.

The cozy one really made me feel happy and intrigued at the same time!

I like the mood boards that match the style of my home the best, which is very subjective to the buyer, so it may be best to offer diverse inventory or to hone in on one mood based on the location of the storefront and your target audience. I also think there are many generic pet brands out there, and I would be more willing to spend money on pet items that are advertised as luxurious or have some other attraction to them because if it's just branded as a typical pet item that I can get from any chain pet store then I am going to shop there for the lowest price.

I love a fun colorful space! But I might be bias, since I love color!

I feel like for the brand, the modern/luxury looks don't fit as well as the more colorful and playful vibe.

## My Design

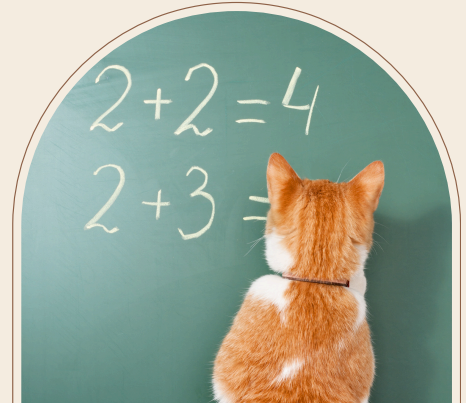
Based off of survey responses, I decided to design my store off based off the mood board, Active. I feel that the vibrancy and utilization of different colors, lighting, textures will enhance consumers' overall store experience. I also wanted to ensure that cats would love the space as well. Since cats cannot perceive the range of colors that humans do, I want this space to feel like heaven to them.



## Milestone # 4



# Income Statement



## Overview

I have been curating income statements for Purrfectly Sonny for a while now. I am most proud of this version, as it is the most accurate and feasible. Within this income statement, I took into consideration that I would start-up in Savannah, GA, receive 20K from investors, and invest 10K of my own savings. During Q3 in Year 1, I would present to other investors, and seek 100K within investments. This would help me continue operations and become profitable during Q2 of Year 2.

