

Playful Pack

DOG DAYCARE & BOARDING



WHAT IS PLAYFUL PACK ?

Playful Pack is a contemporary, top-tier dog daycare and boarding franchise committed to offering playful care for customers' beloved furry companions. Playful Pack PLAYcare Centers create a clean, fun, and friendly atmosphere for dogs.

OUR SERVICES

- Dog Daycare
- Dog Boarding
- Dog Wash
- Grooming

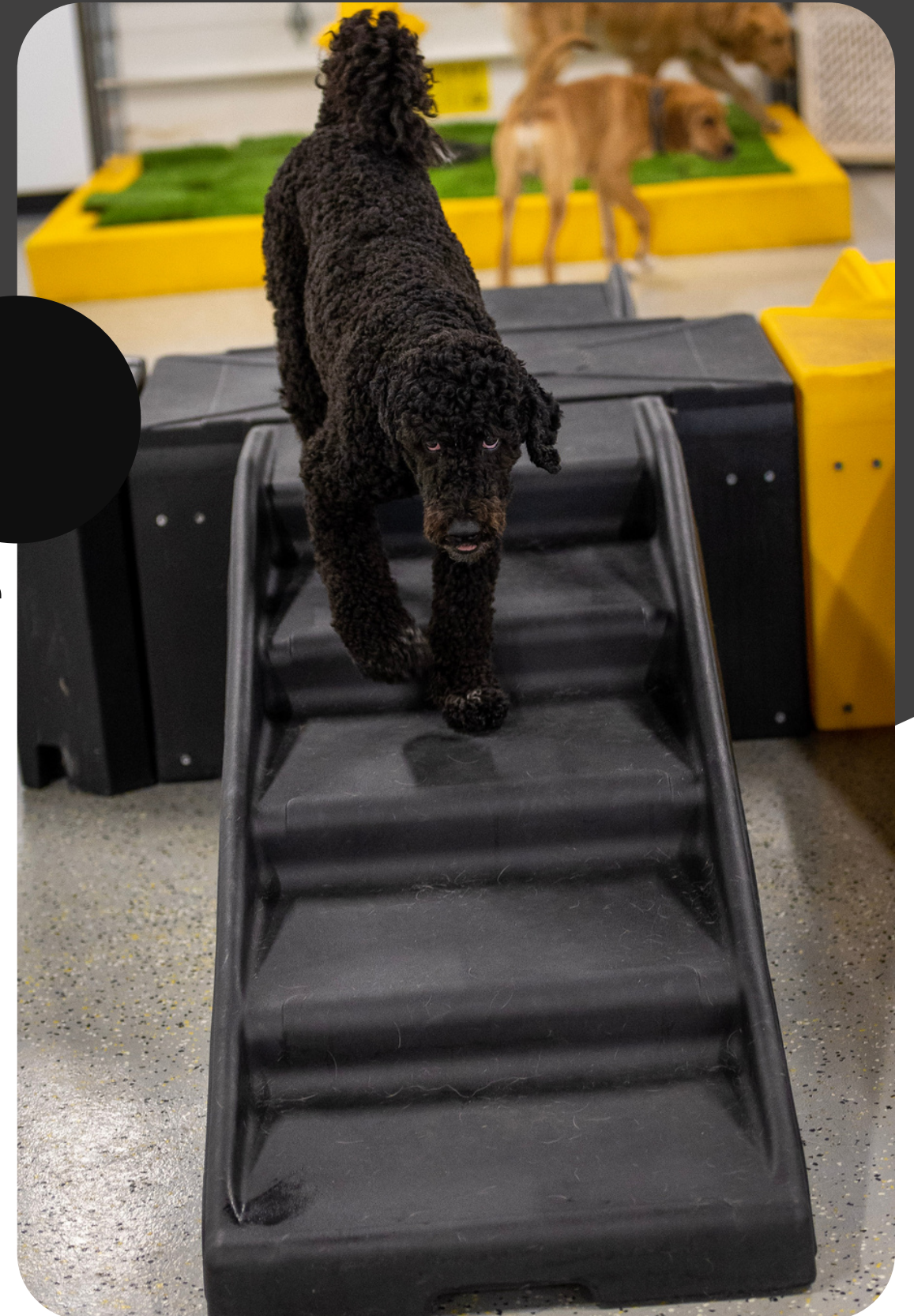


Big Pack!

