

**Title** BUSINESS PLAN OF AUSSIE PET MOBILE  
**Authors** Akkaphan Rammanee  
**Advisor** Associate Professor Suthinan Pomsuwan, Ph.D.  
**Academic Paper** Independent Study M.B.A. in Business Administration  
(International Program), Naresuan University, 2009  
**Keywords** Mobile Dog Grooming, Industry Analysis

## ABSTRACT

In the past few years, dog keeping related business has rapid growth in Thailand, especially in Bangkok area. Due to urbanization, more people now live in single family and move into the city. There are statistics from Euro - monitor International which confirm rising number of single persons as well as changing life - style of Thais that make dog related business a booming industry. Moreover, there are many trends towards dog - keeping as a hobby for broad range of consumers starting from young family to the university students and celebrities. There are many magazines and media as well as internet blogs where dog - keepers can exchange a lot of information about their best friend. Additionally, there are many trade shows, Dog - Expo events in Thailand which also gain a lot of media attention.

This report starts from looking at business description and model. The second chapter explores macro and micro environment as well as industry life - cycle. Since this is a new service for Thailand, it is critical to benchmark it with Australia growth in order to provide feasibility study in Thailand. The Third part of this report focuses on market survey which has been conducted at Thong - lor Pet hospitals. This will provide insight information about the relationship between consumer perceptions and attitude towards dog - grooming as well as types of residences and income per family in local environment. The fourth element in this report is to provide financial perspective and budget required. This section will identify the cost and 4Ps of the business, as well as analyze critical Net Present Value and outline cost analysis for the project.

The last section outlines key action plans and the time - line for the major steps to carry out prior to setting up the business.

