

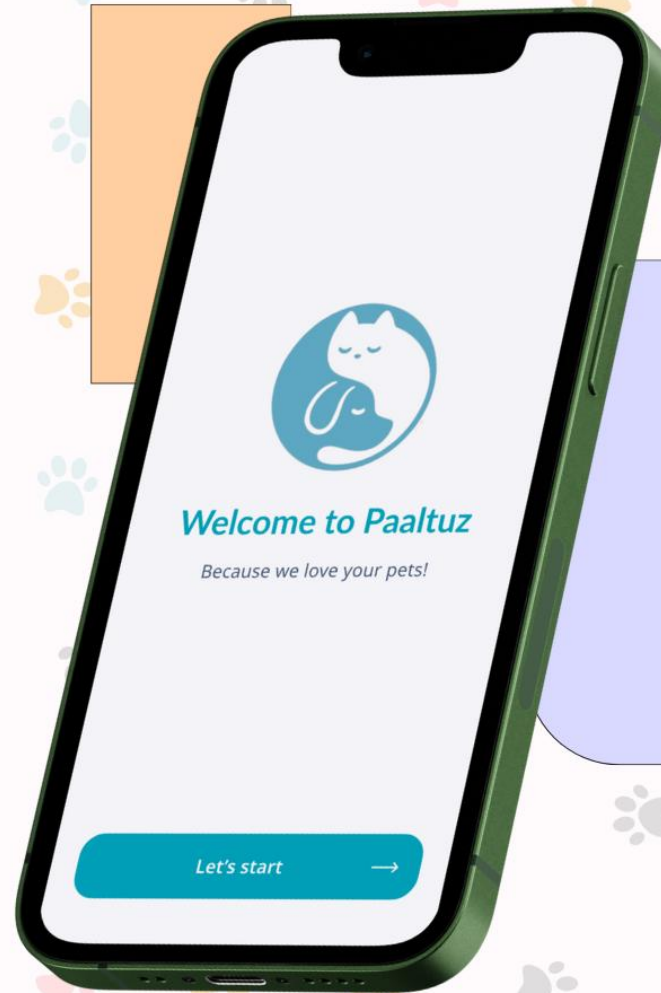
● Design Management Project

Paaltuz

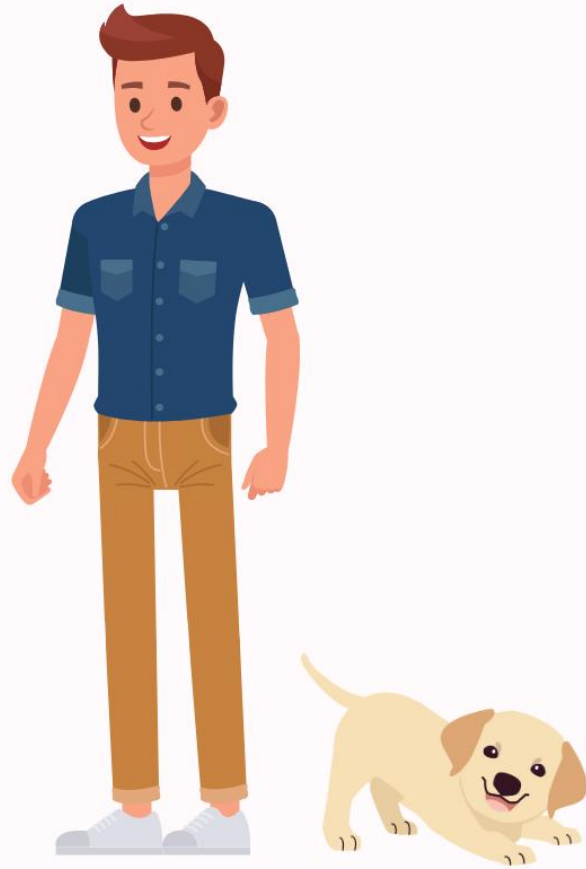
For all your pet needs!



