



GOOD FOOD IS THE BEST WAY TO CARE

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FRAMEWORK

- Portuguese population have more and more dogs and cats
(GfK study points to 6.7 million pets in the country)
- There are already more houses with animals (58%) than with children (54%) – Source: GfK
- The trend is for growth, supported by a society with many older people, more divorces, less children and an increase in single-parent families.
- 225 million euros were spent on food for dogs and cats, in hypermarkets, supers and grocery stores (1Jan to 8Sep 2021)
Source: Nielsen
- In addition, there are three thousand specialized stores that have an annual turnover of around 250 million euros. (Source: Pet Products Merchants Association)
- Food and medical and wellness care are activities with marked growth.
- Most existing food offers are highly industrialized






VALUE OFFER

- Healthy food for pets
- Dehydrated protein, handmade with only natural ingredients and vacuum packed.

COMPANY PROPOSAL

- Pet store, with healthy food confection
 - 3 physical stores (Lisbon, Porto and Algarve) to distribute in large distribution stores (Hipers and Supers) and specialized stores across the country
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PRODUCT

Dehydrated pure protein, vacuum packed

No preservatives or artificial colors



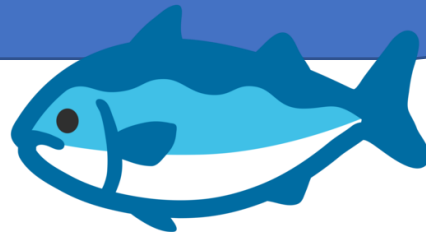
BEEF

- Chicken
- Peru
- Bunny
- Duck
- Cow



FISH

- Sardine
- Mackerel
- Salmon
- Tuna fish



VEGAN

- Broccoli with apple
- Beetroot with pear
- Carrot with kiwi
- Tomato with banana



BUSINESS MODEL

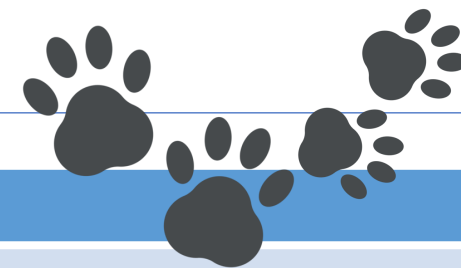
- On-line store
- 3 physical stores (Lisbon, Porto and Algarve)
- Partnerships with the various Hipers and Supers distribution chains across the country
- Negotiation with specialty stores with good geographic location (multi-store chains)
- Agreement with the employment center for inclusion of the unemployed in stores and distribution and with the Single Mothers Association for food preparation
- 10% of the profit will be allocated to projects supporting the Association (Ex: building a playground for the children, day care, Atl...)



customers are owners worried about the health of their puppies



BUSINESS MODEL



MAIN REVENUES

MAIN COSTS

Sales

Investment in stores
(cash registers, works, refrigerators, vacuum machines, displays...)

Financial support from local associations (near 3 stores) for supporting local commerce » 1% of sales

Purchase of various raw materials
(butcher, fishmonger and neighborhood grocery store)

State Bonus » 3 years without paying social security (inclusion of unemployed)

Social Security (4th year onwards) and Accident Insurance

Selling advertising in stores and on the website to other companies

Staff remuneration

Amortization of the bank loan

Stores income

Communication campaign to create brand awareness
(video for social networks and radio)

Water and electricity services

Marketing (create and manage the website, social networks and store communication: posters, videos, etc.)

Accounting

Renting cars and diesel, distribution in partner stores

10% of the profit for the Single Mothers Association



BUSINESS MODEL

Assumption

Initial investment : 100.000€

Income (3 stores): 12.000€ (1st year) with an increase of 2% in the following years

Communication campaign (video on social networks and radio) to raise awareness of the brand: 20.000€ (1st year) with a 5% reduction in the following

Current Market (industrialized and healthy): 550 M€/year

Healthy Market (5%): 27,5 M€/year

Potential Market / Market Share: 2% (1st year), 5% (2nd year), 8% (3rd year), 10% (4th year) e 15% (5th year)

Daily sales : 1.528€ / monthly sales: 45.833€ / annual sales 550.000 € (1st year)

2nd year» 1,375 M €/ano 3rd year» 2,2 M €/ano 4th year» 2,75 M €/year e 5th year» 4,125 M €/year

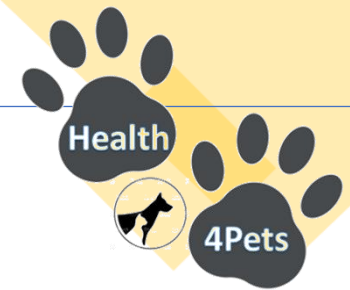
Other costs (goods, wages and external supplies and services 807.770€ (1st year)



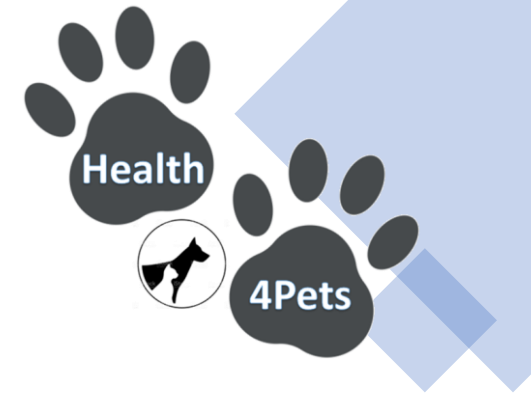
5th year project, with profits starting in the 3rd year.

	Ano 1	Ano 2	Ano 3	Ano 4	Ano 5
Results	-€ 257 770	-€ 48 435	€ 180 693	€ 288 899	€ 673 517
Single Mothers Association Project (10%)			€ 18 069	€ 28 890	€ 67 352
Final results	-€ 257 770	-€ 48 435	€ 162 624	€ 260 009	€ 606 165

only with profit







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