

# SECTION 4



## Production: Our Services



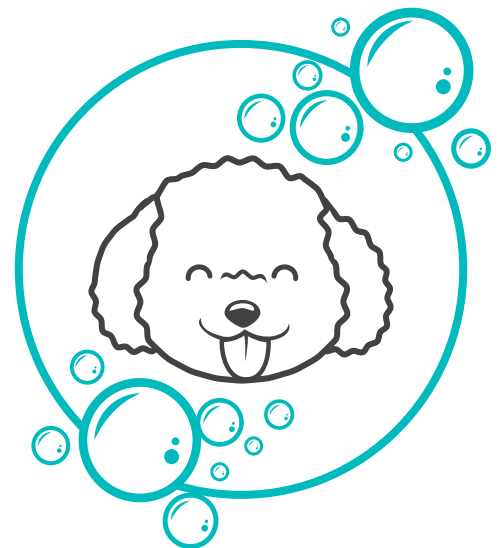
# The Services We Provide

PupLuxe Grooming is an all-inclusive mobile pet grooming solution. We are not a-la-carte like most traditional salons. This means our menu of services are limited the following 3 types of pet grooming services:

## Luxe Bath

The Luxe Bath service is suitable for pets who do not need their coats trimmed. It includes the following services/treatments:

- Full coat assessment and consultation
- Premium shampoo & conditioner tailored to the pet's needs
- Blow drying by hand
- Ear cleaning
- Anal gland expression
- Pet cologne or perfume
- Nail trim & filing
- Teeth brushing and/or fresh breath treatment



## Mini Groom

Everything included in the Luxe Bath service, and:

- Shave & clean up paw pads
- Face trim
- Trim and clean around the feet
- Trim sanitary areas

## Full Groom

Everything included in the Luxe Bath and Mini Groom services, and:

- All over body haircut with scissor finish
- Brush out and styling for all breed cuts and patterns

## Pricing Breakdown

Price varies primarily based on the size of the pet, but can also be affected by the condition of the pet's coat, temperament, and any additional work or services they may require outside of the scope of our 3 main services. See chart below for typical pricing per service based on pet weight.

Luxe Bath		Mini Groom		Full Groom	
Weight	Price	Weight	Price	Weight	Price
< 11 lbs	\$95	< 11 lbs	\$115	< 11 lbs	\$135
11 - 24 lbs	\$105	11 - 24 lbs	\$125	11 - 24 lbs	\$145
25 - 39 lbs	\$125	25 - 39 lbs	\$145	25 - 39 lbs	\$165
40 - 59 lbs	\$145	40 - 59 lbs	\$165	40 - 59 lbs	\$200
60 - 79 lbs	\$165	60 - 79 lbs	\$185	60 - 79 lbs	\$225
> 79 lbs	\$180	> 79 lbs	\$200	> 79 lbs	\$275

## Average Revenue Per Service

With the exclusion of tips, we expect to earn an average of this amount for each type of service we sell.

**Luxe Bath**

\$125

**Mini Groom**

\$150

**Full Groom**

\$170

## Cost of Services Sold (CoSS)

Below is a table of expenses that outline the cost of all required resources in order to provide our services:

Supply/Resource	Total Cost of Supply (if applicable)	Cost Per Service
Shampoo	\$100 / Gallon	\$2.50
Conditioner	\$100 / Gallon	\$2.50
Cologne/Perfume	\$60 / Bottle	\$2.50
Groomer.io Appointment Fee	N/A	\$0.69
Pet Accessories	Varies	\$0.75
Groomer Commission Rate	N/A	Up To 35%