## Income Statement: Excel

Income Statement													
Year Ended 2025													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total YTD
<strong>Revenue</strong>													
Product Sales	\$ 2,000.00	\$ 2,500.00	\$ 4,000.00	\$ 5,000.00	\$ 6,000.00	\$ 7,000.00	\$ 5,500.00	\$ 8,000.00	\$ 9,500.00	\$ 11,000.00	\$ 13,500.00	\$ 14,000.00	\$ 88,000.00
Collaborations/Partnerships	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ 550.00	\$ -	\$ 600.00	\$ -	\$ 2,650.00
Events/Conferences/Shows	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ -	\$ 300.00	\$ -	\$ 600.00	\$ 300.00	\$ -	\$ 1,000.00	\$ -	\$ 3,400.00
Cat-Themed Human Items	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ 2,000.00	\$ 2,500.00	\$ 2,700.00	\$ 3,500.00	\$ 12,200.00
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
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
<strong>Total Revenue</strong>	<strong>\$ 3,300.00</strong>	<strong>\$ 5,500.00</strong>	<strong>\$ 7,500.00</strong>	<strong>\$ 8,000.00</strong>	<strong>\$ 8,700.00</strong>	<strong>\$ 10,000.00</strong>	<strong>\$ 8,700.00</strong>	<strong>\$ 12,800.00</strong>	<strong>\$ 14,500.00</strong>	<strong>\$ 14,550.00</strong>	<strong>\$ 17,700.00</strong>	<strong>\$ 18,600.00</strong>	<strong>\$ 129,850.00</strong>
<strong>Cost of Goods Sold</strong>													
Cost of Goods	\$ 1,200.00	\$ 1,500.00	\$ 2,400.00	\$ 3,000.00	\$ 3,600.00	\$ 4,200.00	\$ 3,300.00	\$ 5,400.00	\$ 6,500.00	\$ 7,600.00	\$ 9,180.00	\$ 9,800.00	\$ 57,680.00
<strong>Total Cost of Goods Sold</strong>	<strong>\$ 1,200.00</strong>	<strong>\$ 1,500.00</strong>	<strong>\$ 2,400.00</strong>	<strong>\$ 3,000.00</strong>	<strong>\$ 3,600.00</strong>	<strong>\$ 4,200.00</strong>	<strong>\$ 3,300.00</strong>	<strong>\$ 5,400.00</strong>	<strong>\$ 6,500.00</strong>	<strong>\$ 7,600.00</strong>	<strong>\$ 9,180.00</strong>	<strong>\$ 9,800.00</strong>	<strong>\$ 57,680.00</strong>
<strong>Gross Profit</strong>	<strong>\$ 2,100.00</strong>	<strong>\$ 4,000.00</strong>	<strong>\$ 5,100.00</strong>	<strong>\$ 5,000.00</strong>	<strong>\$ 5,100.00</strong>	<strong>\$ 5,800.00</strong>	<strong>\$ 5,400.00</strong>	<strong>\$ 7,400.00</strong>	<strong>\$ 8,000.00</strong>	<strong>\$ 6,950.00</strong>	<strong>\$ 8,520.00</strong>	<strong>\$ 8,800.00</strong>	<strong>\$ 72,170.00</strong>
<strong>Operating Expenses</strong>													
Rent/Utilities	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (48,000.00)
Insurance	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (600.00)	\$ (7,200.00)
Supplies	\$ (400.00)	\$ (450.00)	\$ (500.00)	\$ (550.00)	\$ (550.00)	\$ (550.00)	\$ (600.00)	\$ (480.00)	\$ (480.00)	\$ (465.60)	\$ (465.60)	\$ (465.60)	\$ (5,956.80)
Product Procurement	\$ (1,000.00)	\$ (1,200.00)	\$ (1,300.00)	\$ (1,500.00)	\$ (1,800.00)	\$ (2,000.00)	\$ (2,500.00)	\$ (2,000.00)	\$ (1,500.00)	\$ -	\$ -	\$ -	\$ (14,800.00)
Raw Materials	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ -	\$ -	\$ (2,700.00)
Salaries/Bonuses	\$ (3,500.00)	\$ (3,500.00)	\$ (3,500.00)	\$ (3,500.00)	\$ (4,000.00)	\$ (4,000.00)	\$ (4,500.00)	\$ (5,000.00)	\$ (5,000.00)	\$ (5,000.00)	\$ (5,500.00)	\$ (5,500.00)	\$ (52,500.00)
Training/Development	\$ (200.00)	\$ (200.00)	\$ (200.00)	\$ (200.00)	\$ (200.00)	\$ -	\$ -	\$ -	\$ (200.00)	\$ (200.00)	\$ (200.00)	\$ (200.00)	\$ (1,800.00)
Social Media Advertising	\$ (50.00)	\$ (50.00)	\$ (100.00)	\$ (100.00)	\$ (150.00)	\$ (150.00)	\$ (175.00)	\$ (300.00)	\$ (200.00)	\$ (150.00)	\$ (200.00)	\$ (220.00)	\$ (1,845.00)
Promotional Events	\$ -	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (200.00)	\$ (200.00)	\$ -	\$ -	\$ -	\$ (1,150.00)
Influencer Collaborations	\$ -	\$ -	\$ (200.00)	\$ -	\$ -	\$ -	\$ (200.00)	\$ (200.00)	\$ -	\$ (200.00)	\$ (200.00)	\$ -	\$ (1,000.00)
Recycled Materials	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (200.00)	\$ (500.00)
Waste Management	\$ (200.00)	\$ (250.00)	\$ (250.00)	\$ (300.00)	\$ (300.00)	\$ (250.00)	\$ (350.00)	\$ (400.00)	\$ (500.00)	\$ -	\$ -	\$ -	\$ (2,800.00)
Event Costs	\$ (50.00)	\$ (70.00)	\$ (85.00)	\$ (100.00)	\$ -	\$ (120.00)	\$ -	\$ (100.00)	\$ (90.00)	\$ -	\$ (110.00)	\$ -	\$ (725.00)
Community Partnerships	\$ (200.00)	\$ -	\$ (200.00)	\$ -	\$ -	\$ -	\$ (200.00)	\$ -	\$ -	\$ (200.00)	\$ -	\$ (200.00)	\$ (1,000.00)
POS System	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (1,000.00)
Legal & Regulatory Compliance	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (1,000.00)	\$ (12,000.00)
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
<strong>Total Operating Expenses</strong>	<strong>\$ (11,233.33)</strong>	<strong>\$ (11,453.33)</strong>	<strong>\$ (12,068.33)</strong>	<strong>\$ (11,983.33)</strong>	<strong>\$ (12,733.33)</strong>	<strong>\$ (12,803.33)</strong>	<strong>\$ (14,258.33)</strong>	<strong>\$ (14,263.33)</strong>	<strong>\$ (13,803.33)</strong>	<strong>\$ (11,698.93)</strong>	<strong>\$ (12,158.93)</strong>	<strong>\$ (12,118.93)</strong>	<strong>\$ (150,576.80)</strong>
Net Income before taxes	\$ (9,133.33)	\$ (7,453.33)	\$ (6,968.33)	\$ (6,983.33)	\$ (7,633.33)	\$ (7,003.33)	\$ (8,858.33)	\$ (6,863.33)	\$ (5,803.33)	\$ (4,748.93)	\$ (3,638.93)	\$ (3,318.93)	\$ (78,406.80)
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
<strong>Net Income</strong>	<strong>\$ (12,075.00)</strong>	<strong>\$ (10,395.00)</strong>	<strong>\$ (9,910.00)</strong>	<strong>\$ (9,925.00)</strong>	<strong>\$ (10,575.00)</strong>	<strong>\$ (9,945.00)</strong>	<strong>\$ (11,800.00)</strong>	<strong>\$ (9,805.00)</strong>	<strong>\$ (8,745.00)</strong>	<strong>\$ (7,690.60)</strong>	<strong>\$ (6,580.60)</strong>	<strong>\$ (6,260.60)</strong>	<strong>\$ (113,706.84)</strong>



