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PAWCARE HEAVEN: ALL-IN-ONE PET CARE PLATFORM

Your one-stop destination for happy, healthy pets.

  www.pawcareheaven.com 



PROBLEM STATEMENT

Challenges Pet Owners Face

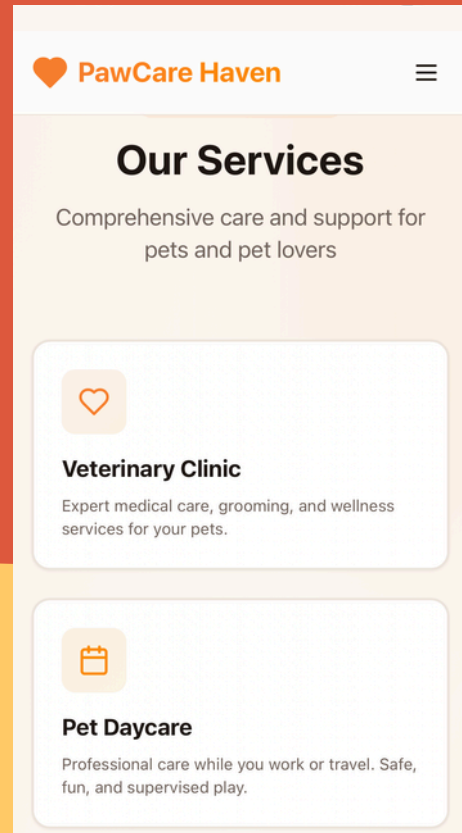
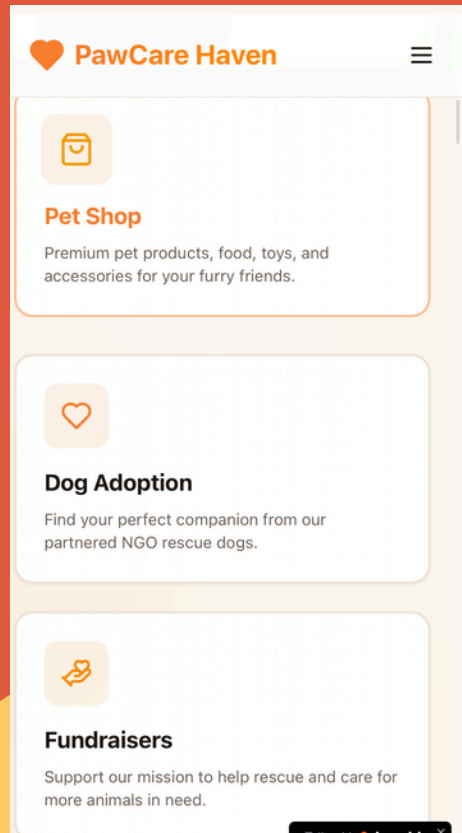
- Busy lifestyles make pet care difficult
- Services like daycare, clinic, shopping, adoption are scattered
- Lack of trustworthy, convenient, integrated solutions





CORE VALUE PROPOSITION

PawCare Heaven provides busy pet owners a trusted platform to manage all their pets' needs daycare, clinic, shopping, adoption, and fundraisers in one seamless app.





CUSTOMER PERSONAS

1. Priya, 28, Working Professional - needs daycare & clinic services, purchases pet products
2. Ramesh, 35, Entrepreneur - frequent traveler, wants health & daycare management
3. Anita, 22, Student - first-time pet owner, interested in adoption & learning

- Goals: Ensure pet's care while at work, access products & clinic services, support adoption/fundraising
- Pain Points: Busy schedule, scattered services, limited trust in pet services
- Tech Habits: Uses mobile apps for bookings, shopping, adoption, clinic appointments

