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Integrated marketing campaign  
Week 1

## Situation Analysis

### **Fun Fur Pets Summary**

Fun Furr pets is the place to go for “everything pets” Located 1404 Green Bay St. La Crosse, WI. Born in the fall of 2014 Eve Molza, (head animal concierge) had a vision of turning what was once an old warehouse into a complete dog care facility offering dog boarding, training, and grooming. Fun Fur Pets has 160 google reviews averaging 4.5 stars in all categories we believe every day is an opportunity to improve and grow that’s why we take the time to get to know our customers and their pets.

Pet Boarding- “A hotel away from home” for your pet, a popular option for those who work or travel and need a trusted staff member to look after their furry friend. Fun Fur pets boarding offers the best care and will give you piece of mind when you have to be away from your pet for long periods of time. Playtime and bathroom breaks are 6-8 times per day where they can also socialize and connect with other canine guests. On down time dogs have their own kennel space, blanket, and bed. To make dogs even more comfortable feel welcome to bring a toy from home. There are 5 different boarding options for the customers convenience and needs.

#### Boarding services

1. Crate Boarding – Large wire crate – \$28.00/night (Additional dog \$25.00/night)
2. Efficiency Suite – 5’x5’ Stand-up wire suite with Kuranda bed – \$35.00/night (Additional dog \$31.00/night)
3. Modern Suite – 5’x10’ Stand-up wire suite with toddler bed – \$41.00/night (Additional dog \$37.00/night)
4. Studio Suite – 4’x10’ Private studio apartment with Kuranda bed and natural light – \$43.00/night (Additional dog \$39.00/night)
5. Cage Free – Sleep in daycare area – Restrictions apply – \$48.00/night

Training- Whether you are a new dog owner or have a stubborn pet fun fur pets can help with their weekly dog training classes. We work around your busy schedule so come as you please on available dates. Fun Fur pet offers *obedience training, reactive dog training, and dog socialization training*. All training programs are offered in a 6-12- or 12-16-week group course (6 dogs per group) in which you and your pet will work with a dog trainer in 45 min daily sessions. More intense training approaches include the *Board and train program* where; Your pup will stay at FFP for 3 weeks, working on basic obedience, life skills, and any behavior modifications. Your dog will receive plenty of playtime along with training time to ensure bonding time with the trainer. Depending on the dog’s needs, we will choose

appropriate accommodations and ensure that your dog receives lots of love and affection during the stay

at Fun Fur pets we value our customers, but your 4-legged pal is what matters most. Come visit us and see what we're all about and check out; <https://www.funfurbets.com/training/> for dog training prices.

Grooming- Fun Fur Pets offers two different groomers which are each their own business entity within Fun Fur Pets. For grooming services, you must contact them individually to set up an appointment. There are bath, haircut, and grooming packages for all your pets needs. Check out; <https://www.funfurbets.com/grooming/> for more grooming packages and pricing.

*Grooming by Jenny- "Gentle hand for gentle hearts."*



608-797-3076

*Big River k9- Tracy*



608-780-1593

### **Company goals**

At Fun Fur pets we strive for excellence at every level, when a customer leaves the store, we want them to feel good about leaving their pal in our care. We start off by hiring the most qualified staff members who are animal lovers and treat your pet like their very own. Then we get to know our customers on a personal level, so they feel comfortable every time they come in. Another very important aspect is for our staff to connect with every pet individually, getting to know their personality and bonding with them so they can feel comfortable without their owner's present. We believe that improving and self-education is a lifestyle and the only way to do business. This is why we are always researching for the newest dog training techniques and implementing them to your pet.

### Strengths –



Fun Fur Pets has an average of 4.5 stars out of 160 google reviews. Our large warehouse turned into a play area and dog



From an old warehouse turned to a dog play heaven, Fun Fur Pets has plenty of space for boarding, grooming, training, with room to expand.



Fun Fur Pets offers an acupuncture specialist for dogs on Tuesdays.

### Weaknesses-



Fun Fur Pets takes pride in their staff, so it takes time and money to find the right employees to hire and keep around.



