

Playful Pack

DOG DAYCARE & BOARDING



WHY PLAYFUL PACK?

Playful Pack's dog daycare gives furry friend's some much-needed mental stimulation, physical exercise, and socialization. Playful Pack is leading the way in daycare and boarding services to offer both a pleasant experience for the customer and franchisee. Our services include:

- Dog Daycare
- Boarding
- Dog Wash



PLAYFUL PACK UNIT ECONOMICS

- Average Single territory Investment - Approx. \$400,000, includes working capital. With \$150,000 TI money get started for **\$250,000**
- Great earnings per FDD Item 19 - \$225,000 Net Income based on a Part-Time owner
- **Excellent Referral Fees – \$35,000 - \$265,000)**



POSSIBLE ROLES FOR FRANCHISEES

Part-Time (Manage the manager)

- Hire a manager to oversee the day-to-day tasks
- Manage the manager and the financials of the business

• Owner Operator Model - Full-time

- Franchisee focuses on hiring and managing the staff
- Staffing: Recruit, train and mentor the staff
- Market locally to attract clients



KEY BUSINESS FEATURES

- Playful Pack Beta Tested 8 locations to prove the model
- Commitment to excellence.
- Results-focused Marketing Program - We use Digital and Grassroots marketing to help grow the business.
- Technology Programs - Customers can book services only and can watch their dogs at daycare during the day.
- Operations - The Franchisor to Franchisee Support, Call Center, Marketing Program, and more give Playful Pack a solid edge over the competition.

IDEAL CANDIDATE



- Net Worth - \$550,000
- Liquid Capital - \$250,000

The candidate we are looking for is a people person with management skills/tendencies and solid financials. This is a great model for someone that wants to grow a larger business and develop it over time.

COMPETITIVE ADVANTAGE

- Cage-free Daycare for customers' pets to play all day
- Advanced air filtration system for pets and employees
- Customers can travel worry-free with boarding services



Questions About The Brand?

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