PRIYA



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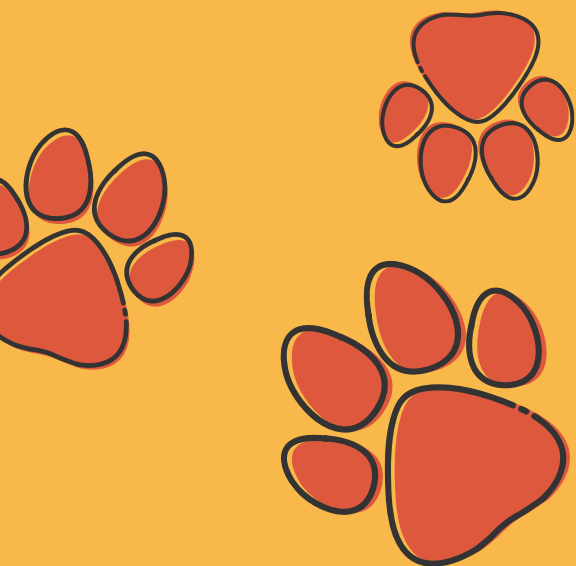


PRIYA'S JOURNEY WITH PAWCARE

HEAVEN

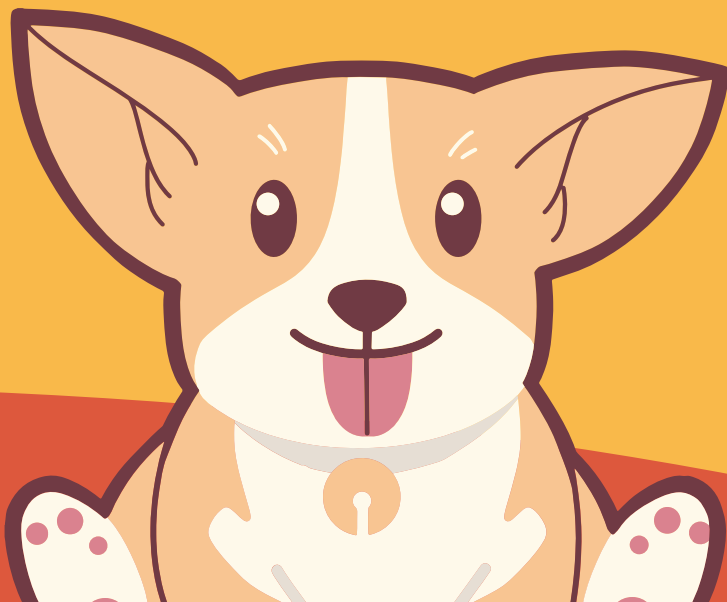
Stage	Touchpoints	Emotions	Opportunities
Awareness	Social media, word of mouth	Curious	Showcase all-in-one convenience
Consideration	Website/app browsing	Hopeful	Highlight integrated services
Booking & notifications	Daycare/clinic appointments	Confident	Seamless scheduling
Service	Drop-off, clinic visit	Relaxed	Real-time updates, pet tracking
Post-Service	Feedback, purchases, donations	Satisfied	Loyalty rewards & personalized offers





COMPETITIVE ANALYSIS

Competitor	Strength	Weakness	Gap Filled by PawCare Heaven
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Local Daycare X	Experienced staff	No online booking, no clinic	Full-service app: daycare + clinic + shop + adoption
PetShop Y	Wide product range	No daycare or clinic	Integrated platform for all services
NGO Z	Adoption focus	No clinic/shop	Fundraising + adoption + integrated services



