



- BANDAGES DESIGNED WITH DOGS IN MIND -

DSMR496-001 BUSINESS PLAN FALL 2013

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COMPANY DESCRIPTION

Inspired by Mason, her beloved German Shepherd, CEO Brittany Barnwell was struck with a problem that was in dire need of a solution. Following Mason's release from the veterinarian's office, she noticed that her dog's leg was becoming swollen and the bandage was cutting circulation off Mason's leg. After phoning the vet's office, they informed her that this "super tight" bandage was only supposed to be kept on for a few hours or a relatively short amount of time - something they had failed to tell her. She wondered, if she hadn't called, how would she have known to do this? For the next week, Brittany continued to change Mason's bandage everyday but longed for something to keep the bandage secure and to prevent Mason from ripping the bandage off. As an added alternative for comfort, Brittany took one of her knee-high socks, cut a hole in the foot, and placed it over Mason's leg. That's when the idea came to her. Dogs needed something to protect their wounds, one that would be easy to apply and reapply. Expanding on the idea, Brittany wanted to make a multi-functional product solution. Instead of it simply being a cover for a bandage, it would be the actual bandage. It would provide adequate coverage and security that would eliminate the need for both a bandage and cover slip. Hence, the ingenious invention of Dr. Slip and Grip, a product solution that combines a sanitary bandage and comfortable cover slip into a single, multi-functional product.

With the consistently growing market for pet expenditures, Dr. Slip and Grip targets a pet owner's desire for end user convenience all while caring for their beloved companions during times of injury, pain, and discomfort. As a mean of providing a much needed solution for pet owners and vets, our product is aimed to help most of the dog population by providing an innovative, user and pet friendly alternative to self-adhering, slip on dog bandage.

Dr. Slip and Grip provides a more sustainable, washing machine friendly substitute to gauze bandages, offering long-term value to our customers. The bandage is composed of three layers. The outside layer will be a woven, elastic material similar to the Ace-Bandage products we see for humans. The inner will be super absorbent, or liquid permeable. This layer will absorb any blood or bodily fluids that may leak from a dog's wound. The outside layer will be a soft, breathable, liquid impermeable fabric that allows fluids to pass through unabsorbed to the absorptive inner



Our secondary target market will include veterinarian clinics and retail pet stores in the Tri-state area. Having among the highest employed veterinarians in the country, with an average of 2,500 vets per capita, New York and Pennsylvania will provide us with opportunity to cater to veterinarians as well as dog owners seeking new products and services for their injured four legged loved ones (2).

Our online target geographic market will be geared towards cities throughout the continental United States.

COMPETITION

Our main competitor, the PawFlex Bandage is a disposable bandage that contains a wound pad and provides a comfortable fit. It is available in four different sizes, mainly for legs. The price for a PawFlex Bandage is relatively high compared to other existing products, averaging \$14.00 each even with its short lived lifespan.

As an indirect competitor, Gauze Bandages remain one of the most commonly used products in the market today. Even though the price of gauze bandage is very low, a large amount of the product is used every time. Customer research indicates users encountered difficulties when putting the gauze bandages on because dogs tend to move around. They also were not able to determine whether the gauze bandages were too tight or too loose for their dogs. Also, an indirect competitor, The Liquid Bandage Spray is used to provide soothing, breathable protection for a dog's minor wounds. Customer reviews indicated that the product is very easy to use and convenient to carry around. However, even though the product contains a bitter agent to discourage licking, a major disadvantage is that it takes 5 to 10 minutes for the product to



STRATEGIC POSITION AND RISK ASSESSMENT

STRENGTHS

- only product of its kind on market
- breathable, comfortable fabric
- easy to use & washing machine friendly
- well-designed
- one-time purchase

WEAKNESSES

- higher price-point in than competitors
- narrow product assortment
- not enough funding
- lack of brand recognition

OPPORTUNITIES

- expand to other animals
- national expansion in PetCo and PetSmart stores
- fast growing market niche
- endorsement deal with Cesar Millan

THREATS

- economic instability
- lack of demand
- insufficient impact on marketplace
- manufacturing failures



