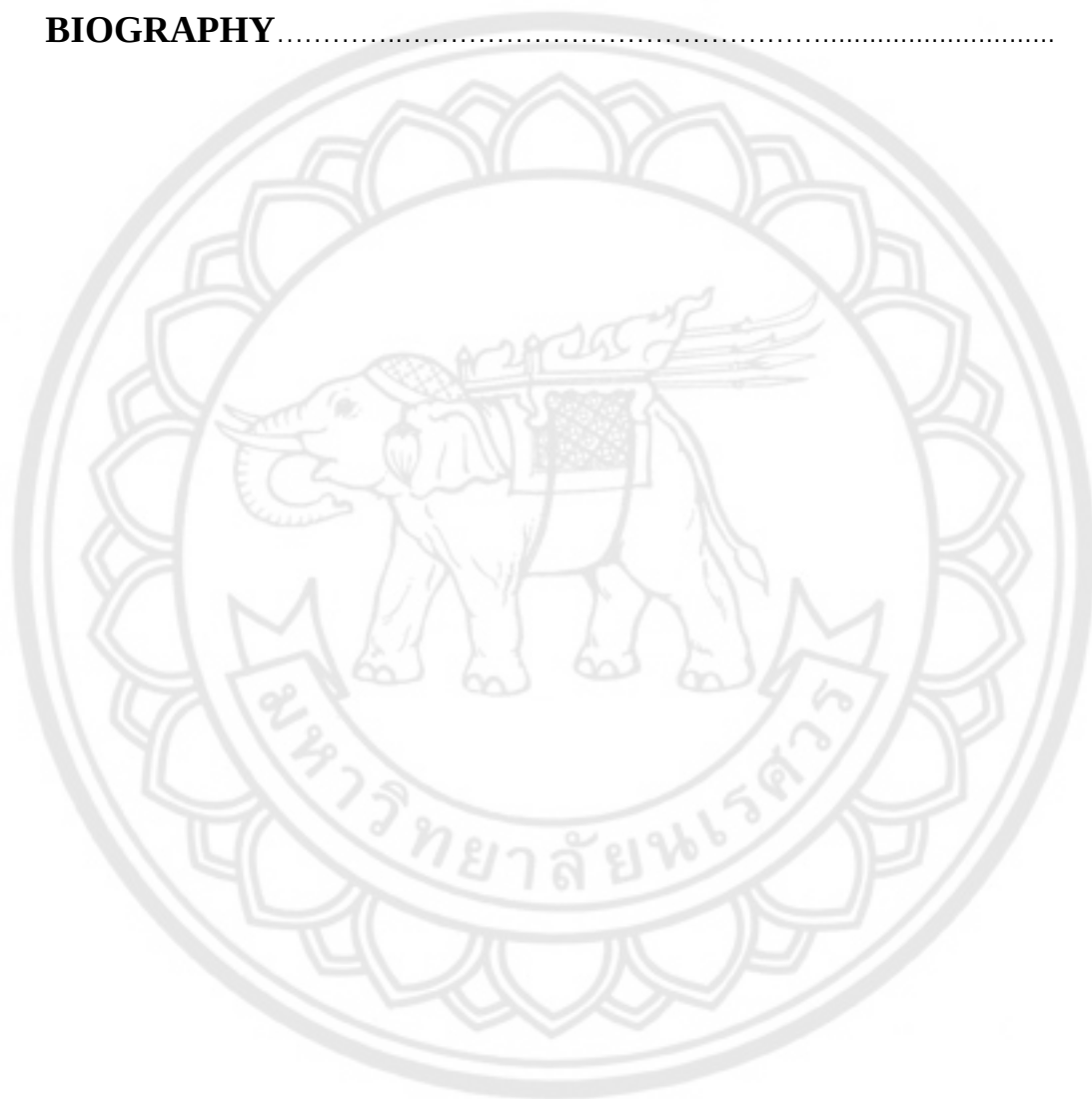


LIST OF CONTENTS

Chapter	Page
I BUSINESS SUMMARY	1
Business Overview.....	1
II DETAILED PLAN	2
Industry Analysis.....	2
PEST Analysis.....	3
Porter's Five forces model.....	6
Stakeholder Analysis.....	7
SWOT Analysis.....	8
Market and Target Customer Group.....	9
Company and Product Description.....	13
III FINANCIAL PLAN	18
Budget for Investment in the Project.....	18
Revenue forecast.....	19
Fixed Cost calculation	19
Cost of Sales Promotion.....	20
Cost of Service.....	20
Breakeven Analysis.....	21
Loan Analysis.....	21
Balance Sheet.....	22
Return on Investment.....	23
Financial Ratio.....	23
IV ACTION PLAN	25
REFERENCES	28

LIST OF CONTENTS (CONT.)

Chapter	Page
APPENDIX.....	30
BIOGRAPHY.....	42



LIST OF TABLES

Table		Page
1	PEST analysis – Summary sheet	5
2	Analyzing the structure of Industry.....	6
3	Stakeholder Analysis	7
4	SWOT Analysis.....	8
5	Other services for dog in Thailand sample size	12
6	Product Strategy	13
7	Pricing Strategy	14
8	Advertising Plan in Year 1 – repeat until year 3 subject to response rate from each type of medium.....	16
9	Budget for Investment in the Project.....	18
10	Revenue forecast.....	19
11	Fixed Cost calculation.....	19
12	Cost of Sales Promotion.....	20
13	Cost of Service.....	20
14	Breakeven Analysis.....	21
15	Loan Analysis.....	21
16	Balance Sheet.....	22
17	Return on Investment.....	23
18	Financial Ratio.....	23
19	Action Plan.....	25
20	Total at the end of 2007.....	28
21	Total at the end of 2008.....	28
22	Total number of dogs in each district of Bangkok during 2006....	29

LIST OF FIGURES

Figures	Page
1 Consumer perception towards necessity of Dog grooming.....	9
2 Relationship between housing and importance of grooming.....	10
3 Relationship between income and grooming activity.....	11
4 Distribution Map for Aussie pet Mobile Year 2010 - 2013.....	17