## Profitability of Services (SKUs)

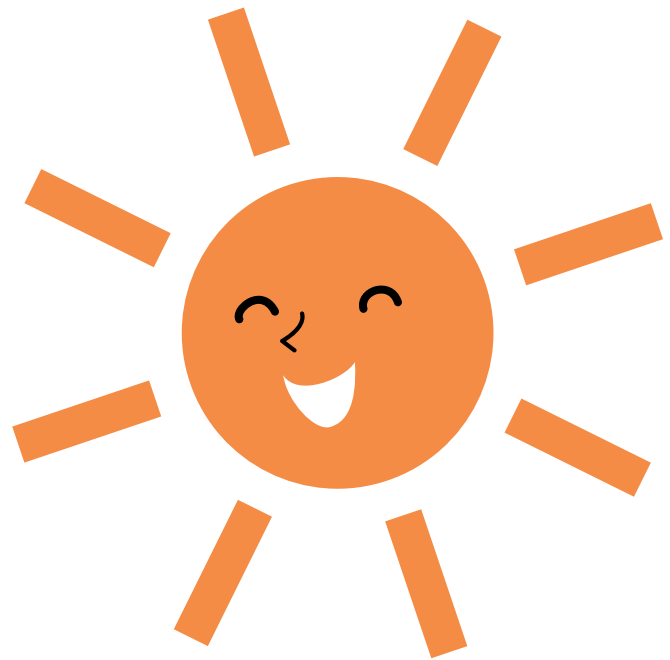
This table represents our profit expected from the average amount earned from each of our 3 services.

Service	Price	Estimated Duration	CoSS	Profit
Luxe Bath	\$125	1 Hour	\$46.69	\$78.31
Mini Groom	\$150	1.5 Hours	\$53.69	\$96.31
Full Groom	\$170	2 Hours	\$57.69	\$112.31

## Pupgrades & Add-on Services

While we pride ourselves in being a hassle-free, no-upsell business, there are some add-on services that can be included as part of any of our 3 main services, including:

- **Flea & Tick Treatment:** \$40
- **Brush & Dematting:** \$10+
- **Nail Polish:** \$25 for two paws / \$40 for four paws
- **Hand-stripping:** \$100/hr
- **Hair coloring/creative grooming:** \$100/hr





*“Some of my best  
leading men have been  
dogs and horses.”*

**– Elizabeth Taylor**



# SECTION 5



## Our Team: The Humans



## Phase 1: Business Launch



### Jessie Colon-Sanchez

*Owner & Pet Stylist*

- Provides professional grooming and bathing services.
- Operates the grooming van.
- Ensures grooming van is organized and all parts are maintained and functional.
- Ensures van is properly stocked with all of the inventory required to perform the work.
- Selects and orders supplies used for services.
- Answers incoming calls.
- Confirms services needed and provides consultations at check-in.
- Collects payment at check-out.
- Provides photo and video content to Johan for marketing.



### Johan Colon-Sanchez

*Co-Owner, Operations & Marketing*

- Facilitates the intake and appointment process.
- Manages and optimizes grooming schedule to maximize profitability.
- Responds to client requests, inquiries and feedback.
- Manages company website.
- Manages social media pages.
- Manages all advertising channels.
- Manages and oversees all bookkeeping and financial controls, including payroll.
- Designs all digital and print company collateral.
- Manages business software and IT solutions

## Phase 2: Maximizing Operation



**Jessie Colon-Sanchez**

*Owner & Pet Stylist*



**Johan Colon-Sanchez**

*Co-Owner, Operations & Marketing*



**Pet Stylist**

*(Full Time)*

While Johan will continue to perform the same marketing and administrative duties, Jessie can also help facilitate the intake, scheduling and dispatching tasks when he's not working as the Pet Stylist.

With a full time Pet Stylist, we can operate the business every day of the week. This groomer will work 4 days a week at a starting commission rate of 30%. They can achieve a commission payout of up to 35% based on sales performance (tiered sales performance goals).

Having a pet stylist will also allow Jessie to take more time off for relaxation, to work on the growth of the business, and to focus on his continuing education.

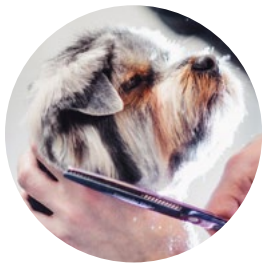
## Phase 3: Second Van Expansion



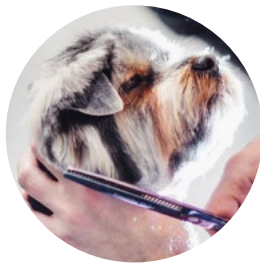
**Jessie Colon-Sanchez**  
Co-Owner, CEO & COO



**Johan Colon-Sanchez**  
Co-Owner, CMO & CFO



**Pet Stylist**  
(Full Time)



**Pet Stylist**  
(Full Time)



**Fleet Manager**  
(Full Time)

In this phase, we introduce another full time groomer to operate the second van. Both groomers must work between 4 days every week on a fixed schedule, and must meet sales quota to achieve maximum commission payout (35%).