# Income Statement: Overview

PURRFECTLY SONNY



2025



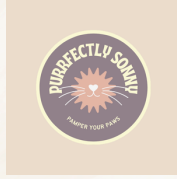
JAN-DEC

# YEARLY INCOME STATEMENT

*	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOT
GROSS INCOME	\$ 2,100.00	\$ 4,000.00	\$ 5,100.00	\$ 5,000.00	\$ 5,100.00	\$ 5,800.00	\$ 5,400.00	\$ 7,400.00	\$ 8,000.00	\$ 6,950.00	\$ 8,520.00	\$ 8,800.00	\$ 72,170.00
TOTAL EXPENSES	\$ (11,233.33)	\$ (11,453.33)	\$ (12,068.33)	\$ (11,983.33)	\$ (12,733.33)	\$ (12,803.33)	\$ (14,258.33)	\$ (14,263.33)	\$ (13,803.33)	\$ (11,698.93)	\$ (12,158.93)	\$ (12,118.93)	\$ (150,576.80)
TAXES	\$ 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
NET INCOME	\$ (12,075.00)	\$ (10,395.00)	\$ (9,910.00)	\$ (9,925.00)	\$ (10,575.00)	\$ (9,945.00)	\$ (11,800.00)	\$ (9,805.00)	\$ (8,745.00)	\$ (7,690.60)	\$ (6,580.60)	\$ (6,260.60)	\$ (113,706.84)