Business Proposal



Ananya Singh Sara Sanwal Ayush Jain Mihika Verma



Rohan, a young professional in Delhi, fulfills his dream of pet ownership by bringing home a **Labrador puppy** named **Buddy** after much contemplation and research.

Rohan lacks knowledge about Buddy's needs, hindering proper care.



Scarcity of pet supplies locally complicates Rohan's efforts to meet Buddy's needs.



Rohan struggles to find adequate training resources for Buddy.



Limited veterinary options in the area make it hard for Rohan to ensure Buddy's health.



Rohan struggles to easily locate pet-friendly places in Delhi, underscoring a need for a comprehensive and accessible directory or platform.



Rohan feels isolated without a supportive pet owner community.

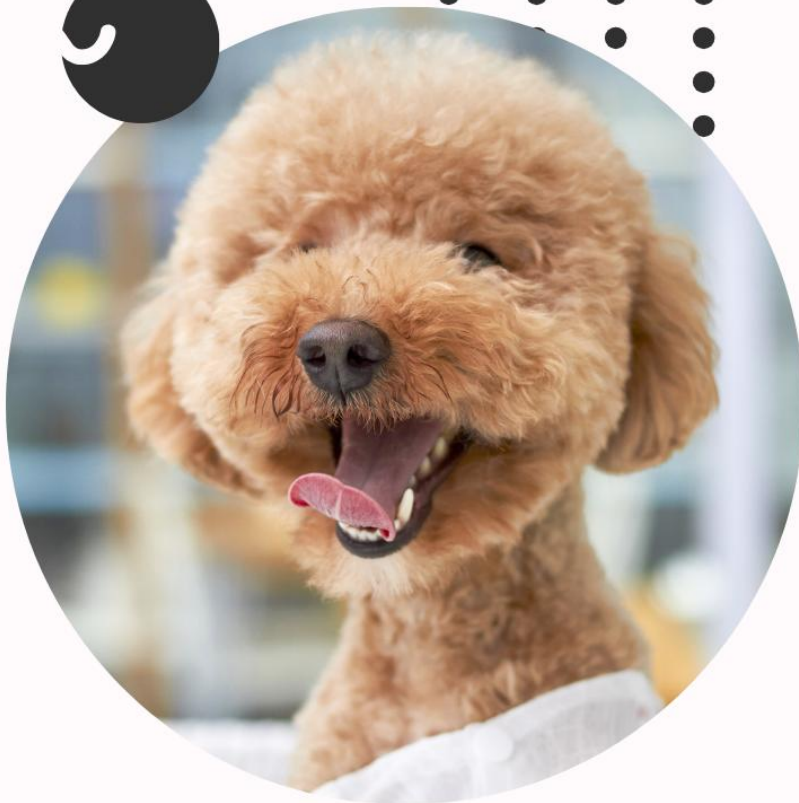


Rohan's love for travel is hindered by the lack of pet-friendly travel options, preventing him from enjoying adventures with his beloved Buddy.