Competitors offer other dog training services such as: Dog hunting training, which Fun Fur Pets has not been able to offer at this time

### Opportunities-



With a giant warehouse there is always room to expand, in expanding it makes room for more customers which would result in a cheaper rate for all customers.



Offer membership services for all customers to get boarding at a rate of month to month or annually.



educating the customer about their pet is key and could result in business. Fun Fur Pets has a great start with our online website, but it has the potential to expand and maybe offer daily blog posts with the most current information on dogs that customers may need.



Offer individual play sessions based on the pets needs and desires.

## Threats-



Dog day cares used to be viewed as a luxury for dogs now they are considered more of a need for your pets' well-being while your away. The result is many new dog daycares are opening up creating more competition.



The Covid-19 pandemic has hurt small business in a way no one could imagine. With people working from home there is no longer much of a need to send your dog to boarding class resulting in a drop of profit and business.

## Upcoming goals

1. Treadmill Workouts
2. Therapy services- we have partnered with Dr. Jan Schilling at Vet-Energy to come to Fun Fur Pets the 3rd Wednesday of each month.
3. Virtual dog visits- Our goal is to connect customers with their dogs during daycare by scheduling zoom meetings (upon request) to check in on their dog and see how daycare operates when their away.
4. Dog profile- Fun Fur pets wants to add an account-feature that customers can log into given them updates on their dog. Pictures, videos, feeding time, potty time, and naptime. Dog profiles will also be added to the website so future/other customers can get to know the other dogs that attend daycare regularly, given the customer peace of mind and comfortability with our company.

## **Liability**



Customers sign waivers



Company has insurance



Groomers & trainers have licenses to do so

## Economy



The Covid 19 pandemic has forced a lot of people to work from home resulting a significant decrease in boarding, training, and daycare services.



Dog daycares are growing at an alarming rate creating more competition and a new standard for how dog daycares operate.

### **Situational analysis**

**Customers-** Fun Furr Pets customers are those who live in or around the La Crosse region. Customers for dog training are mostly people who are new to owning a dog and need guidance. Customers are of all ages and gender who have been referred to us via word of mouth, our webpage, and radio. Most boarding customers are those who work normal office hours and are in on a regular basis allowing our team to connect with each customer. We also take in and train a lot of stubborn dogs with issues such as food aggression, social aggression, and ones with selective listening skills. At Fun Fur pets we believe in a no dog left behind policy and with the right love, care, time, and training any pet can learn and obey.

Ideal Fun Fur Pets customer- Loves and treats their pet with kindness and respect, cares for their pet as if it was their only ever child. Customer treats staff with the same kindness and respect they show their dog. We don't like when your dog misses you, but we miss them too, so daily boarding 8-12 hours is our preferred boarding option.

### **Competitors**

Pet me scratch me is company similar to Fun Fur Pets. They offer dog boarding, grooming and daycare. Pet me scratch me has two locations, one on the south side of La crosse and one in Onalaska. This gives them an upper hand on local competition by reaching a larger customer base. The south side location may get customers from Stoddard and the Onalaska location may get customers from West Salem or Holmen.

Happy trails training center located in West Salem, WI. They have recently expanded to Dakota, MN and other surrounding locations. Happy trails specialize in dog training services offered in different categories including; Hunting and gun training, agility training, manners training, competition training, and therapy training. Tracy Harper is the main dog trainer with over 40 years of experience. The company slogan "we are dedicated to improving the life of dogs and people who love them.

Diggity Dog Daycare is a full-service daycare, boarding, and grooming. located at 600 Fisherman Rd, La Crosse Wi. They offer Wisconsin's biggest outdoor play yard and a convenient valet dog service. Just pull in honk the horn and a staff member come to retrieve your pet. Boarding here is considered exclusive because it's all inclusive. Separating them from other dog daycares that charge extra for "out of kennel services. The "Bungalow Boarding" features rooms in a loft setting, with a fun "Dogs on Vacation" island atmosphere. Bungalows are raised above the daycare play arena, so its not in the way of activities in the playroom.