## Milestone # 5

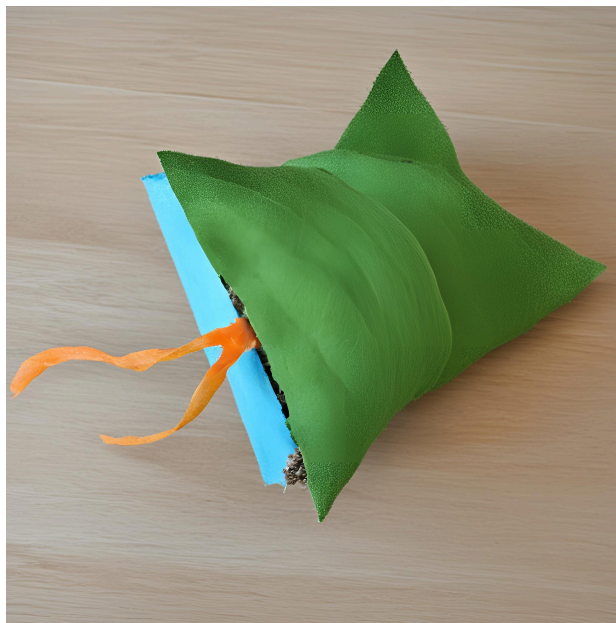


# PRODUCT DESIGNS & CUSTOMER OUTREACH

## CUSTOMER FEEDBACK RESULTS

Product 1: Cat Nip Toy (made out of reused fabric)

Materials sourced from thrift stores Goodwill, Salvation Army, etc. (Patterns will vary)

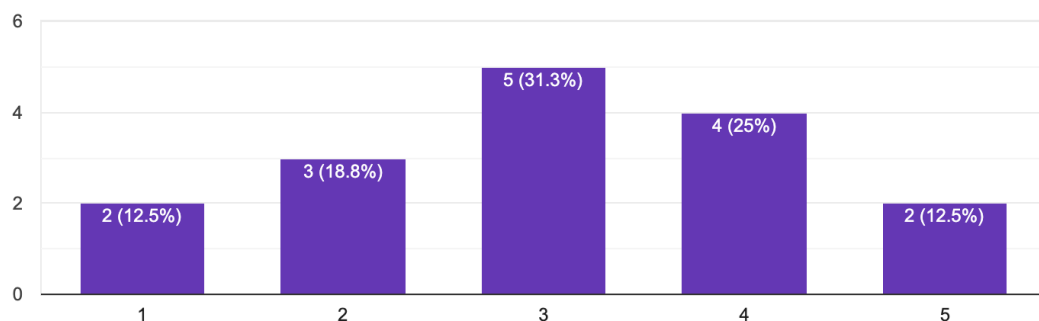


### Product 1: Feedback

Please rate Image 1 on a scale from 1 to 5

 Copy

16 responses



## Do you have any suggestions for improvement?

13 responses

Consider adding a secure closure like Velcro or a zipper to prevent the catnip from spilling out while ensuring the toy remains reusable and eco-friendly.

Just execution

Use a fabric with a pattern

Colors weird

More engaging patterns and eye catching color schemes possibly?

Shape or more design choices to make more unique

Between my parents and myself we've had 5 cats. I've found that none of them were super crazy about the catnip toys after a week or so. I also think the other products are more visually appealing.

Fun branding, polished look, cute appearance

## Product 2: Cat Nip Kicker Toy (made out of reused fabric)

Materials sourced from thrift stores Goodwill, Salvation Army, etc. (Patterns will vary)

