

Business Plan for Doodle Me Up LLC

Executive Summary

Doodle Me Up LLC, established in 2022, has grown rapidly as a trusted pet grooming service based in Texas City, Texas. Founded with a deep passion for dogs, Doodle Me Up is now a highly recommended destination where dogs feel safe and excited to visit, creating strong loyalty among pet owners. Recognized with the "Shining Star Award" from the Texas City/La Marque Chamber of Commerce in 2024, the business anticipates an additional 70% increase in revenue with the upcoming launch of daycare and boarding services. The move to a larger location will accommodate these expanded services, enhancing Doodle Me Up's status as a reliable, compassionate care provider for pets.

Company Overview

- **Business Name:** Doodle Me Up LLC
- **Location:** 413 6th St. N, Texas City, TX 77590
- **Contact:** 832-392-9253
- **Founder:** Rachelle (Owner, Groomer, Stylist, Manager)
- **Established:** 2022
- **Certifications:** Certified Groomer/Stylist through Golden Paws in Houston, with planned AKC safety certifications in 2025.

Mission Statement

Doodle Me Up LLC is dedicated to delivering top-tier grooming, daycare, and boarding services in a nurturing, home-like environment, where pets feel secure, loved, and happy. We strive to maintain deep trust with our clients, ensuring they have peace of mind when entrusting their dogs to our care.

Company Objectives

1. **Sales Growth:** Maintain annual revenue increases, targeting a 70% revenue boost post-expansion.
2. **Client Base Expansion:** Broaden services to meet the needs of current and prospective clients for daycare and boarding.
3. **Employee Development:** Grow the team with passionate, certified staff, aiming for four W-2 employees by year-end 2025.
4. **Certification and Training:** Pursue AKC certification and ensure all staff are certified in CPR.
5. **Community Engagement:** Actively engage with the Texas City community and maintain a reputation for excellence in pet care.

Services and Products

1. **Grooming:** Certified grooming and styling services for dogs, known for quality and care.
2. **Daycare and Boarding** (new in 2025): Daytime and overnight care in a comfortable, home-like setting.

3. **Retail Sales:** Pet toys, accessories, and clothing to cater to the needs of pet owners.

Industry Analysis

The pet care industry in Texas City and surrounding areas has shown strong growth, driven by increasing pet ownership and demand for premium services. With a high reputation and existing waitlist for grooming, Doodle Me Up is positioned to capture a significant share of the daycare and boarding market.

Target Market

Doodle Me Up's target customers are pet owners in Texas City and surrounding areas who prioritize quality care and personal attention for their pets. Many of these clients are loyal customers who trust Doodle Me Up for grooming and eagerly await the opening of daycare and boarding services.

Competitive Analysis

Key competitors include local grooming, daycare, and boarding services. Doodle Me Up's edge lies in its personalized service, high client satisfaction, and positive word-of-mouth referrals. With minimal advertising, the business has grown steadily, indicating strong demand and brand loyalty.

Marketing Strategy

1. **Online Presence:** Use the Doodle Me Up Facebook page and local community pages for targeted promotions.
2. **Customer Referrals:** Encourage referrals from satisfied clients through word-of-mouth incentives.
3. **Community Awards and Recognition:** Leverage awards and positive customer reviews to strengthen brand credibility.

Operations Plan

- **Location:** A larger facility at 413 6th St. N will be established to accommodate additional services.
- **Staffing:** Start with two additional employees in 2025, bringing the team to 4, and later expanding to 5. All W-2 employees
- **Employee Requirements:** Staff must show a genuine passion for dogs and undergo rigorous evaluation during hiring, including demonstrating skills in dog handling and interactions.
- **Training:** Staff will be certified in dog CPR, and the salon will pursue AKC safety certifications to enhance client trust.

Financial Plan

Projected Revenue Growth:

- **2022:** \$10,000
- **2023:** \$25,000

- **2024 (Projected):** \$72,000
- **2025 (Projected):** 70% increase with daycare, boarding, and retail expansion

Risk Management

Doodle Me Up is fully insured and will continue implementing safety protocols, especially with expanded services. The addition of certified staff and robust training will ensure that all services meet high safety standards.

Conclusion

Doodle Me Up LLC is well-positioned for a successful expansion, leveraging its reputation for quality, trust, and care in the Texas City community. By offering boarding and daycare, Doodle Me Up will meet a critical demand from its existing loyal clients while attracting new customers seeking premium, trustworthy pet care services.

This plan aligns with your proven track record, planned services, and growth projections for 2025, setting Doodle Me Up LLC on a path to becoming a key player in Texas City's pet care industry.