APPENDIX II. FINANCIALS

Cash Flow	2013												TOTAL
	September	October	November	December	January	February	March	April	May	June	July	August	
CASH RECEIPTS													
Income from Sales													
Cash Sales	\$0	\$0,400	\$7,200	\$7,840	\$7,680	\$8,160	\$8,560	\$10,000	\$10,080	\$10,480	\$11,200	\$12,800	\$100,400
Collections	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash from Sales	\$0	\$0,400	\$7,200	\$7,840	\$7,680	\$8,160	\$8,560	\$10,000	\$10,080	\$10,480	\$11,200	\$12,800	\$100,400
Income from Financing													
Interest Income	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Loan Proceeds	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000
Equity Capital Investments	\$18,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,000
Total Cash from Financing	\$28,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$28,000
Other Cash Receipts	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL CASH RECEIPTS	\$28,000	\$0,400	\$7,200	\$7,840	\$7,680	\$8,160	\$8,560	\$10,000	\$10,080	\$10,480	\$11,200	\$12,800	\$128,400
CASH DISBURSEMENTS													
Inventory	\$3,200	\$3,000	\$3,600	\$3,840	\$4,080	\$4,280	\$5,000	\$5,040	\$5,240	\$5,600	\$6,400	\$6,400	\$56,000
Operating Expenses	\$1,508	\$1,419	\$1,419	\$1,419	\$1,419	\$1,419	\$5,869	\$1,419	\$1,419	\$1,419	\$5,519	\$1,419	\$26,057
Commissions/Referrals & Allowances	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Capital Purchases	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Loan Payments	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$2,500
Income Tax Payments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Investor Dividend Payments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Owner's Draw	\$0	\$3,900	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$38,000
TOTAL CASH DISBURSEMENTS	\$5,008	\$8,127	\$9,047	\$9,057	\$9,207	\$9,407	\$14,577	\$10,167	\$10,267	\$10,727	\$15,027	\$11,527	\$123,657
NET CASH FLOW	\$22,994	-\$2,327	-\$1,847	-\$1,127	-\$1,527	-\$1,247	-\$6,017	-\$1,67	-\$267	-\$247	-\$4,727	\$1,273	\$2,743
Opening Cash Balance	\$0	\$20,994	\$19,666	\$18,019	\$15,892	\$14,164	\$12,917	\$6,000	\$6,732	\$6,445	\$6,168	\$1,470	
Cash Receipts	\$28,000	\$0,400	\$7,200	\$7,840	\$7,680	\$8,160	\$8,560	\$10,000	\$10,080	\$10,480	\$11,200	\$12,800	
Cash Disbursements	\$5,008	\$8,127	\$9,047	\$9,057	\$9,207	\$9,407	\$14,577	\$10,167	\$10,267	\$10,727	\$15,027	\$11,527	
ENDING CASH BALANCE	\$20,994	\$18,666	\$16,819	\$15,692	\$14,164	\$12,917	\$6,900	\$6,732	\$6,445	\$6,168	\$1,470	\$2,743	\$2,743



APPENDIX II. FINANCIALS

Balance Sheet			
Dr. Slip and Grip			
2013			
ASSETS			
Current Assets			
Cash	\$2,743		
Accounts Receivable	\$0		
Inventory	\$6,400		
Other Current Assets	\$0		
Total Current Assets		\$9,143	
Fixed Assets			
Land	\$0		
Facilities	\$0		
Equipment	\$0		
Computers & Telecommunications	\$0		
(Less Accumulated Depreciation)	\$0		
Total Fixed Assets		\$0	
Other Assets		\$0	
TOTAL ASSETS			\$9,143
LIABILITIES			
Current Liabilities			
Short-Term Notes Payable	\$0		
Income Taxes Due	\$6,887		
Other Current Liabilities	\$0		
Total Current Liabilities		\$6,887	
Long-Term Liabilities			
Long-Term Notes Payable	\$0		
Other Long-Term Liabilities	\$0		
Total Long-Term Liabilities		\$0	
NET WORTH			
Paid-In Capital	\$21,000		
Retained Earnings	-\$18,744		
Total Net Worth		\$2,256	
TOTAL LIABILITIES AND NET WORTH			\$9,143



APPENDIX II. FINANCIALS

Balance Sheet			
Dr. Slip and Grip			
2014			
ASSETS			
Current Assets			
Cash	\$10,985		
Accounts Receivable	\$0		
Inventory	\$3,600		
Other Current Assets	\$0		
Total Current Assets		\$14,585	
Fixed Assets			
Land	\$0		
Facilities	\$0		
Equipment	\$0		
Computers & Telecommunications	\$0		
(Less Accumulated Depreciation)	\$0		
Total Fixed Assets		\$0	
Other Assets		\$0	
TOTAL ASSETS			\$14,585
LIABILITIES			
Current Liabilities			
Short-Term Notes Payable	\$0		
Income Taxes Due	\$15,586		
Other Current Liabilities	\$0		
Total Current Liabilities		\$15,586	
Long-Term Liabilities			
Long-Term Notes Payable	\$0		
Other Long-Term Liabilities	\$0		
Total Long-Term Liabilities		\$0	
NET WORTH			
Paid-In Capital	\$21,000		
Retained Earnings	-\$22,000		
Total Net Worth		-\$1,000	
TOTAL LIABILITIES AND NET WORTH			\$14,585