Jessie will operate both vans when they are not occupied by their respective groomers during their time off. If both groomers work between 4 days a week, this means that Jessie will be operating inside one of either vehicles 4 times a week.

A full-time Fleet Manager can handle all the Operations aspects of the business, including routing, scheduling, maintenance, and managing social media channels.

Johan can then focus on other marketing efforts to grow and improve the business.

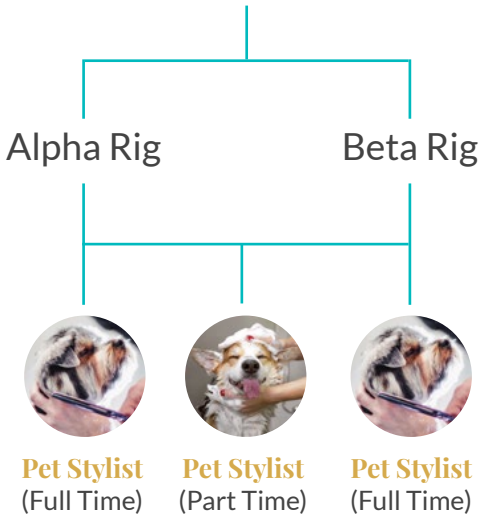
# Phase 4: Optimizing For Growth



**Jessie Colon-Sanchez**  
Co-Owner, CEO & COO



**Johan Colon-Sanchez**  
Co-Owner, CMO & CFO



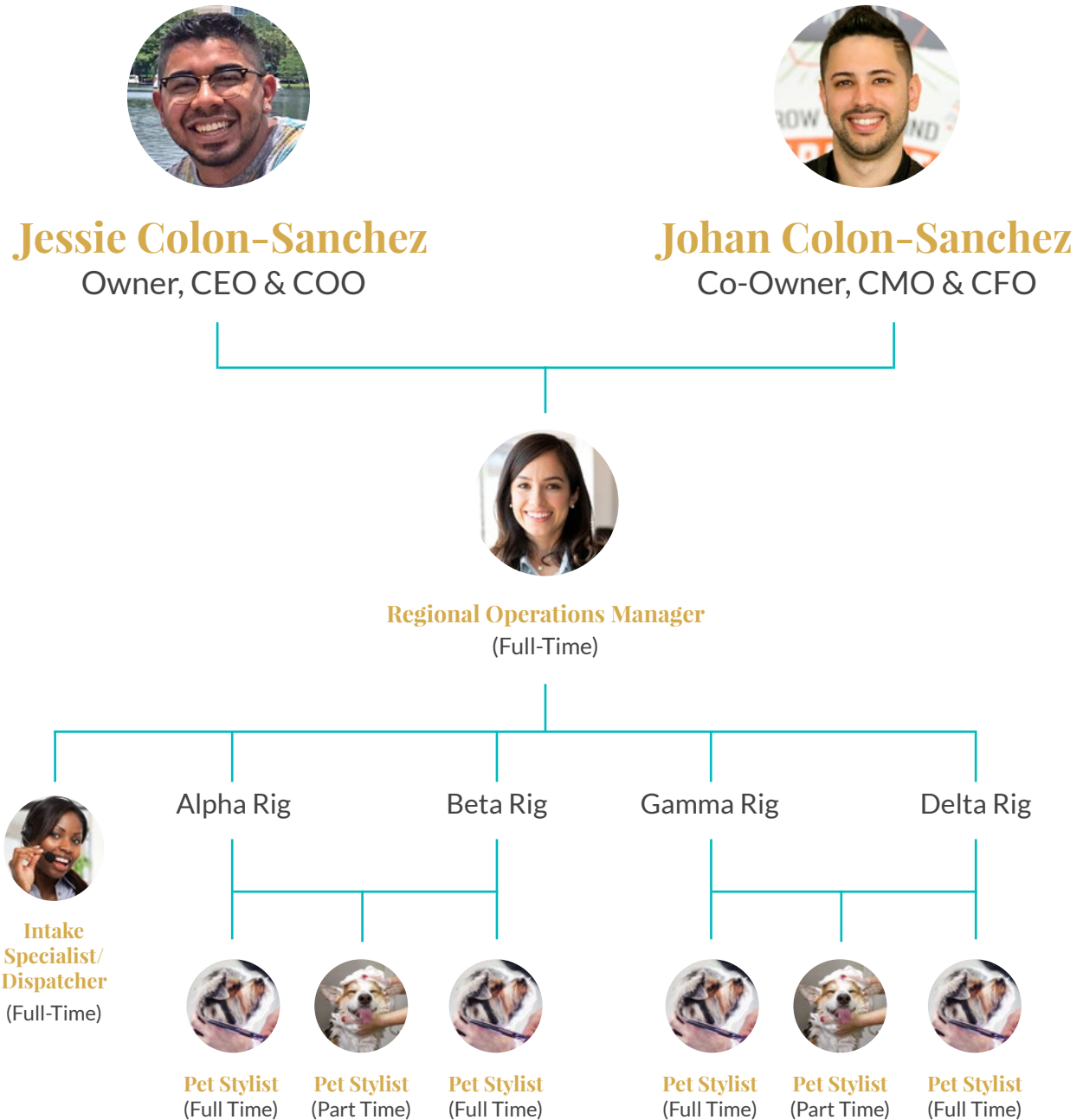
**Fleet Manager**  
(Full Time)