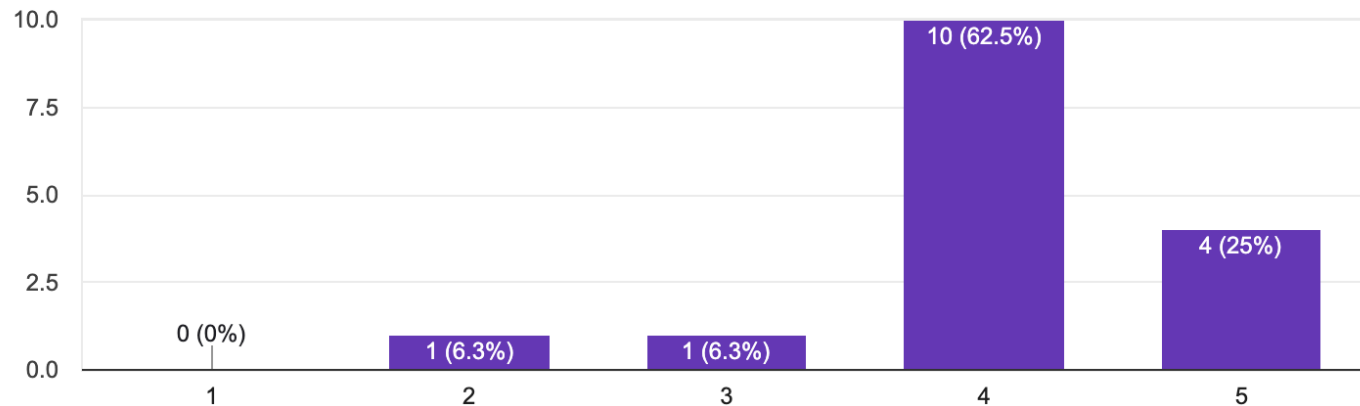


## Product 2: Feedback

Please rate Image 2 on a scale from 1 to 5

 Copy

16 responses



Do you have any suggestions for improvement?

8 responses

N/a

See general comment below

Consider using sturdier stitching or adding reinforced ends to prevent the fabric from fraying during play.

I love it. Just make sure it's durable so that it can be used plenty of times

Weird lookin looks AI

More textures on the outside

More designs

It looks a little unstable like the cat would mess it up very quickly.

### Product 3: Are you sick and tired of your kitty going after tips?

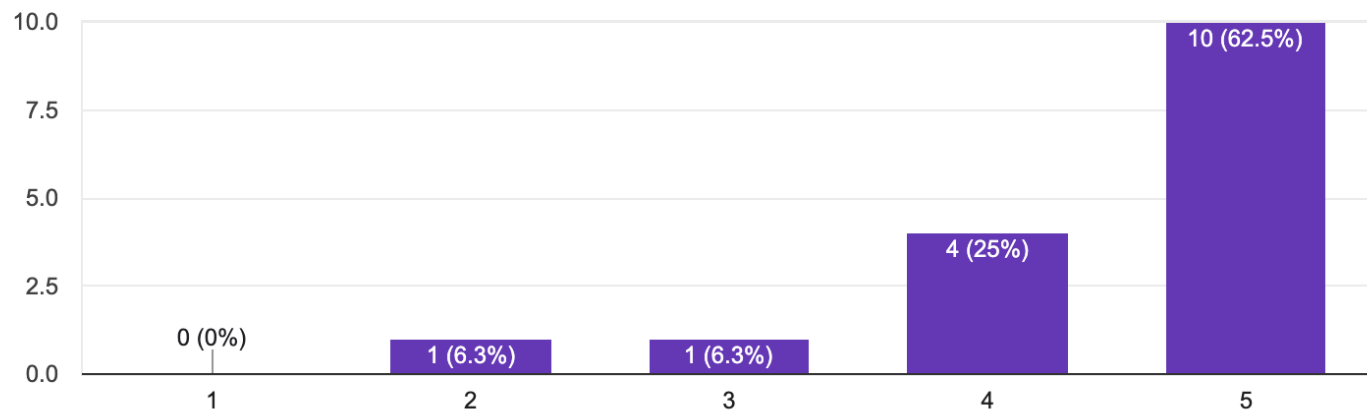


### Product 3: Feedback

Please rate Image 3 on a scale from 1 to 5

 Copy

16 responses



Do you have any suggestions for improvement?

