

# ♥ Dogs?

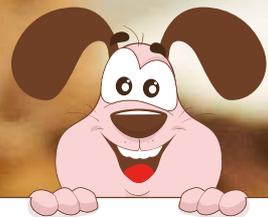
Change your life.  
work with dogs.

Take the inner  
you for a walk  
Earn  
£20-£60k+  
/Year



Doggy Day-Care franchise | Home Boarding franchise | Dog Walking franchise  
Dog-care Business and Marketing Support

Our Prospectus



Check out the **'Day in our Life'** introductory video to MyWaggyTails.  
[Click here >](#)



# Introducing MyWaggyTails®

MyWaggyTails is a successful 5-star rated professional dog-care business. We've bottled what we've learned and now we're offering you a choice of..



# Franchising with MyWaggyTails



Our franchises provide you a ‘business in a box’, helping you to get your own dog business going quickly. It’s based on a proven business model which also reduces the risks of you wasting money and time doing it yourself. Not only that, but we offer it at a very sensible price.

DOGGY DAY-CARE	HOME BOARDING	DOG WALKING
		
<p>This franchise offers doggy day-care services in a non-domestic setting</p>	<p>This franchise offers home boarding, day-care (based at the home), dog walks, pet sitting and home visits</p>	<p>This franchise offers dog walking, pet sitting and home visits</p>



## “Franchising”

Franchising is a business opportunity that allows the franchisee (possibly you) to start your own business by buying a license that legally allows you to use someone else’s (the franchisor’s) brand, expertise, marketing ideas, processes, and ongoing support based on a business that they have already demonstrated can work.

Every MyWaggyTails business is licensed\*, fully insured and built around high standards and best practice but we still leave room for flexibility and your personal touch.

*\*Licensing for dog walking isn’t currently a legal requirement other than in a few parks.*



# Business and marketing support services

You might already have a dog business up and running but maybe you need help with your new website, logo, social media or SEO. Or perhaps you want to do your own thing but need some consultancy, someone to talk to, to guide you through the maze or to get some monthly coaching, helping you to take your business from where it is, to where you want it to be.

As well as dog-care franchises, we offer business and marketing support services for pet-care businesses, as outlined below. It is flexible and affordable support that allows you to pick and choose only the services you want, when you want. And the great thing is, you benefit from a combined 50+ years of

international marketing and business experience, coupled with our very direct experience working in pet-care with dogs, as opposed to a supplier with only a generalist approach. To check out these services in more detail, please visit our website.



Business planning,  
consultancy and coaching



Marketing, website design,  
promotional literature and  
social media



Operations, licensing,  
documentation, processes,  
bookings and payments



Training & development  
courses



# Who are MyWaggyTails?

MyWaggyTails started out nearly three years ago with our first branch, in Chinnor, Oxfordshire. The business not only reached capacity but has exceeded our wildest expectations in the feedback and demand from customers.

So, we took the recent decision to share our experience and all that we have learnt by offering our know-how, trademarked brand, documented processes, and marketing skills to help like-minded folk enjoy similar success.

In this 'pilot franchise opportunity' we will recruit 10 franchise partners to demonstrate that our philosophy, caring approach and business model is fit for purpose. And as a consequence, the pricing for our franchise partnerships is heavily discounted. Plus, we have an absolute commitment in helping you succeed.

We are the 'new kids on the (franchising) block' and part of our point of difference is that we are breaking the mould in areas (and experience has shown us) that some franchise providers are failing to add any real value to the franchise relationship – with their high fees, acting more like large corporates, demanding you 'drive this and brand that'.

The dog care business is a very unique responsibility. It's based on very personal trust between our 4-legged friend, their loving owner and you, the carer. We are forging a new path together, using

our extensive business and dog care experience plus everything you bring to the relationship to create a successful business partnership - a path that has already been validated by both our local authority and our customers, all with 5-star ratings. We're here to demonstrate that we can be professional together, have fun doing it, not charge 'an arm and a leg' and retain that all important personal touch.

Our approach is for MyWaggyTails to be bywords for **quality and trust**, fully insured, built around high standards and best practice but we want to leave room for flexibility and a partner's thumb print.

MyWaggyTails' customer reviews on Google, Facebook and Yell are testament and evidence to our proven success.

We hope you'll join us on the journey, because we believe we have something different to offer and that there will never be a better time to become part of MyWaggyTails.



You can check out our website, **MyWaggyTails.co.uk** and customer reviews on Google, Facebook and Yell.

You can see our social media activity on **Instagram, Facebook and Twitter**. And do check out our videos on our **YouTube** channel.