PAWCARE HEAVEN FEATURES



Daycare Booking

- Select slots, manage pet profiles, reminders

Clinic Services

- Vet appointments, vaccination tracking, health records

Pet Shop

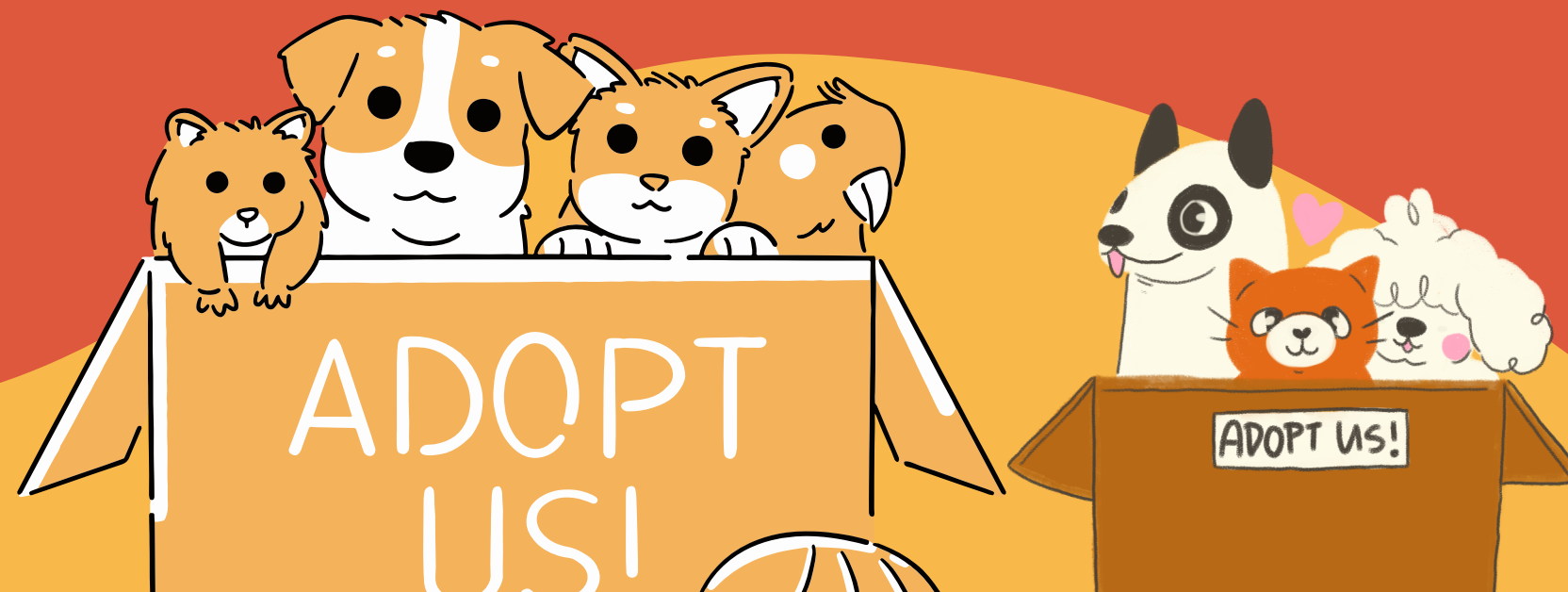
- Browse and purchase products online or pick up