In this phase, we will introduce a part-timer to cover the 2 days that each van isn't being operated (making both vans fully operational 7 days a week). This will allow us to maximize our profits with our 2 vans before making the decision to expand into 3+ vans.

When the business expands again, we can transition our part-time groomer to full-time, bypassing the typical 4+ weeks required for the training and onboarding of new groomers.

Having 2 fully staffed vans will allow Jessie to plan for faster business growth and also take spend more time away from the business. This will also ensure that employees can enjoy benefits such as PTO without the business losing out on revenue as a result of not having coverage.

# Phase 5: Central Florida Domination



At this phase, we have a fleet of vans that cover most of the metropolitan areas of Central Florida. Johan and Jessie do not need to be involved in the day-to-day operation of the business, and can focus on maximizing profitability and evolve to the next stage of growth. An Intake Specialist/Dispatcher will also be hired to alleviate some of the scheduling and routing duties of the Fleet Manager (now promoted to a Regional Operations Manager), so they can focus more on operations, business and employee development.

## Phase 6+: Regional Expansion

When PupLuxe Grooming dominates the Central Florida market, we plan to expand outwards towards cities and regions with high populations of people in demand for mobile grooming services. Some of these cities in the southeastern region of the U.S. include:

- West Palm, Florida
- Ft. Lauderdale, Florida
- Tampa, Florida
- Jacksonville, Florida
- Charlotte, North Carolina

### Regional Company Structure

For each new region that we add, another **ROM (Regional Operations Manager)** will be added to manage and oversee the operations of that region to minimize the day-to-day involvement of Jessie and Johan. The ROM would live in or near the target region, so that they can keep the vans stocked and maintained.

The ROM will attend weekly, monthly and quarterly meetings with Johan, Jessie and other ROMs to discuss business performance and opportunities for growth.

At the start, the ROM will take on the responsibility of the Intake Specialist & Dispatcher: establishing relationships with prospects and new clients, and increasing new and recurring business.

As the first van becomes fully booked up, new vans with more groomers and bathers may be added to start building business in other areas. The ROM can then hire a full-time Intake Specialist and Dispatcher to manage the influx of new prospects, appointment requests and phone calls.

Each ROM should only oversee a maximum of 4 vans, equating to 4 full-time groomers, 2 part-time groomers and 1 intake specialist/dispatcher.



*“Such short little lives our  
pets have to spend with  
us, and they spend most of  
it waiting for us to come  
home each day.”*

**– John Grogan**



# SECTION 6



## The Workplace



## Where Do We Work?

PupLuxe Grooming is a salon on wheels, that means we are not tethered to any one location. For this reason, we do not have a physical building to report to. We drive to our secure van storage every morning, board the van, and start our day!

### Van Capacity

Each van can hold up to 2 passengers in the front. That means that no more than 2 people, preferably a groomer and a bather/assistant, can be scheduled to work in a van at a time.

