



Playful Pack

DOG DAYCARE & BOARDING



Questions About The Brand? Contact Us:

Morris Shamouni

Call / Text / WhatsApp: (310) 901-5611

Send Leads or Territory Checks:

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BUSINESS BASICS

Total Investment Range:

Approximately \$400,000 for a single market

Liquid Capital:

\$250,000

Net Worth:

\$550,000

Working Capital:

\$65,000 (included in total investment)

SBA Registry:

Yes

Financing:

3rd Party

Minimum Market Size:

Available in most markets

Average # of Employees:

12+

Royalty:

6%

Ad Fund:

1%

Printed Earnings Claim:

Item 19 in FDD shows a net income of \$225,000 for a Part-Time owner

Single:

Yes in single market areas

Multi-territories:

Yes in Area Developer markets

Area Developer:

Yes, Franchisee opens and operates all units in the market

Year Founded:

2019

Franchising Since:

2023

Corporate Locations:

8 with 3 more on the way!

Franchisee Units Awarded:

5

Veteran Discount:

Yes, \$500 off of the Franchise Fee

Two Owner Business Models:

Part-Time Ownership

- Franchisee can keep their job / Manage the manager

Full-Time Manager

Flex Space:

Retail space - 3,000 sq ft

States Not Sold In or Sold Out:

Please check for availability in ALL registration states. Franchisees don't have to live in the territories they purchase. Most live in a different state.



HOW TO PRESENT PLAYFUL PACK

- Part-Time Model for franchisee, or owner-operator
- No prior pet care experience needed for the franchisee
- Best training for Franchisee & Franchisees employees in the business!
- Site search assistance, Project management construction assistance provided Don't need to live where they own (manage the manager)
- Large demand business

DESCRIPTION OF THE BUSINESS

Playful Pack's mission is about much more than providing a place for dogs to be the healthiest and happiest they can be. The dogs are constantly monitored by the dog-adoring staff and gives furry friend's some much-needed mental stimulation, physical exercise, and socialization.

Our Services include:

- Dog Daycare
- Dog Boarding
- Dog Washing
- Dog Grooming

GIVING BACK TO THE COMMUNITY

- Playful Pack is proud to be working with HART (Home Animals Rescue Team), Mutt Love Rescue, A Forever Home and LOVEPAWS to help foster dogs find new homes.
- At Playful Pack, foster dogs get to live at our facility, gain social skills with other furry friends and be cared for by amazing staff at the company's cost.
- Playful Pack is thrilled to meet and help other foster organizations and charitable organizations, so if someone thinks they can help with donations, spreading awareness or taking on someone's fosters in need, people can reach out to the company! Together a community can exponentially grow and help all the furry friends that desperately need help.



DAYCARE

Our daycare features play equipment designed for dogs, separate areas based on size and temperament, daily special activities, cleaning with pet-safe disinfectants, and high-quality air filtration.

TEMPERAMENT EVALUATIONS

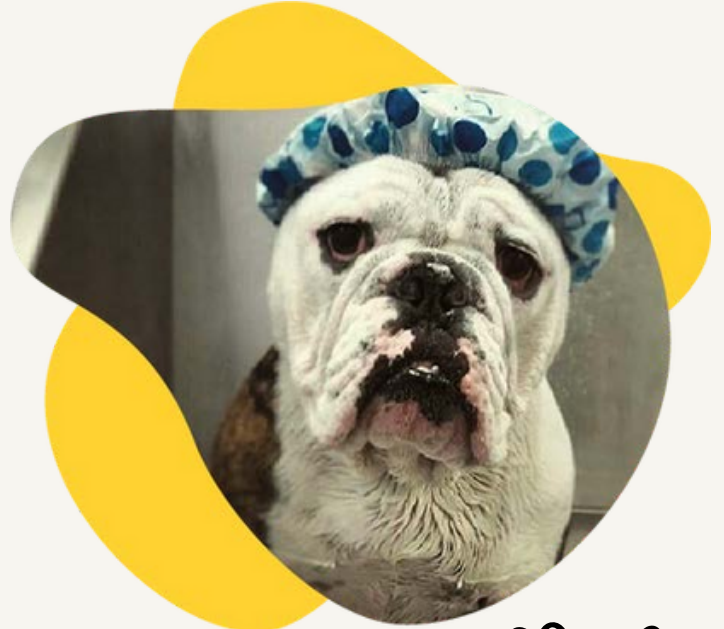
At Playful Pack, your first trial is on the house! The temperament test evaluation is a chance for your dog to familiarize themselves with the daycare setting at their own pace.