Adoption & Fundraisers

- Browse adoptable pets, donate, support campaigns

Pet Profile Management

- Track health, activities, preferences, booking history

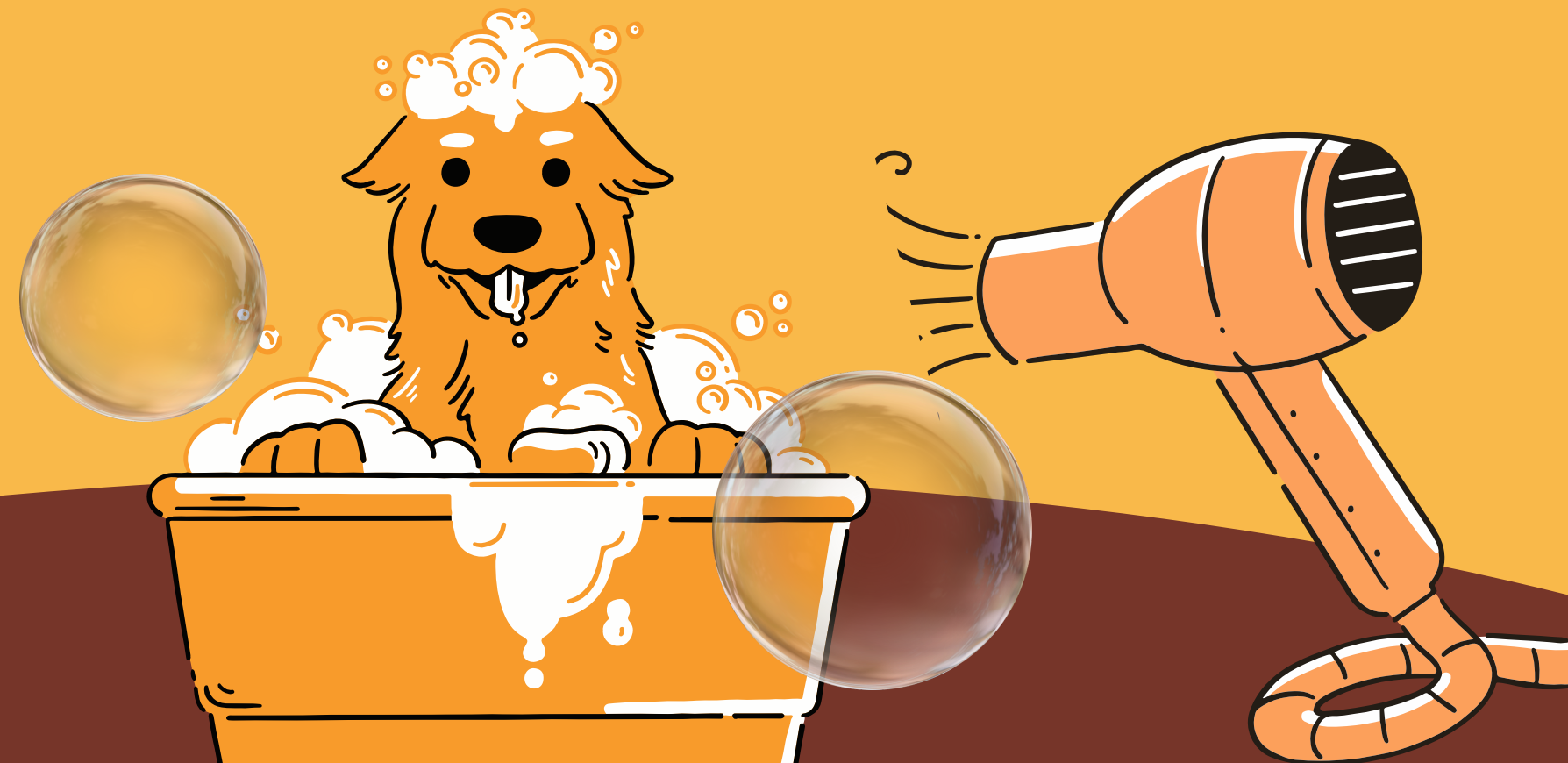


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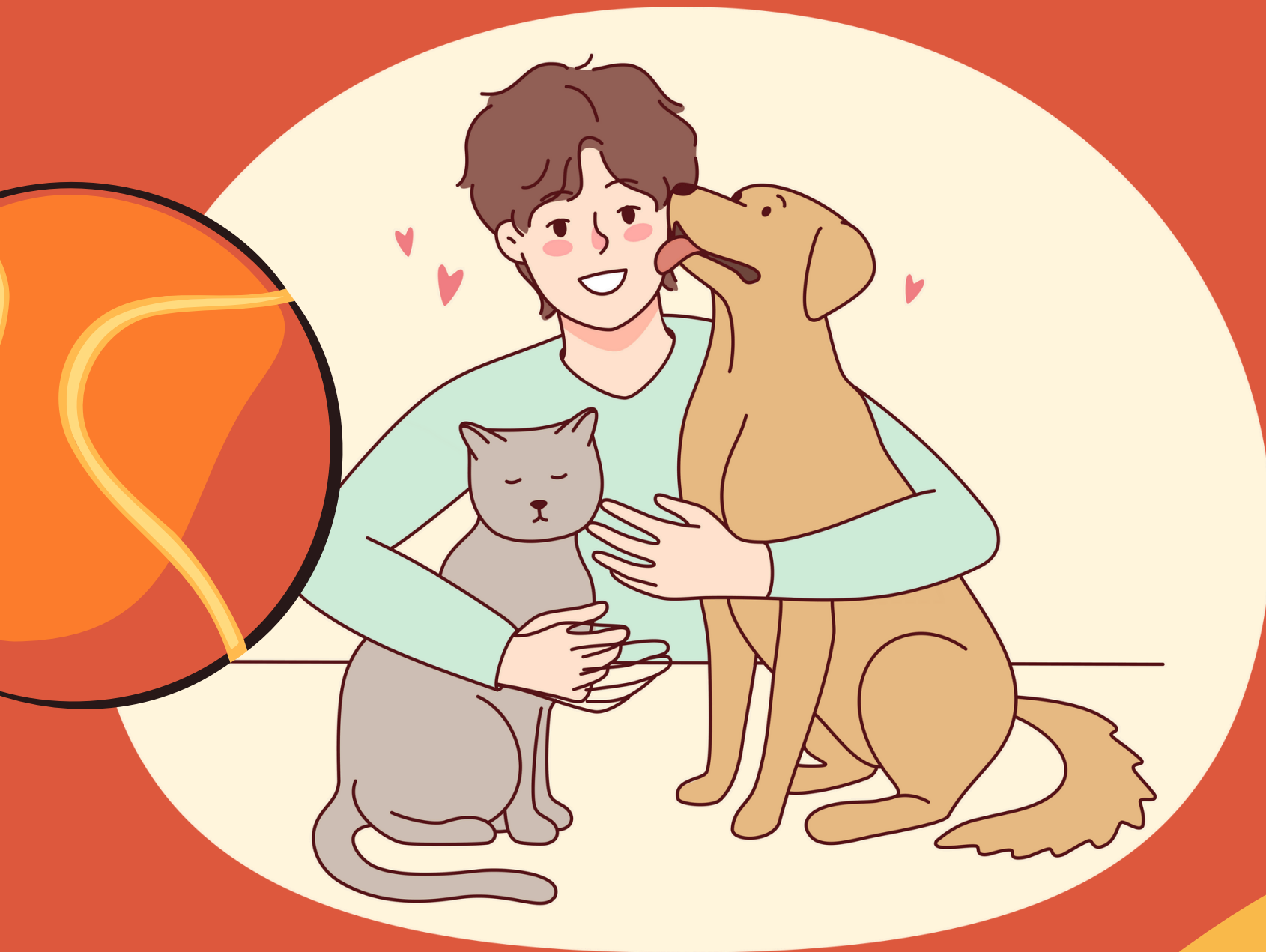