10 responses

No improvements but please make this a thing!

See general comment below

Consider using non-toxic, safe materials for the tips and securing them firmly to avoid any potential hazards for playful kitties.

I love this idea, it's a safe way for cats to play with every day items

My favorite one!

Looks like those parts gonna get all over the carpet

So creative!! This feels like the niche to lean into

Safe but in the shape or feeling of a q-tip

I wish it was a mouse!

#### Product 4: Cat Tree (made out of recycled materials)

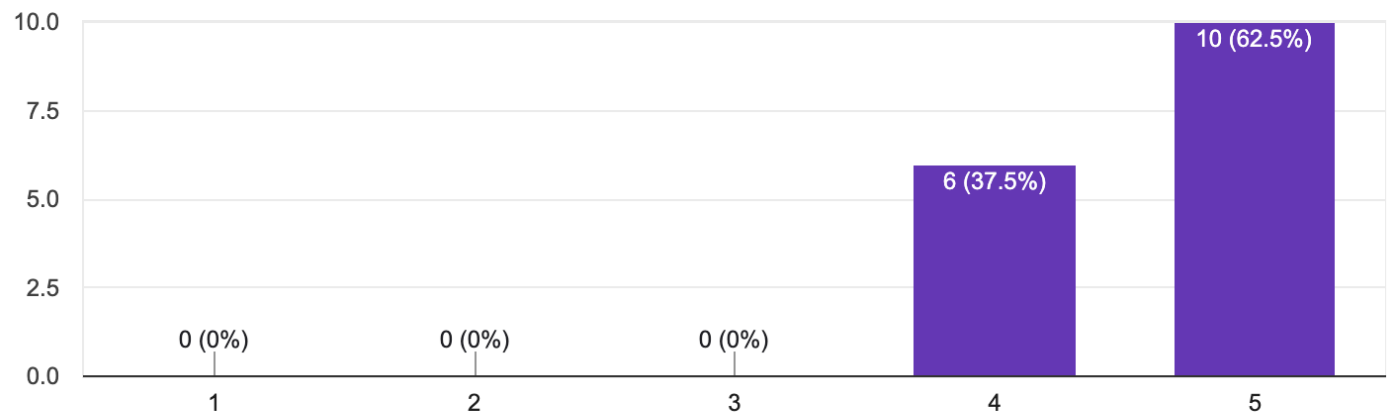


Product 4: Feedback

Please rate Image 4 on a scale from 1 to 5

 Copy

16 responses



Do you have any suggestions for improvement?

9 responses

- Adding some strings/balls would be a good addition
- Maybe one level could have a little box or place for a cat to hide?
- Looks good.
- Add some balls and feathers with bells that dangle. That way the kitties could play more on it
- Doesn't seem that sturdy
- Some more distinctive features?
- None. Fabulous as is
- You could put another cat house near the middle or top
- None



