

# NAME THAT DOG!

The app to help name your  
dog.

Name your Companion, just like that!

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## **Executive Summary**

Have you ever gotten a new dog from the shelter? Getting a new dog is an important milestone in your life. Once you find the perfect dog from the shelter, you get in the car with your new dog and you sit next to it and you pet it and bond with it but still can't figure out the perfect name.

## **Business Description**

NAME THAT DOG is an app that will help you find your new companion's by customizing the searches just for your dog. By entering a picture of your dog, will help the search become more accurate versus other apps that just list names and becomes overwhelming to the eye. Our app will allow you to put in characteristics that you think will fit your dog. Other apps start to get boring going through names, but our app will be like a quick game that will give you a precise name and meaning for your dog.

## **Industry and Market Analysis**

Every kid in their lifetime has asked their parents "Can we get a dog?" Some parents say yes but others don't. In 2014, there were a total of 45 million American households with dogs. All over the world there are about 78 million dog owners, so our business could have a potential of 78 million users.

<i>Competitive Business</i>	<i>Product or Service</i>	<i>Focus</i>	<i>Unique Features Benefits</i>	<i>Marketing</i>	<i>Pricing</i>	<i>Weaknesses</i>
"Dog Names"	App	List of Dog Name	Gives Definition of Name	Listed in the App Store	Free With the option to add 99 Cents to make it PRO	An unorganized list of names that's overwhelming to the eye Doesn't Customize for your dog You have to create an account Has a PRO Version that is an additional 99 Cents
"petnames.net"	website	List of dog names	Alphabetical selection	Internet Easily accessible by Google	Free	Very overwhelming Put names in a list so you cant match qualities with names

## **Marketing Plan**

Our app will be free on the Apple app store, Android Market, and Google Play making it easily reachable by all Smartphone users. We will have in-app advertisement such as short 10-15 second videos or advertisements at the bottom of the screen. We will advertise our company by giving fliers to animal shelters, pet stores, and then possibly advertising our app on other apps.

## **Operations Plan**

We are going to design our app but then hire an app company to help us create our app. Our app developer/web development will cost approximately \$40,000. Our app will be private so our users cannot comment on other people's dog which will create a safe environment for our app users.

Our app will start off with a start screen which will then take you to a page that lets you insert a picture of your dog. After that the app will ask questions which will narrow down the choices of names for your new dog. This will give you approximately 10-20 names versus 20,000 names which will save you time while giving your new pal the right name.

## **Management Team**

Our company will be run by an experienced team of officials which will help the success of our team and our app.

The CEO, or Chief Executive Officer, will be Makenna Miller. Makenna Miller is a ninth grader at Long Beach Polytechnic High School in the Center for International Curriculum program. Makenna Miller wants to attend New York University after graduating from Long Beach Polytechnic High School in the Class of 2018. Makenna Miller wants to study Kinesiology and then eventually move on to a Doctorate.

The CFO, or Chief Financial Office, will be Juliana Skjonsby. Juliana Skjonsby is a ninth grader at Long Beach Polytechnic High School in the Center for International Curriculum program. Juliana Skjonsby wants to attend University of California, Santa Barbara, after graduating from Long Beach Polytechnic High School in the Class of 2018. Juliana Skjonsby wants to study Marine Biology and then later reduce the pollution in the ocean and improving the life of sea creatures.

The Chief Operations Officer and Chief Marketing Officer will be Kendall Cascell. Kendall Cascell is a ninth grader at Long Beach Polytechnic High School in the Center for International Curriculum program. Kendall Cascell wants to attend University of California, Irvine, after from Long Beach Polytechnic High School in the Class of 2018. Kendall Cascell wants to study Business and later start her own business.

## Financial Plan

In the first year of NAME THAT DOG, our information shows that we may not make money, but our business will hopefully grow over time showing companies that they should advertise with our app.

### *Start Up Costs*

Web Development (Webpage, App, etc.)	\$40,000
Operations	\$15,000
Total	\$55,000

### *Sales Forecast*

Since our app is free, we need to sell enough advertisement spaces within our app. The following sales forecast are assuming we could sell all of the needed advertisement spaces.

## AD SALES FORECAST

Year 1: Total ad sales-187

month	apr	ma y	jun	jul	aug	sept	oct	nov	dec	jan	feb	mar
units	10	11	12	13	14	15	16	17	18	19	20	22

### *Break Even Analysis*

The information below shows that we need to sell 61 advertisements in order to covered our fixed costs and begin to make profit on our app.

## BREAK EVEN

Sales Price for each advertisement	\$1000
COGS	\$100
Profit per unit	\$900
Fixed Costs Rent, staff, etc..	\$55,000
Break Even	61 Ads

*Income Statement*

The following income statement shows how our app will go from a start up company to a profit-making business. We think that our app will continue to grow because people are always adopting dogs.

## INCOME STATEMENT

Year 1

Ad Sales	187	
Price per Ad	\$1,000	
Total Sales	\$187,000	
COGS	\$18,700	
Expenses		
Labor Costs	\$30,000	
Utilities	\$2,600	
Insurance	\$3,000	
Advertising	\$2,000	
Rent	\$18,000	
Loan	\$5,000	
Total Costs		\$60,600
Total Profit		\$126,400
Tax		\$0
Net Profit		\$126,400