PERSONALISED EXPERIENCES FOR PET OWNERS

Personalization Feature	Data Required	Benefit
Pet-specific product recommendations	Pet type, age, health conditions, past purchases	Relevant product suggestions
Booking reminders (daycare & clinic)	Calendar, user preferences	Timely notifications
Health alerts	Vaccination dates, appointments	Preventive care reminders
Custom adoption alerts	Location, pet preference	Increased adoption engagement



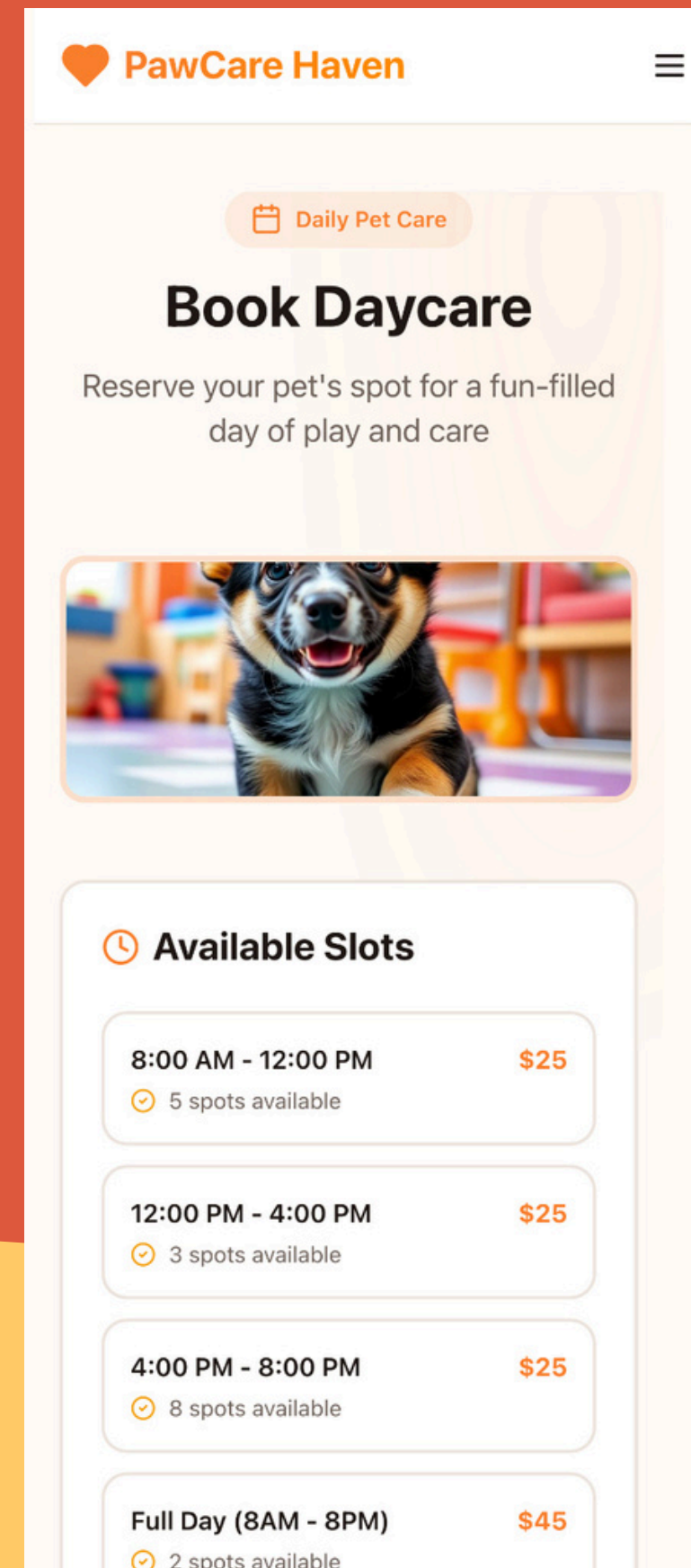
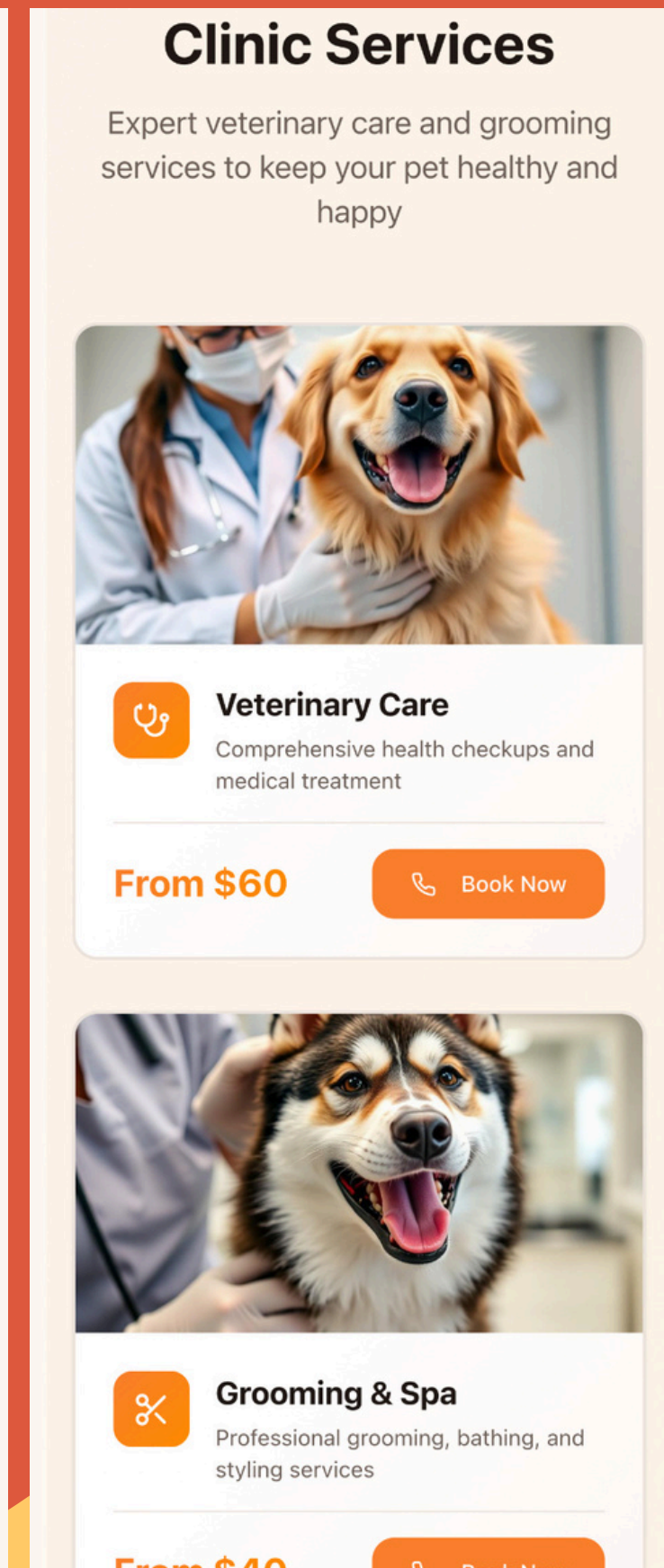
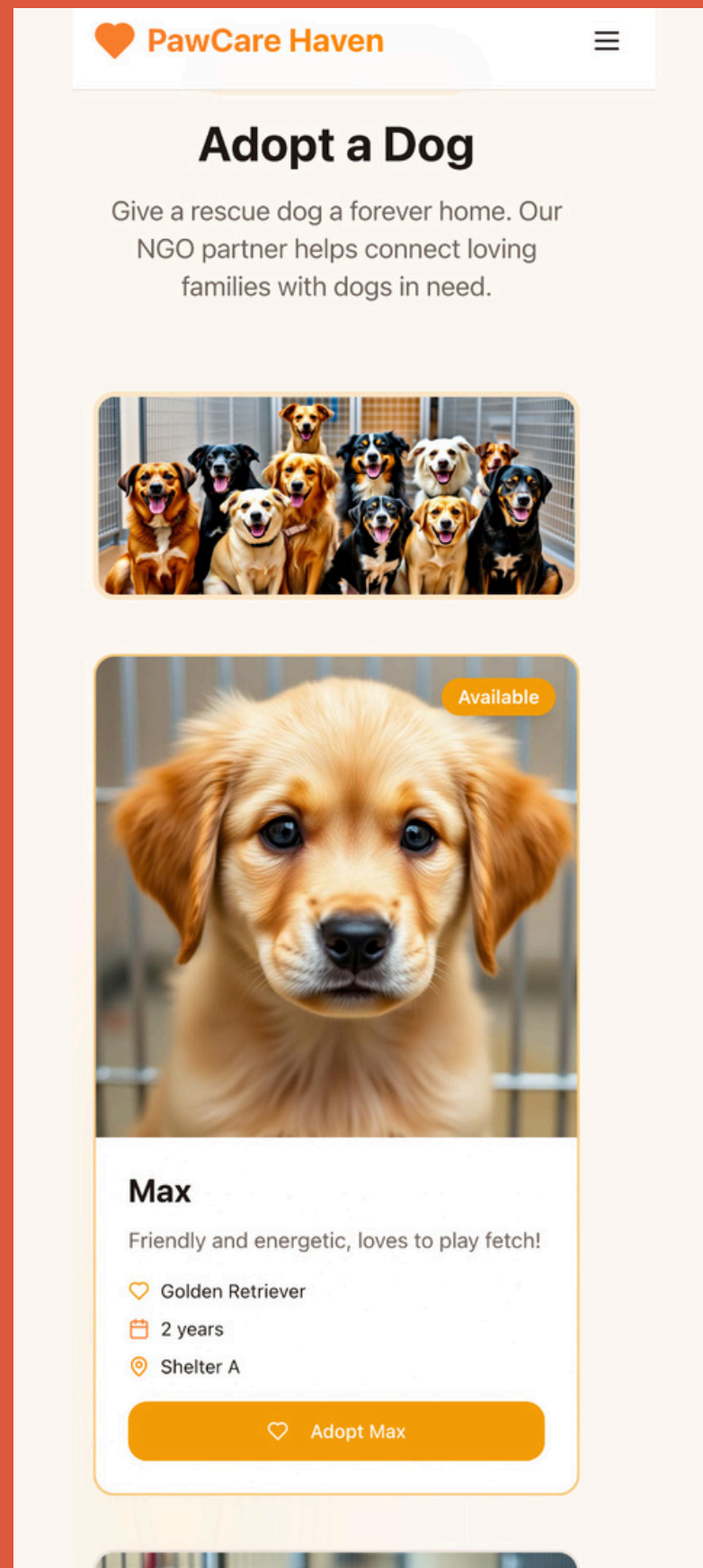
MEASURING PLATFORM PERFORMANCE