## Product 5: Food Packaging (made out of recycled material)

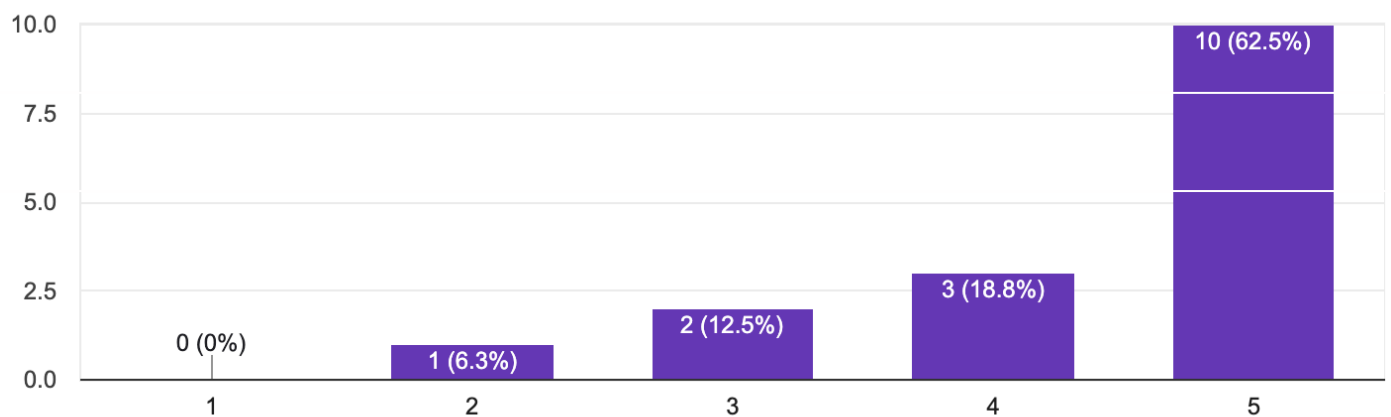


## Product 5: Feedback

Please rate Image 5 on a scale from 1 to 5

 Copy

16 responses



Do you have any suggestions for improvement?

6 responses

I don't like that it opens from the bottom

See general comment below

Adding a resealable feature to help maintain freshness and enhance convenience for customers.

A way to easily close the bag from the bottom. I like the lip on the bottom of the bag it makes it easier to serve. There would need to be a way to reseal

Great start

None

Product 6: Cat Treat Packaging (made out of recycled materials)

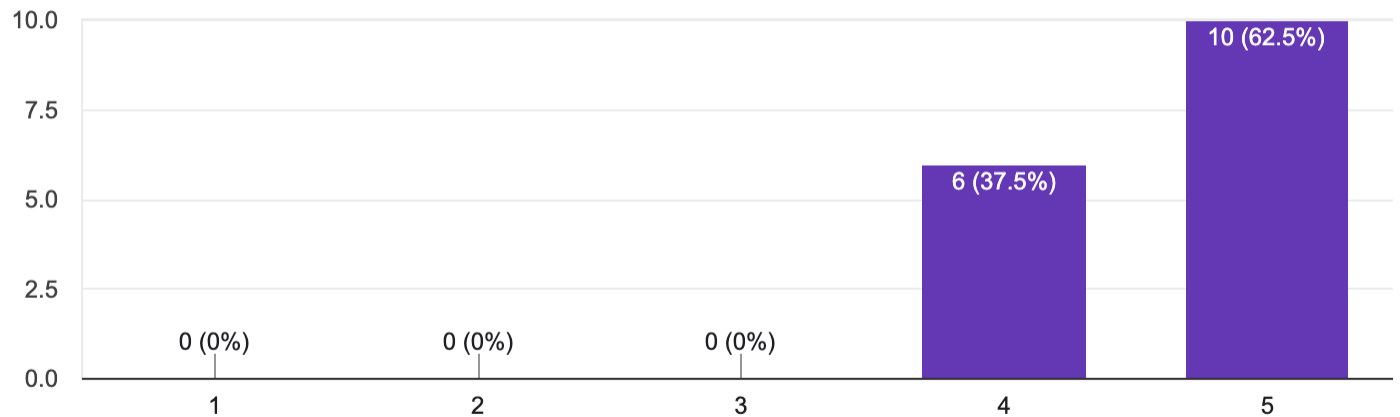


## Product 6: Feedback

Please rate Image 6 on a scale from 1 to 5.

 Copy

16 responses



Do you have any suggestions for improvement?

6 responses

N/a

No

To enhance the packaging, consider adding a transparent window to showcase the treats inside, which can attract customers and provide a glimpse of the product quality.

So fun!

