

# DIP - A - DOG



## DIP A DOG SA

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Thank you for your inquiry into purchasing a Dip-a-Dog dealership.

Dip-a-Dog SA is currently establishing a national network of independently owned and operated mobile pet care dealerships. Our *modus operandi* is to impact on the pet care industry and pet ownership market by the establishment, placement and effective functioning of owner operated dealerships which will address a variety of needs and services currently required in South Africa's pet care market. The cornerstone of our business is to provide a personalised pet care service to the public that result in 'problem free' ownership of dogs.

The main philosophy behind Dip-a-Dog is the creation of a problem free environment for pets through the provision of a professional, friendly and caring monthly service. We can, in some ways, be seen as a 'garden service for pets'. We strive to become the animal's newest best friend and fill some of the gaps left by today's busy schedules. We take note of the lack of available time for pet care in today's rushed world and offer the owner an affordable and comprehensive service to this end. For example, when the owner gets home from work, he finds his dogs brushed, bathed, dipped, de-wormed (periodic), and next month's food standing in the garage.

Primarily, this service entails monthly visits during which time the pet (dog) is bathed and is given a tick and flea treatment. Additional services are provided which include periodic de-worming, delivery of pet food, provision of pet accessories, general pet advice (behaviour, nutrition, minor ailments etc) and the provision of a holiday feeding programme. We also provide an emergency ambulance service to assist dog owners in transporting their pets to the nearest vet's practice. This is an emergency assistance service and will not generally cover annual visits to the vet for inoculations and the like. Each client's needs differ and the total package must be tailored accordingly.

It must be pointed out that we stay clear of normal retail pet foods and concentrate on the more exclusive premium brands. The basic reasoning is that we do not wish to become involved in price wars with large retail chain stores and, more importantly, nutritionally it is more beneficial for the dog. A more in-depth discussion will be held during your training programme.

The level of success in this operation, is dependent on the determination and disposition of the dealer. We do believe that with a positive attitude almost anyone can succeed at this business. It does however require time, dedication and commitment. The basic requirement is for a prospective dealer to be comfortable with a wide range of people.

The attached cash flow projections are to illustrate the potential of a Dip-a-Dog dealership and that our dealers have the control in their own economic positions. We ask that you consider that most households have, on average, 2 dogs of which one is a large breed. Should your immediate market area have, for instance, 5 000 houses, we are already considering an immediate market of 10 000 dogs of which you can, realistically, only service about 4% in any given month.

The most important aspects of the dealership agreement are highlighted below.

At present, the cost of an dealership amounts to R90 000. This includes:

- the provision of a mobile pet care/treatment unit (trailer);
- start up consumables;
- intensive training course;
- regional advertising;
- first months dealership fee;
- corporate wear and
- full and ongoing corporate support from Dip-a-Dog SA .

A monthly dealership fee of R1 331 is applicable from the second month onwards.  
Dip-a-Dog SA will refurbish your trailer every three years as part of the rental agreement.  
All consumables are to be purchased via Dip-a-Dog SA.  
Dealers are required to conform to the work practice and ethic of Dip-a-Dog SA..

Should you require any other information, please do not hesitate to contact us.

Dip-a-Dog SA wishes to assure you of our highest consideration and looks forward to building a long and mutually beneficial relationship with you.

Yours sincerely

**JOHAN BRAND**