

CHAPTER I

BUSINESS SUMMARY

Business Overview

Aussie Pet Mobile is a mobile dog grooming service provider. It is a franchise business from Australia.

Vision and Mission Statement

Vision: To become the number one in mobile dog grooming business in Thailand within 3 years.

Mission: Providing mobile dog - grooming with maximum satisfaction

Objectives:

1. Increase customer base within all Bangkok and sub - urban areas within one year
2. Achieve an operating margin of 10 % in year one, 20 % in year two
3. Expand into dog - sitting service provider in 5 years

Legal Entity :

Business Name: Aussie Pet Mobile (APM)

Business Type: Buying Franchise from Australia

Legal Name: Aussie Pet Mobile (Thailand) Co., Ltd.

Brand Name: Aussie Pet Mobile

Logo: Aussie Pet

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