04

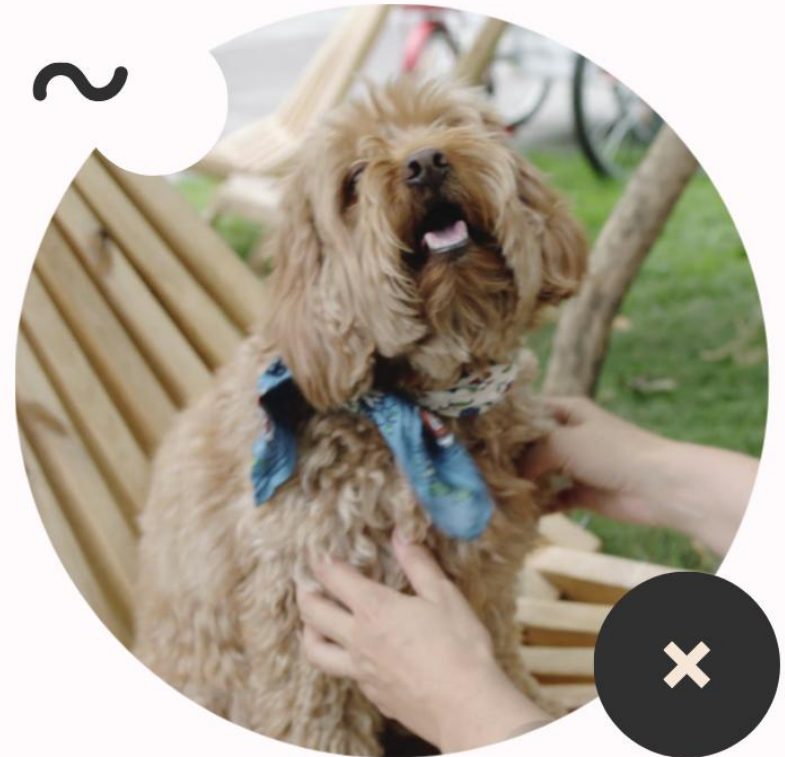


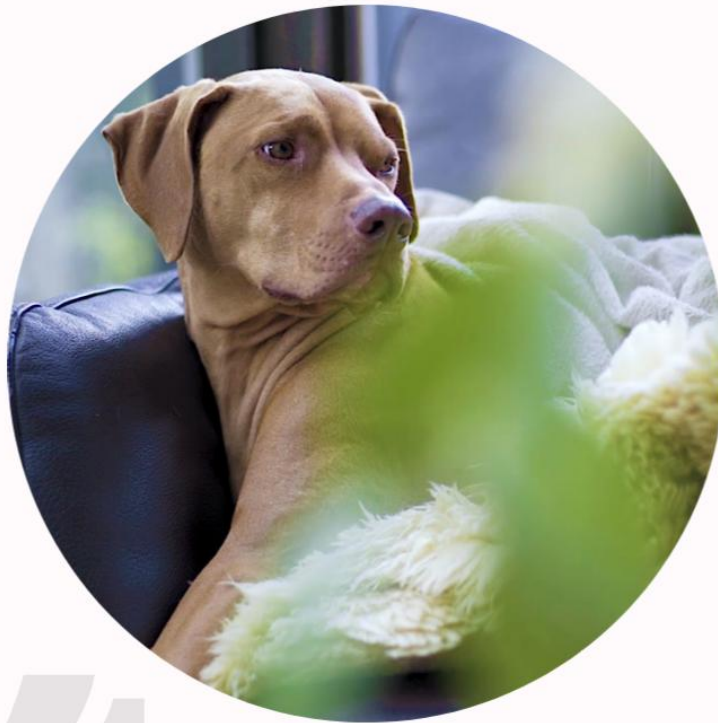
INDIA'S PET CARE MARKET IS GROWING AT 13.9% ANNUALLY, MAKING IT ONE OF THE FASTEST-GROWING MARKETS IN THE WORLD.

03

The Economics Times

**IT IS ESTIMATED
THAT INDIA'S
PET CARE
INDUSTRY WILL
REACH RS. 5600
CR. BY 2025.**





**PETCARE IS ALSO
THE FASTEST-
GROWING
CATEGORY IN THE
FMCG SECTOR
WITH 30-35%
GROWTH IN THE
LAST TWO YEARS.**

The Economics Times

x

05

Dogster

PET OWNERS IN INDIA

spend approximately Rs 4,000 per
month on their pets.



06

Mordor Intelligence



**THE INDIAN
VETERINARY
HEALTHCARE
MARKET IS VALUED
AT RS.1187 CR AND IS
EXPECTED TO REACH
RS.1302 CR BY 2027.**



FACTORS DRIVING GROWTH OF THE PET INDUSTRY IN INDIA

- **Urbanization and income growth:** The increase in disposable income within urban populations has driven a willingness to spend on pet care.
- **Changing demographics:** Smaller families and more single-person households are adopting pets for companionship.
- **Western Influence:** Exposure to Western pet ownership trends contributes to a growing acceptance of pet ownership.
- **E-commerce Expansion:** Online marketplaces have made specialty pet products and services more accessible.