# Our Story



Shortly after Randle left the Royal Navy he was lucky enough to get a job working for Sir Richard Branson's Virgin Group. A few years later, his office phone rang. He answered and a voice said, 'Hi Randle, it's Richard. You know something about boats don't you?' He replied, 'I'm sorry, who is this?' The voice politely answered, 'Richard, Richard Branson. Look, I've been offered a paddle-steamer for sale, you know, for events, parties and things. Will you go and have a look at it, it's in a dry-dock somewhere, find out if it goes and everything, see whether I should buy it and if I do, how it all works.' A crazy time working with Sir Richard followed.

Then fast forward a career leading multiple-award winning marketing and events agencies, including several start-ups, and employing over 200 personnel working with great brands like Microsoft, Vodafone, Virgin Media, Peugeot and Deloitte to name but a few

Randle is also a former Chairman of the Institute of Promotional Marketing. He has an honorary doctorate in education from Leeds Beckett University and he won a Guinness World Record for Vodafone, producing the largest silver service ball for 11,500 people. An eclectic cv we know.

One day his sister, Mitch asked for help with her dog-care business. It was going ok but after 5 months operating, business was slow. Randle overhauled her brand, website, messaging, promotion, digital marketing and operational processes. 18 months later she begged him to stop promoting her business as she couldn't cope with any more customers or enquiries. Cheekily she asked if Randle would first prepare her for the new licensing regulations.

Four months later, Mitch's dog-care business was audited by her local authority, rated 5 stars and granted a home boarding license for 10 dogs. More importantly, she has a raft of 5-star customer reviews on Google, Facebook and Yell.

Building on that success, Randle decided to bottle up and share what they both know, to help others start or grow their own dog businesses, provide a range of services, quietly powered by MyWaggyTails. So, here we are...



# What's in it for you?

Fun and money. A solid business in a growing sector.

You'll be working in an industry with big numbers and steady, even growth for the right people with the right approach and knowledge, and that means working with fun, loyal, loving customers. Many people want the best for the pets whether that's walks, day-care, being well looked after when they're away, grooming, training or personal care. And they don't always have the time to do it themselves.

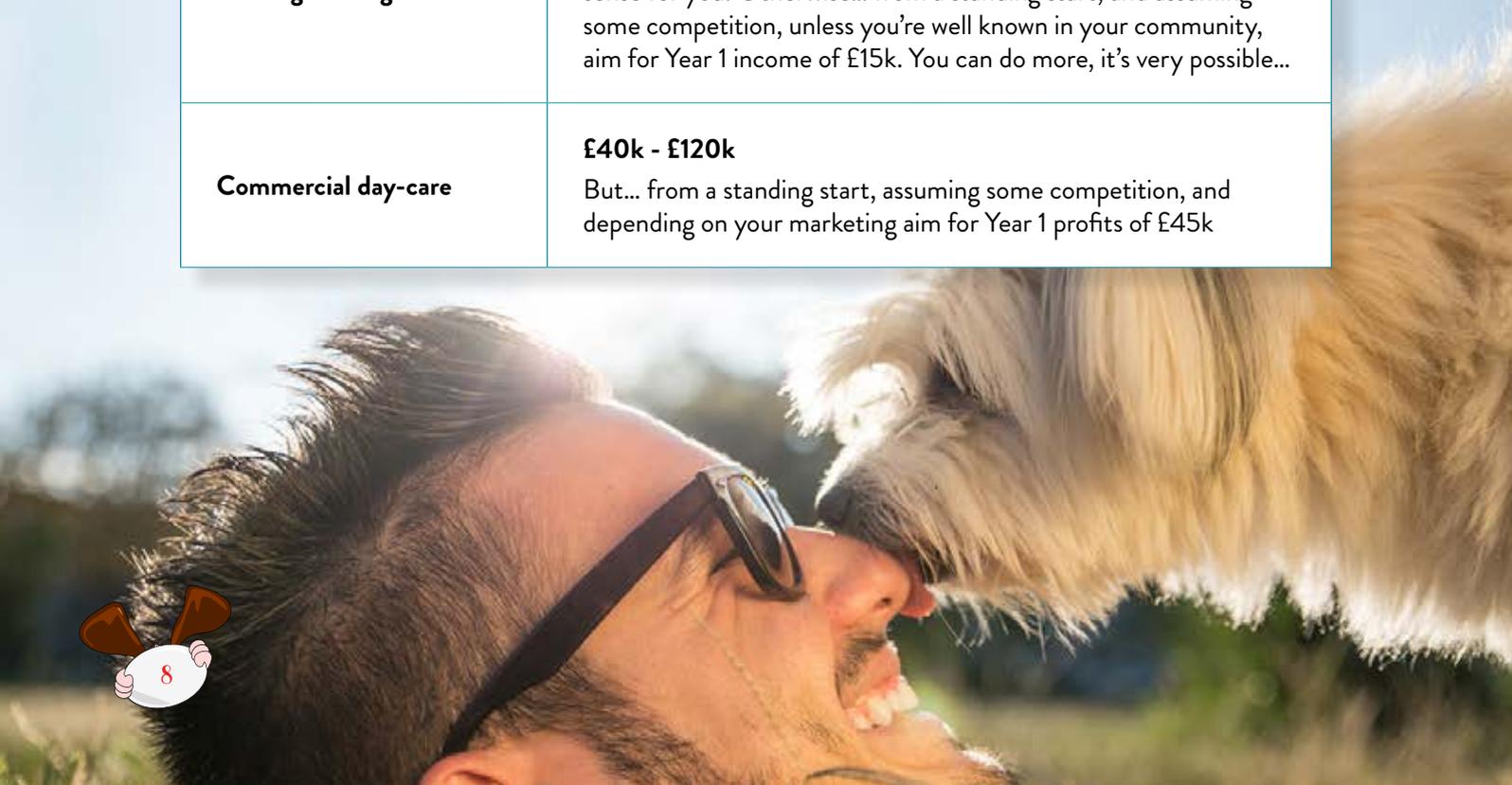
## Your earnings potential - Health Warning