### Mercedes Sprinter 3500 Features & Specifications

- Built-in bathtub with Super Sudser
- 1 adjustable grooming table
- 1 stationary grooming table
- 1 Clipper Vac
- Built-in vacuum cleaning system
- 2 velocity dryers
- 2 overhead vents
- Onan generator
- 1 overhead solar panel
- Air-conditioning in grooming area
- 1 mini fridge
- Marine-grade stereo system
- Carbon monoxide detector
- 50 gallon fresh & gray water tanks
- Gas water heater
- Storage shelves and cabinets



## Equipment & Tools

Groomers are responsible for supplying their own tools required to perform their job duties (shears, clippers, attachments, etc). PupLuxe Grooming will only supply the built-in equipment listed in the previous page and the following supplies:

- Premium shampoos
- Premium conditioners
- Colognes & perfumes
- Assortment of pet accessories
- Cotton balls & ear cleaning formula
- Cleaning/sanitizing solutions
- First aid essentials

## Van Conversion, Insurance & Utilities

Here is a list of service providers associated with our van and its equipment.

### Wag n' Tails

This is the business that managed the selling and conversion of our Sprinter van. Our main contact is Scott Filley at [scott@wagntails.com](mailto:scott@wagntails.com).

### Insurance Scout Partners

The insurance broker we use to manage our commercial vehicle, business and Worker's Comp insurances. Our main contact is Damon Rietta at (407) 674-2083 or email [damon@insurancescoutpartners.com](mailto:damon@insurancescoutpartners.com)

### AT&T

AT&T provides our wireless devices and service to those devices.

### iStorage of Winter Garden and Extra Space Storage in Ocoee

The storage facilities where we store our vehicles and company supplies.

**iStorage:** 13440 W Colonial Dr, Winter Garden, FL 34787. Call (407) 656-7300.

**Extra Space:** 11920 W Colonial Dr Ste 10, Ocoee, FL 34761. Call (407) 877-5608

# Business Operations **Software & Tools**

Here is a list of the software we use for the day-to-day operation of our business.

## **Groomer.io**

This is the primary software used for our day-to-day operations. It is our Customer Relationship Management (CRM) system, which we use to communicate with our established clients, our new customer intake system, our appointment scheduling system, our navigation app, our main source of automated communications and follow-up, and our central point-of-sale (POS) system.

## **Square**

We use Square to accept credit card payments. It integrated with Groomer.io, making it an essential extension to our POS system.

## **QuickBooks**

Our bookkeeping and mileage tracking software.

## **DreamHost**

Our webhost which securely hosts our website, its associated domain ([www.PupLuxeGrooming.com](http://www.PupLuxeGrooming.com)), and our company email accounts.

## **SurePayroll**

Our payroll management system.

# Policies, Systems & Procedures (PSPs)

Below is a checklist of all the Policies, Systems & Procedures that must be written in order to operate our business with proper consistency. These will also allow us to successfully onboard & train new employees, administrative and leadership staff.

## Van Operation Policies & Procedures

- Business Opening Procedures
- Business Closing Procedures
- Maintenance Checklists (daily, weekly, monthly and quarterly)
- Driving and Navigating Guidelines
- How to Operate All Essential Equipment in the Grooming Van
- Mileage Tracking
- Common Troubleshooting Tips & Diagnostics
- Emergency Protocols

## Key Internal Administrative Policies

- Client Interaction (written & verbal)
- Grooming Services for Staff, Friends & Family
- Business Hours & Dress Code
- Time Sheets/Time Clocking (for hourly employees)
- Personal Business While at Work
- Holidays & Planned Business Closures
- Job Descriptions

## Key External Administrative Policies

- Definition of the word “Emergency”
- Access to Owners (inside and outside of normal business hours)
- Pricing, Discounts, Tips & Fees
- Expectations on Open Communication (Honesty & Integrity)
- Record-Keeping & Notes
- Referrals
- Privacy & Confidentiality
- Definitions of A-F Clients

## Key Administrative Procedures

- Answering Phones & Taking Messages
- Routine Correspondence
- Scheduling Appointments (including best practices for schedule optimization)
- Managing Rebooks, Reschedules and Cancellations
- Customer Intake Process / Engaging With Potential New Customers
- Referring Out “F” Clients (we do not “fire,” we *refer* them elsewhere)
- Client Check-In Process
- Client Check-Out Process
- Accepting Payment
- Monthly Bookkeeping
- Computer File Organization & Backup Schedule
- Operating Instructions for All Technology (apps, software, devices, etc).