07

PRIMARY RESEARCH



WHAT ARE THE NEEDS OF YOUR FUR BABIES?

We're all about making life better for both pets and their owners. By gathering insights through surveys and data collection, we're dedicated to understanding what pet owners need most.



FILL THIS SURVEY, HELP US COLLECT INFO

Contact | Ayush: +91 93527 00995 | Mihika: +91 78271 82631



08 MARKET GAP

1. Difficulty in Finding Pet-Oriented Socialization Opportunities:

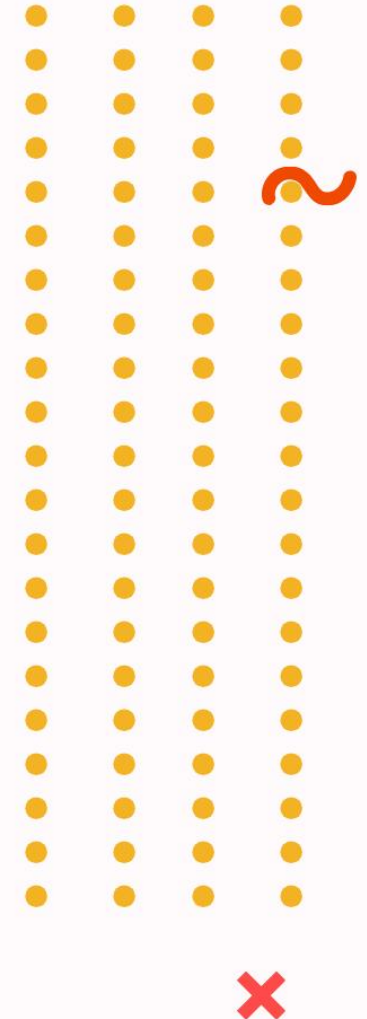
- Pet owners struggle to connect with other pet owners for socialization opportunities for their animals and themselves.
- Lack of pet-centric communities hinders networking and sharing of interests among passionate pet owners.

2. Challenges in Finding Pet-Friendly Services and Accommodations:

- Pet owners face obstacles in locating pet-friendly hotels, parks, cafes, and other establishments for their furry companions.
- Limited availability of pet-friendly travel and accommodation options restricts pet owners' mobility and convenience.

3. Fragmented Pet-Related Products and Services Market:

- Pet-related services and products are dispersed across various individual stores, veterinary clinics, and websites.
- Absence of a centralized platform leads to inconvenience and inefficiency in accessing comprehensive pet care solutions.



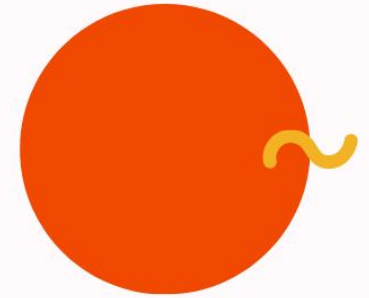
08

PROPOSAL

A one stop solution for everything pet related

MISSION

Make the life of pet and their parents easier,
happier and healthier



OBLIGA-SWIPING TO FIND PROFILES

Vaccination Status

Breed

Personality Traits

size/weight

Age

Activity Level

Location

Compatibility Score

Health History

MARKING PLACES / CURATE LISTS

Pet-Friendly Places

Parks

Cafés

Hostels

Pet-Friendly Meetup Spaces

VALUE
PROPOSITION

PHASE 1

STREAMLINING ONLINE PET TICKET PURCHASES IN PARTNERSHIP WITH IRCTC

Online Ticket Booking

User Authentication

Search and Filters

Personalized Profiles

Ticket Management

Payment Integration

Seat Selection

Real-Time Updates

VALUE
PROPOSITION

“Building Trust Among Pet Owners for a Stronger Community”