Like everything, there are no guarantees in life. Location, premises, staff training, culture, breadth of commercial offering, investment capital, competitive forces, pricing, pet demand and your own application all have their part to play.

Here's a basic guide on your earnings potential, but you must do your own homework and corroborate our numbers and assumptions. We'll explain more, if you move to the next stage to becoming a MyWaggyTails partner.

Earn £20 to £60k+ per year

Service offering	Guide income
<b>Dog walking, pet sitting and home visits</b>	<b>£20k - £32k</b> But... from a standing start, assuming some competition, unless you're well known in your community, aim for Year 1 sales of £12k, particularly if you're working part-time.
<b>Home boarding, day-care and dog walking</b>	<b>£12k - £60k</b> How many dogs you're licensed for has a big impact. Some are licensed just for 2 dogs, in which case a franchise doesn't make sense for you. Otherwise... from a standing start, and assuming some competition, unless you're well known in your community, aim for Year 1 income of £15k. You can do more, it's very possible...
<b>Commercial day-care</b>	<b>£40k - £120k</b> But... from a standing start, assuming some competition, and depending on your marketing aim for Year 1 profits of £45k



# Highlights of a MyWaggyTails franchise

MyWaggyTails helps people grow their own successful dog businesses. Our franchises present a very rewarding opportunity for pet lovers and business-minded folk to combine two of their pleasures.

- ✓ Steady growth
- ✓ Increased demand
- ✓ Reduced risks
- ✓ Low investment options
- ✓ Great investment returns

*Our services are specifically designed to guide you through planning, launching, growing and profiting from your endeavours, including:*



	Research and planning		Training and development
	Location guidance and venue selection		Operations
	Licensing and documentation		Marketing
	Induction		The laws and regulations
	Design and planning		Accounting

# Highlights of a MyWaggyTails franchise

Our support is invaluable when setting up your franchise.

We'll sit down with you and understand your early thinking and plans, sharing our experience, inputting where appropriate and guiding you through the potential maze. We'll assist with your business plan, guide you through the licensing process, and help you prepare the necessary documentation,

policies and processes. We'll assist in your training, documenting your operational processes and establishing your marketing plan and it's actual implementation, until you feel comfortable and confident enough to take complete control.

A franchise includes just some of this:

A licence to use our trademarked logo, branding, materials and templates

Full training and a comprehensive operations manual

Marketing plan, microsite, and promotional literature

Local area marketing and launch of your franchise



Training and development, is an integral part of being a professional and a cornerstone of MyWaggyTails.

We provide both in-house training and by respected and accredited 3rd parties. Such an approach lies at the heart of establishing a well-trained and respected team of like-minded partners.



# The market place

Some important figures

Estimated UK  
dog population

9m



1 in 4  
households have  
at least 1 dog



Assuming a catchment of **5,000** inhabitants, **2.2** persons per household, **2,273** homes – that's **568** dog owning households.

Assuming **1.25** dogs per dog household – that's **706** dogs who could be your customer.

Continued growth is rising at **4%** per annum.

*Source: 2018 Pet Food Manufacturers Association*

And Statista reveals **45%** of households have some form of pet – so that's **1,023** homes where you could be providing pet home visits.

