

## A Passion for Pets Makes a Pet Evolution Franchise a Natural Fit



### **Pet Store Business Plan**

The family pet can bring untold amounts of joy into our lives with their unending affection, playfulness, and unconditional love. Loving them back is a pet parent's easiest responsibility. Leveraging a **pet store business plan** can help you provide the products and services that loving pet owners want and need for their pets.

Investing in a Pet Evolution franchise could be an opportunity to help other pet owners love their pets just a little more with the healthiest pet products, supplies, and grooming services. Pet Evolution franchise opportunities can help you connect your passion for animals with your business savvy, and your *pet shop business plan* could grow more easily when it's the right opportunity.

### **A Pet Store Business Plan is Easier Than Ever to Implement with Pet Evolution**

Our Pet Evolution business development team has done much of the hard work for our franchise owners. We're searching for animal lovers with an eye for business to become part of the Pet Evolution family and open new locations around the country.

The initial pet franchise costs for a single-unit range from \$424,500 to \$598,550, which includes a \$49,000 franchise fee. Once the agreement is in place, the development team can begin helping you build and execute your Pet Evolution pet store business plan.

We offer expert guidance on selecting your store locations, and our support includes assistance during the construction/renovation phase. We also help take the guesswork out of each store's equipment, signage, and initial inventory processes for a smooth opening.

Our comprehensive five-day training in our headquarters location in Woodbury, MN kicks off training on Pet Evolution products, services, and operating practices. From there, we assist with on-site continued training through the Pet Evolution location's grand opening.

After your Pet Evolution pet store business plan is put into action, we maintain our support with ongoing training for new products and services. We visit your Pet Evolution location to aid in operations, strategic marketing for your local area, facilities maintenance, and financial guidance.

We vet all the Pet Evolution vendors for approved supplies and equipment, from your inventory to your uniforms. You also have access to our confidential operations manual at all times to help with key procedures, inventory management, customer service, and more.

The Pet Evolution development team offers technological solutions to assist you with inventory tracking, scheduling and payroll, point-of-sale systems, accounting, and security. You'll also receive marketing support—including help with your website presence for online sales—to properly advertise in your local community and connect with your target market: people who love their pets and want to give them the best life.

## The Right Pet Store Business Plan For The Market

Opening a business in the pet care industry can be a smart investment. Pet owners spent more than \$100 billion on their furry family members in 2020. \$42 billion of that went to pet food and treats, while \$22.1 billion was spent on supplies. Grooming services were a portion of an \$8 billion category of pet spending for services unrelated to veterinary care.

These numbers can all be part of your pet store business plan's market analysis, including target demographics, and the products and services you offer.

## Pet Evolution's Sample Pet Store Business Plan Covers the Bases

Pet Evolution has done this work for our owners thanks to our founders, Rian and Mike. The pair grew up loving animals who struggled with chronic ear infections, allergies, and multiple vet visits.

When they determined that high-quality food could have a positive impact on pet health, Rian and Mike set out to create a place where pet lovers could find best-in-class products,

services, and top-level customer service from professionals who were as passionate about animals as they are.

Pet Evolution is determined to change the landscape of the pet food industry by offering nutritious, high-quality food that contains no corn, wheat, soy, animal by-products, or artificial colors and flavors. Pet Evolution's pet store business plan revolves around this philosophy for giving animals the kind of nutritious, wholesome food that helps them thrive.

### **Filling in Pet Supply Market Gaps**

Nutrition isn't the only aspect of pet care that enriches our animals' lives. Part of your Pet Evolution pet store business plan includes up-to-date grooming techniques performed by certified groomers, a mobile nail trimming service to care for pets' paws at home, and self-service dog washing stations that aim to give pet parents everything they need to bathe their animal safely and comfortably without a lot of fuss. This focus on pet enrichment can help our pet store business plan work for our owners.

We also stand out with our online pet store business plan because pet owners are increasingly buying their pet supplies online. Pet Evolution helps make it easy for our customers to find nutrition and safety information and place their orders for maximum convenience.

### **The Business Side of Your Pet Evolution Pet Store Business Plan**

The Pet Evolution pet store business plan also includes in-depth financial data to analyze operational costs, minimize overhead, and conduct store business for maximum efficiency while serving customers with everything they've come to expect from our brand.

Using past experience from our existing Pet Evolution locations, we can steer you past common startup pitfalls and help you avoid the pain points we've already overcome. We train you to cover all aspects of how your Pet Evolution franchise location will operate, from operating procedures to marketing promotions, to community outreach programs.

At Pet Evolution, we've developed a plan to help prospective owners join our team and get involved in the dynamic and growing animal care and supplies industry. With our focus on enriching the lives of pets and their owners, your passion for animals can translate into a fantastic investment opportunity.

**Visit us today at <https://petevolutionfranchising.com/>**