PHASE 1

ONE STOP MARKET PLACE FOR ALL NEEDS PETS

Variety

Trusted Brands

Pet Services

Expert Advice

Competitive Pricing

Fast Delivery

Sustainability

Community Engagement

Personalized Recommendations

Convenience

VALUE
POSITION

PHASE 2

IN-PERSON USER EXPERIENCE

Offline Stores

Groomer's Collaboration

Community Engagement

Pet Festivals

IN-HOUSE MANUFACTURING

Own Products

PETS NEEDS = PAALTUZ

PHASE 3
VALUE
PROPOSITION

PHASE 4

COMPETITOR ANALYSIS

Competitor	Strengths	Weaknesses	Differentiation
BarkHappy	- Established social networking platform for pet owners. - Facilitates connections and meetup organization.	- Limited in scope, primarily focused on social networking.	Offers social networking features along with comprehensive solutions for other pet-related needs.
Meet My Dog	- Dedicated social networking platform for pet owners. - Enables meetup coordination.	- Limited functionality beyond social networking.	Provides not only social networking functionalities but also features for finding pet-friendly establishments, accessing pet services, and participating in pet communities.
BringFido	- Extensive directory of pet-friendly accommodations, attractions, and services for travelers.	- Lack of social networking and community-building features.	Integrates social networking, community forums, and an integrated marketplace with directories of pet-friendly places.
GoPetFriendly	- Comprehensive directory of pet-friendly places for travelers. - Offers resources for pet-friendly travel planning.	- Limited to travel-related features. - Absence of social networking functionalities.	Combines directories of pet-friendly places with social networking, community forums, and a marketplace.
Petforums	- Established online communities and forums for pet owners to discuss various topics.	- Lack of practical solutions for accessing services or finding pet-friendly establishments.	Offers social networking, community forums, and a comprehensive marketplace, providing both online engagement and real-world solutions.
Dogster	- Well-known online community for pet owners. - Provides forums for discussing pet-related topics.	- Limited focus on practical solutions beyond online engagement.	Combines social networking, community forums, and a marketplace to provide a comprehensive solution for pet owners.
Chewy	- Extensive selection of pet products and services available online.	- Absence of social networking and community-building features.	Offers a wide range of pet products and services.
Petco	- Comprehensive range of pet products and services. - Established presence in the pet industry.	- Lack of social networking functionalities.	Complements the product and service offerings with social networking, community engagement, and access to pet-related resources.
Rover	- Platform for accessing pet care services such as pet sitting, dog walking, and grooming.	- Limited to specific pet services. - Lacks features for social networking and community-building.	Provides a broader range of features, including social networking, community forums, a marketplace, and directories of pet-friendly places and services.
Wag!	- Offers pet care services like pet sitting and dog walking. - Established presence in the pet care industry.	- Limited to pet care services. - Absence of social networking and community-building features.	Combines pet care services with social networking, community forums, and a marketplace to provide a comprehensive solution.


11

APP UI



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APP UI



Welcome to Paaltuz
Because we love your pets!

Let's start →


Skip intro



For you and your pet
You can check your pet's health with just one look.

→


Skip intro



Connect with your pet community
Connect with likewise pet owners in your community.

→

Skip intro



Play more and better with your pets!
Learn, measure, set daily goals.

→

ONBOARDING

PASSWORD REMINDER

Create an account

Full Name



E-mail

Password

- At least 8 characters
- Both uppercase and lowercase characters
- At least one number or symbol

By continuing you accept our Privacy Policy and Term of Use

[Sign Up](#) →

Already have an account? [Login](#)



Welcome back

E-mail

Password

[Forgot your password?](#)

[Log in](#) →

Don't have an account yet? [Sign up](#)

Enter your e-mail

You will receive a link to confirm the password change to the e-mail address provided

E-mail


[Confirm e-mail](#) →

Enter a new password

Password

- At least 8 characters
- Both uppercase and lowercase characters
- At least one number or symbol