And whilst we're talking numbers, let's understand the potential for dog walking, just as an example.

The average prices charged for dog walking varies by geography, competition, demand and reputation. On average the cost for dog walking is £10-£15 per hour per dog. (We work to an average of 4-5 dogs per walker). According to the Daily Telegraph, "Dog walkers earn a fifth more than the average UK salary and only have to work two weeks a month to do so (mm, we're not buying that statement!). Dog walkers charge an average of £11.50 per hour per dog and walk 192 dogs per month, which adds up

to annual earnings of £26,496. This is 20pc higher than the national average salary of £22,044."

And that's before you think about additional income from doggy day-care, home boarding and home visits. Do your own sums and see for yourself.

We'll talk you through more in depth £ assumptions later if you wish to become a MyWaggyTails partner, to sanity and sensitivity check thinking, personal and commercial reality.

# The dog-care business

With demand for expert dog care increasing, it's no wonder people are wondering how to start a dog business.

## **Making a difference**

We had one guiding thought when we started MyWaggyTails – 'How do we differentiate ourselves from our competition?' What are our points of difference? Or as marketers like to say, 'what are our USPs (our Unique Selling Points)?'

Get this right and you won't just be another 'me too' in an otherwise crowded field.

Everything we do is designed to demonstrate we're not just any other dog business, from our quirky warm brand, friendly typeface and blend of cartoon characters alongside real dog imagery and content, to our determination to deliver the best experiences for our 4-legged customers, our franchise partners and our co-workers.

## **Licensed or...**

Not many people know that dog welfare is increasingly regulated and this directly impacts professional providers of dog-care services. Following recent changes in legislation, the law requires anyone who provides accommodation or day care for other people's dogs, in exchange for monetary benefit to hold and display a licence granted by their local authority. This includes holiday care, overnight stays or doggy day-care. (Currently, you do not have to be licensed to be a professional dog walker, although many expect this to also become fully regulated in the next 5 years). Failure to be licensed and provide either accommodation or day-care for dogs is a criminal offence, with the potential for a £500 fine and 3 months imprisonment.

As committed dog-care providers, MyWaggyTails franchisees must stand out from the crowd, for all the right reasons – great partners, caring for dogs by people you can trust.



# Your investment in a MywaggyTails franchise

Dependent upon which option you pursue, investment in a franchise largely falls into three 'buckets'.

1. THE FRANCHISE FEE	2. 'ROYALTIES'	3. YOUR OWN COSTS
<p><b>This is your franchise fee for 5 years (renewals and life time franchises are available on request).</b></p> <p>50% payable on signing the contract, the balance 60 days later. We also give you the option of staggered payments for a small premium.</p>	<p><b>Monthly 'sales commissions' is a better way to think of this</b></p> <p><i>It pays towards your annual dog-care insurance, ongoing marketing, web presence and management support. Plus, we don't charge this for the first 6 months of your trading, giving you the best chance to get up and running; or we give you an alternative of a monthly subscription.</i></p>	<p><b>These will fall into two smaller buckets: your 'set up costs' and your 'running costs'.</b></p> <p><i>You'll need to consider what else will you need to pay out towards running your dog business. These vary considerably by franchise type. eg Local authority licence, veterinary fees, any professional fees, transport, transport insurance, fuel and maintenance costs, cleaning materials, treats, other related insurance costs, mobile/ data costs, staffing (dependent upon the franchise), expenses. For doggy day-care, you will also have property/ land lease/rental and fitting out of your premises to budget and maybe additional staff training. We will guide you on what we believe you might expect/should budget.</i></p>

When you've decided you want to proceed further, we'll talk you through the reality of these numbers. Let us know when.



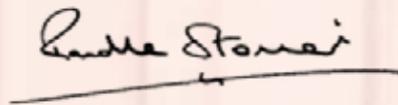
# What are you waiting for?

Do check out our franchise website

**[www.MyWaggyTails.co.uk/business](http://www.MyWaggyTails.co.uk/business)**

There's loads more information available there.

If have questions or you'd like to arrange a meeting,  
do please contact me. Thank you.



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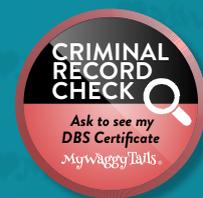
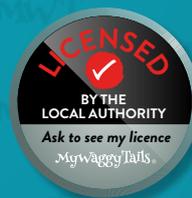
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# Closing thoughts...

Why spend your working life doing something where you're not appreciated? When work becomes fun, rewarding and appreciated, you could be on a winner.

Sometimes you never know the value of a moment until it becomes a memory.





*MyWaggyTails*®



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