- Engagement: Number of bookings (daycare & clinic), repeat users
- Sales: Pet shop revenue
- Health Impact: Number of pets using clinic services, vaccinations completed
- Adoption/Fundraising Impact: Pets adopted, donations collected
- User Satisfaction: Ratings & reviews
- Retention: Returning users per month

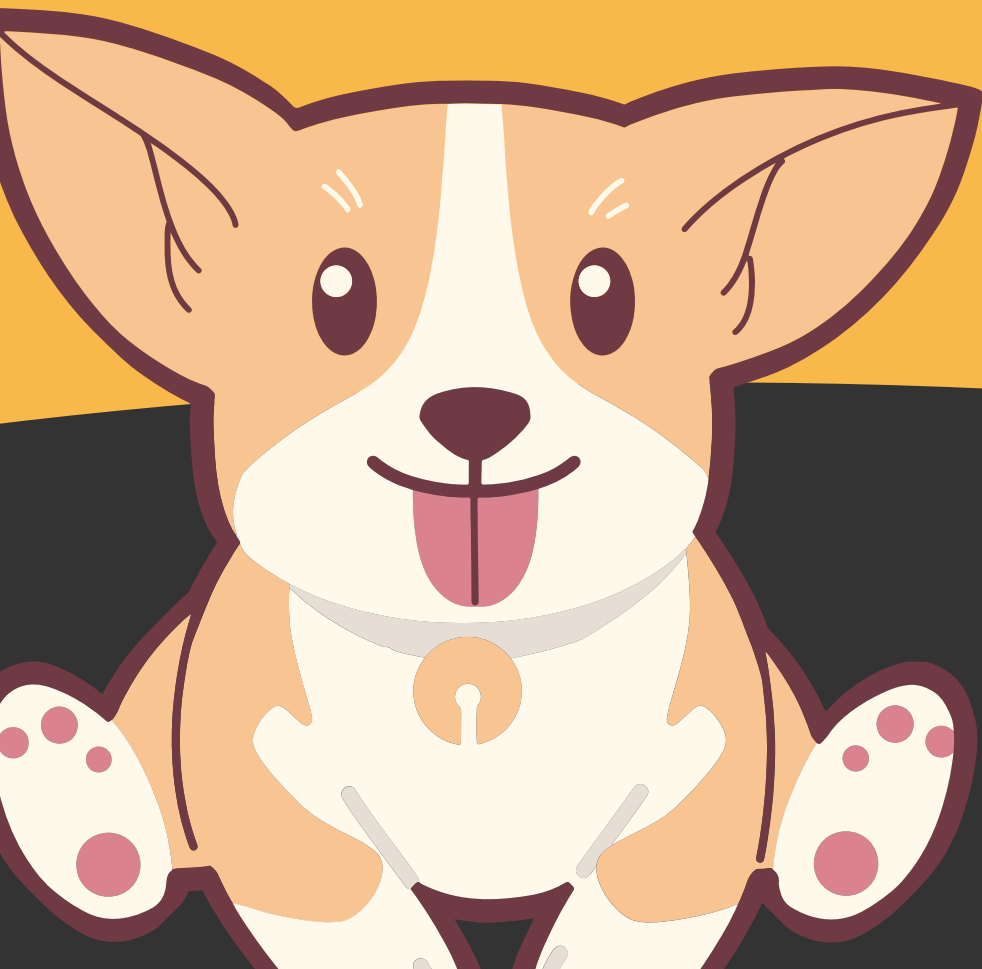
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FUTURE ENHANCEMENTS / ROADMAP

- Mobile app push notifications for bookings & alerts
- Loyalty & reward programs for regular users
- AI Chatbot for health guidance & booking assistance
- Community/social features for pet owners



THANK YOU!

All-in-one, trusted platform for pets -
daycare, clinic, shop, adoption &
fundraising, with convenient and
personalised care.