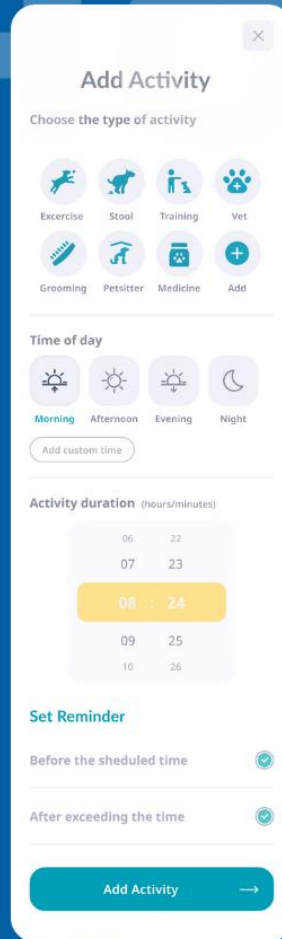
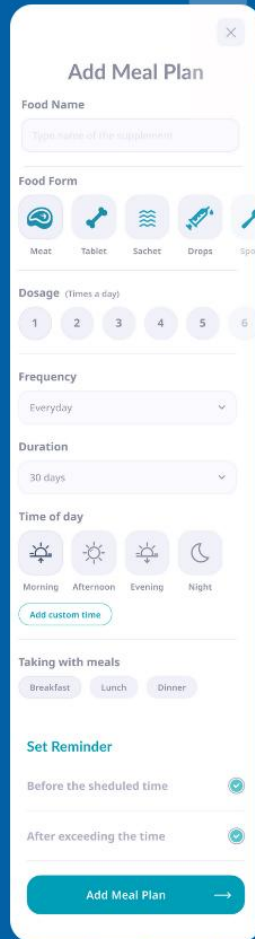
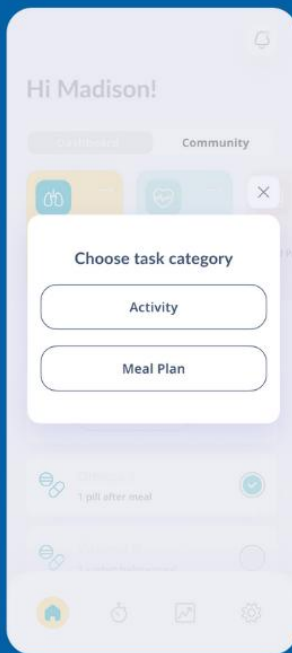
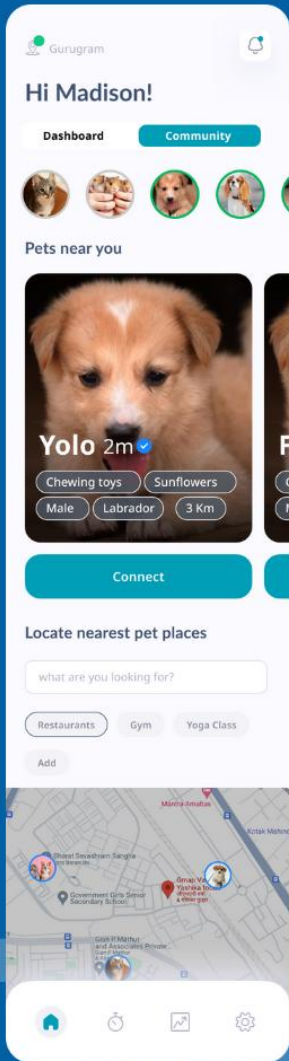
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