Little Pack!

Daycare

- The caring staff at Playful Pack PLAYcare Centers vigilantly supervise all dogs, ensuring their safety by grouping them according to size, temperament, and energy levels.
- This setup ensures that every dog can relax in comfort and participate in enjoyable and healthy play sessions.
- Playful Pack PLAYcare Centers are equipped with specialized canine play equipment, pet-safe disinfectants, high-quality air filtration systems, and daily changing special activities (Playtivities) for the dogs.



BOARDING



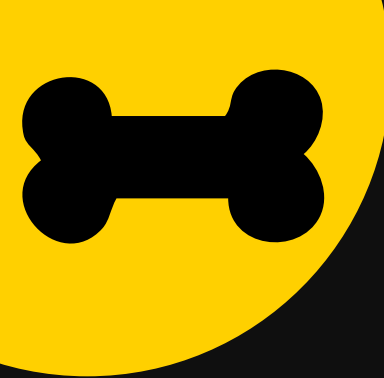
Playful Pack PLAYcare Centers offer dog boarding services that blend personalized customer care with a dedicated focus on dogs' well-being. After a day filled with social interaction and activities, your pet can relax in a cage-free environment. An overnight dog boarding attendant ensures the safety and happiness of the dogs, takes care of feeding, washing, and keeping the facilities clean.



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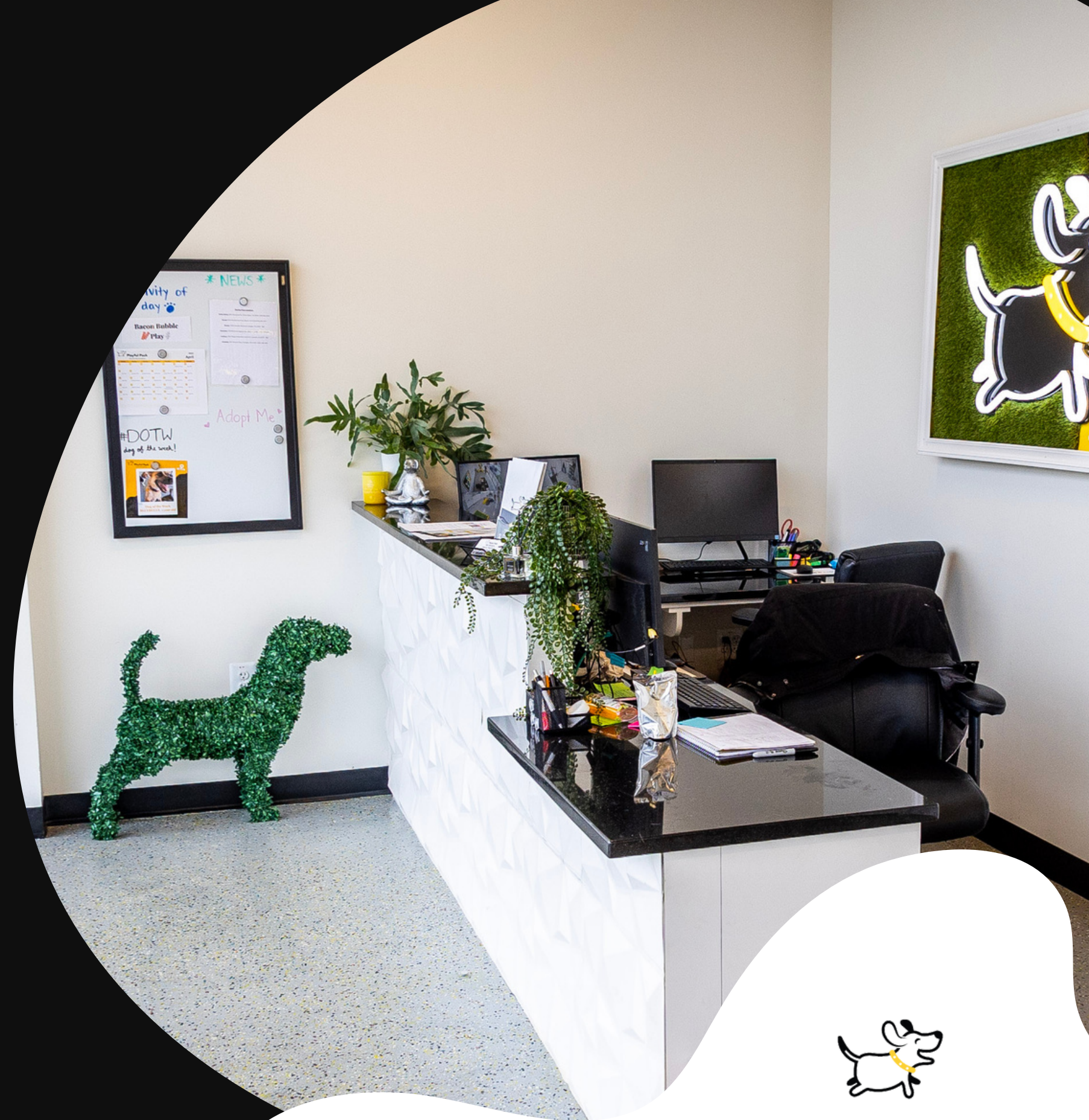
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Key Business Features