BOARDING

The experience doesn't have to end when the sun goes down! The dog boarding services combine detailed customer service with attentive care for dogs. After a long day of socialization and action, furry friends can rest comfortably in the facility overnight.

DOG WASHING

Playful Pack understands that pet owners may not always have the time in their busy schedules to keep their dogs as fresh as they'd want. That's why at Playful Pack, there are washing services available. The dog-loving staff is ready to assist in keeping every furry friend smelling delightful!



BENEFITS OF A "TRUE" AREA DEVELOPER MODEL

- Franchisees have the option to become an Area Developer if they choose to.
- Each franchisee is designated for a specific market (DMA), where they own all PLAYcare centers, different from a Master franchisee.
- Franchisees are not restricted to opening in their local area, offering flexibility to operate nationwide.
- Franchisees select markets based on affordability, aligning the brand with the financial capacity of the client.
- They possess all customers within the market (DMA) they are assigned to.
- The franchise model is straightforward, allowing for multi-unit ownership and the possibility of becoming an Area Developer (AD).

EMPLOYEES

- General Manager
- Daycare Attendants
- Receptionist
- Overnight Dog Boarding Attendants

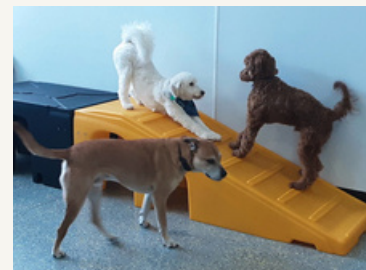
COMPETITIVE ADVANTAGE

- Low-cost investment with a high potential
- High return using a proven business model.
- Continuous expansion of the market.
- Focus on customer convenience.
- User-friendly software.
- High demand for the product/service.

INDUSTRY OVERVIEW

- The pet industry is one of the fastest-growing industries in America.
- 85+ million out of 127 million homes in the U.S. own a pet.
- Millennials are more likely to own pets than to have children, and Baby Boomers love pets like children!
- People have to work/travel, and need a safe space for their 4 legged loved ones





KEY BUSINESS FEATURES

Playful Pack has formed a strategic partnership with Scale Creative, a marketing firm. This collaboration enables Playful Pack Franchisees to leverage Scale Creative's marketing proficiency to attract customers to Playful Pack PLAYcare Centers. Scale Creative provides comprehensive marketing support to Franchisees to foster business growth.

Key Features:

- Technology Programs: Customers can conveniently book services online and monitor their dogs while they are at daycare.
- Operations Support: Playful Pack benefits from Franchisor to Franchisee Support, Marketing, Real Estate, and other resources, giving them a competitive advantage in the market.

IDEAL CANDIDATE

We seek a candidate who is sociable, possesses managerial skills or tendencies, and has a strong financial background. This profile is ideal for individuals aiming to expand and cultivate a larger business in the long run.

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
- Outdoor areas at franchisees' location not required



THE ROLE OF THE OWNER AND DAILY RESPONSIBILITIES

- Part-Time (Manage the Manager): The franchisee will oversee a manager, handle budgeting, proforma, and supervise the company. Corporate will provide training for the manager to operate the business on behalf of the franchisee.
- Owner-Operator (Full-time): The franchisee will be responsible for the daily operations of the business. This entails marketing, recruitment, employee management, goal setting, and goal achievement, assuming a CEO/Manager role.

FRANCHISEE TRAINING & SUPPORT

Franchisees undergo a one-week training at the corporate office to prepare for their opening. Upon opening, all staff members will receive on-site training at the franchisee's location to understand their roles.

PROSPECT PERCEPTION OF THE COMPANY

- A Franchisor that is organized, structured, experienced, and deeply caring.

EARNING'S CLAIMS

- Item 19 in the FDD demonstrates significant strength, revealing a Net Income of \$225,000 for a part-time owner.





SALES PROCESS

We have developed an in-depth, step-by-step examination to provide all candidates with the essential details needed to make an informed decision about Playful Pack. Below are the sales stages for your candidates:

- Initial Conversation about the business model and Playful Pack details
- Client will be sent an application form to complete
- Follow up call with Playful Pack (Q&A)
- FDD Sent (focus on Item 7 and the impactful Item 19)
- Invitation to an Operations Virtual Call
- Meet the Team Day
- Signing of license agreements
- Payment to the consultant



Playful Pack

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