APPENDIX III. VISUALS





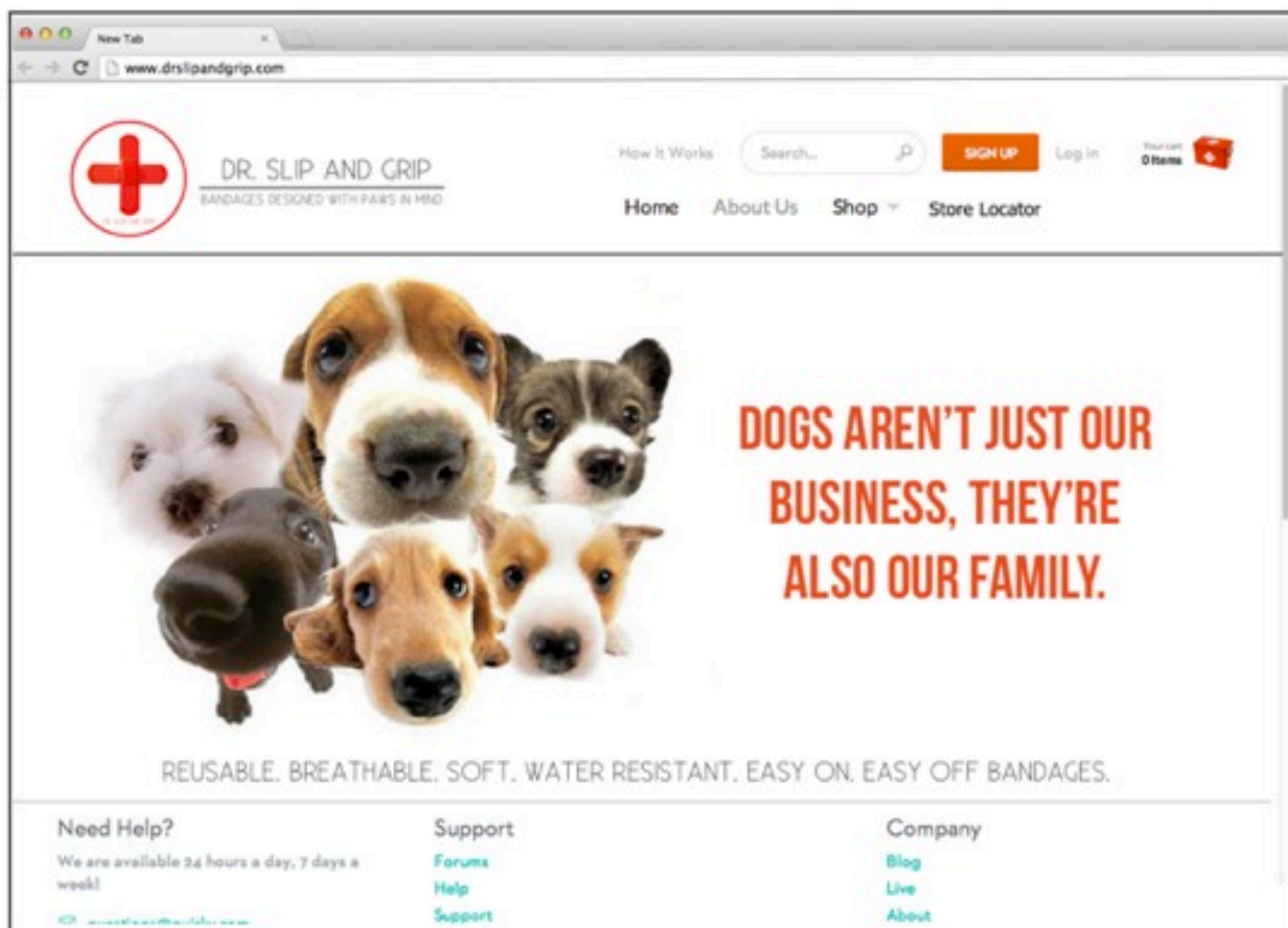
APPENDIX III. VISUALS



ADVERTISEMENTS



APPENDIX III. VISUALS



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