- New Customers are offered a complimentary first and second day, with the first day dedicated to a temperament evaluation. This helps Playful Pack familiarize with the dogs and introduce them to a cage-free, open play, PLAYcare environment.
- Marketing: Playful Pack collaborates with the marketing firm Scale Creative, utilizing various tools like social media, search engine optimization, email campaigns, email design and coding, E-commerce content for online promotions, as well as physical marketing materials such as flyers, postcards, and door hangers.
- Technology: Customers at Playful Pack can conveniently schedule services online using our scheduling software or through the mobile App. The company also employs HR software for scheduling, timesheets, and overall business management.



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COMPETITIVE ADVANTAGES

Dogs are supervised during their stay, and any unusual eating habits, changes in behavior, illnesses, or occasional injuries will be communicated to the owner.

Dogs are divided into two groups, "Big Pack" and "Little Pack," based on their size, temperament, and energy levels for safety reasons. This system ensures that all dogs can play comfortably and enjoy healthy and fun interactions.

Using specialized canine play equipment, pet-safe disinfectants, high-quality air filtration, and engaging "Playtivites" for dog enrichment.

Webcams enable customers to keep an eye on their beloved pets throughout the day.



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OWNERSHIP OPTIONS



Semi-Absentee



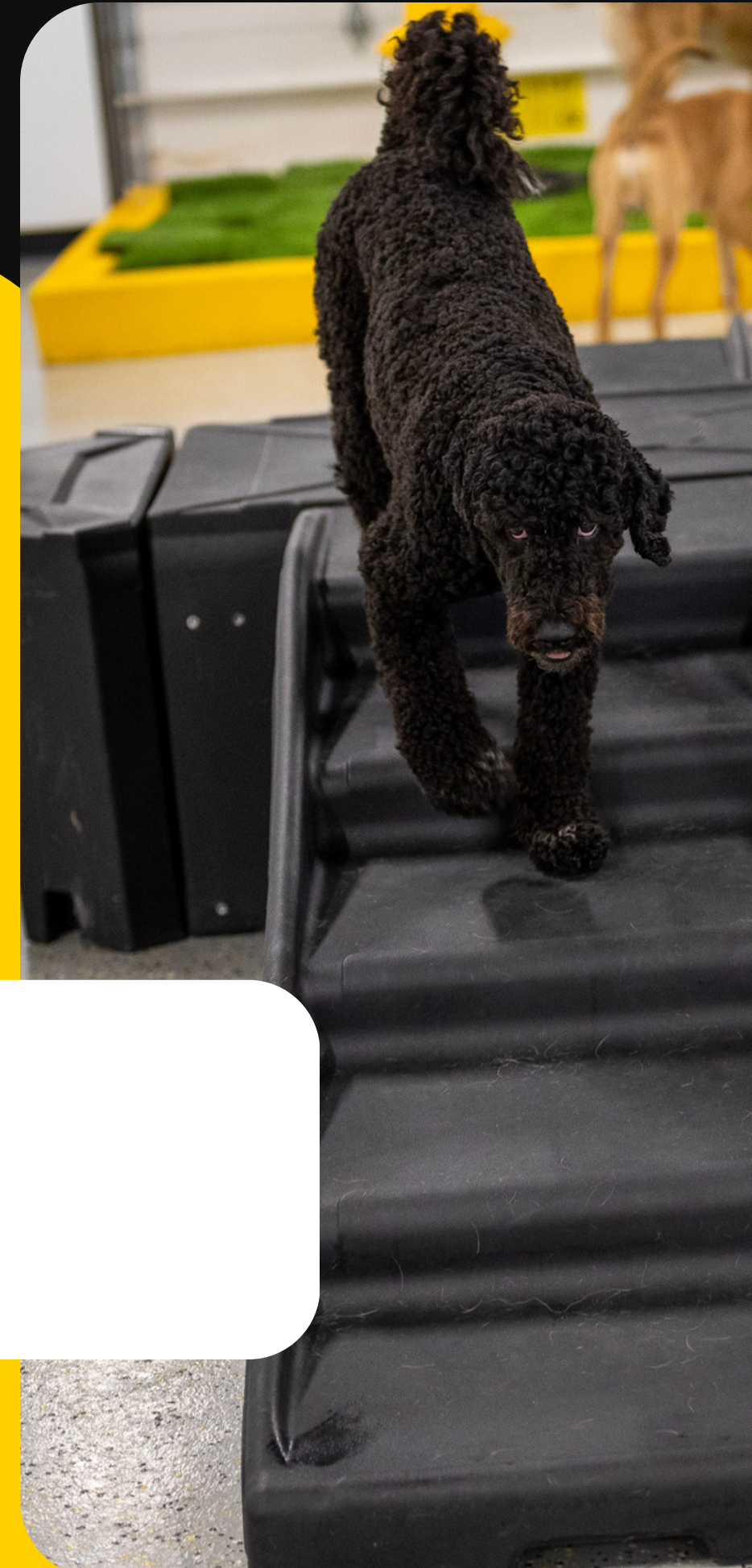
Full time Owner/Operator

Semi-Absentee – The manager oversees the business, the corporate entity trains the manager, the owner acts as the CEO, allowing for operations to be set up and run in any location.

Full-time Owner/Operator – The owner is skilled in overseeing the business both as a manager and an owner.

UNIT ECONOMICS

- Playful Pack PLAYCare Centers require a space of 3,000sqft.
- Choose between an Area Developer or Single Unit Franchise Model.
- The average investment for a single unit is around \$400,000, which includes working capital and a possible \$150,000 TI Allowance, totaling \$250,000.
- Net Worth Requirement is \$550,000.
- Liquid Capital Requirement is \$250,000.
- There is great earning potential per FDD Item 19 with a NET Income of \$225,000.



NET INCOME

\$225,000



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THANK YOU FOR YOUR TIME



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