More colors

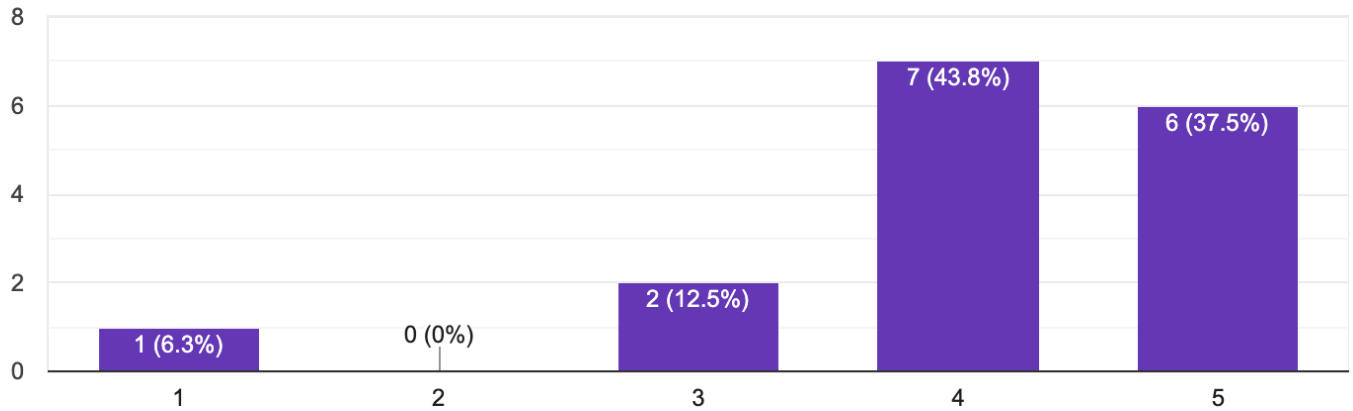
Not sure if it is done already but making the treats shaped as fish, cats, mice and any other fun relevant shapes

## Other Responses

How likely are you to purchase products based on these prototypes?

 Copy

16 responses



How can Purrfectly Sonny attract dog owners even if we primarily sell cat products?

14 responses

To attract dog owners, Purrfectly Sonny can diversify its product line to include dog-friendly items, such as toys, treats, and accessories. Additionally, creating a dedicated section or sub-brand for dog products on your website and in marketing materials can help appeal to this new audience. Promoting the idea of being a one-stop shop for all pet needs, regardless of species, and highlighting shared pet-related values like quality, sustainability, or unique design can also encourage dog owners to shop with you.

Dog food and toys that are strong enough for dogs. I've seen a brand that has a smaller toy inside a large one for when dogs rip through the first they have another to play with. It's something you could definitely do

Do occasional specials during the holidays that will sell dog products

Leaning into the assumed rivalry between the two. Polar opposite color schemes?

Stick with the environmental factors

I thought the packaging of food/treats using recycled materials was aesthetically pleasing. This could be replicated in a similar manner for dogs.

## Here's What We're Going to do Next

### 1. **Enhance Product Variety and Customization**

- a. Cat Nip and Kicker Toy: We will expand the range of patterns and designs available to consumers.
- b. Cat Tree: Utilizing more diverse recycled materials to create innovative and stylish designs.

### 2. **Improve Product Durability and Safety**

- a. Q-tip Alternative Toy: Addressing the common issue of cats going after Q-tips, we will develop a safer, more appealing alternative that meets our quality and safety standards.
- b. Cat Treat Packaging: Enhancing the durability of our packaging to ensure freshness.

### 3. **Expand Eco-friendly Alternatives:**

- a. Food and Treat Packaging: Prioritize the use of recycled materials.

### 4. **Customer Engagement and Feedback Integration:** We will implement a continuous feedback loop with our customers to ensure we always meet their needs. (Regular surveys, polls, etc.)

### 5. **Launch New Product Lines:**

- a. Seasonal Dog Products: Make dog products and toys available seasonally for dog owners also to enjoy Purrfectly Sonny.

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