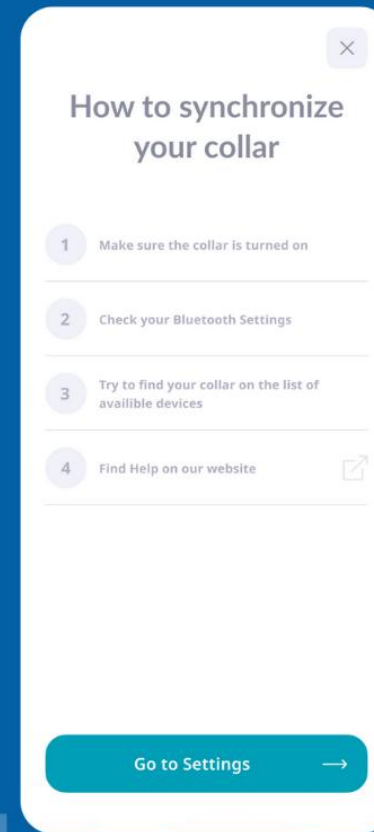
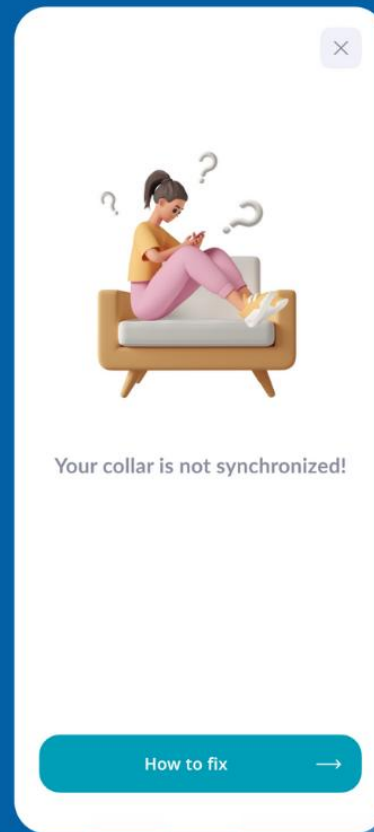
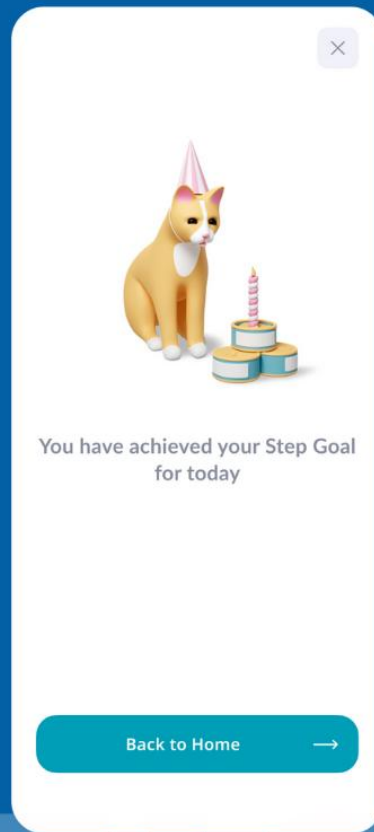
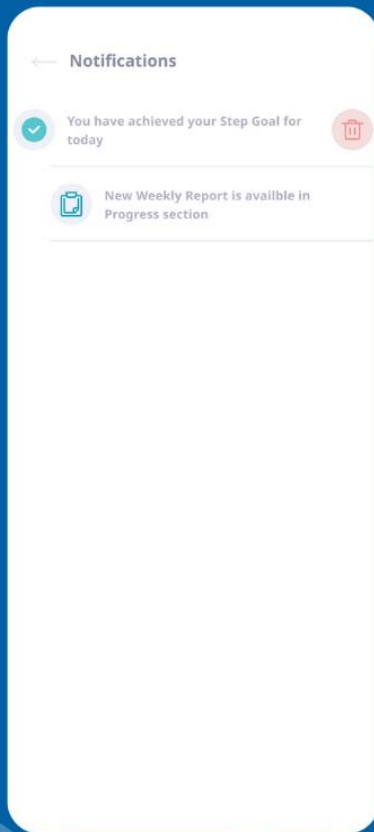
Your password has been changed

[Log in](#) →

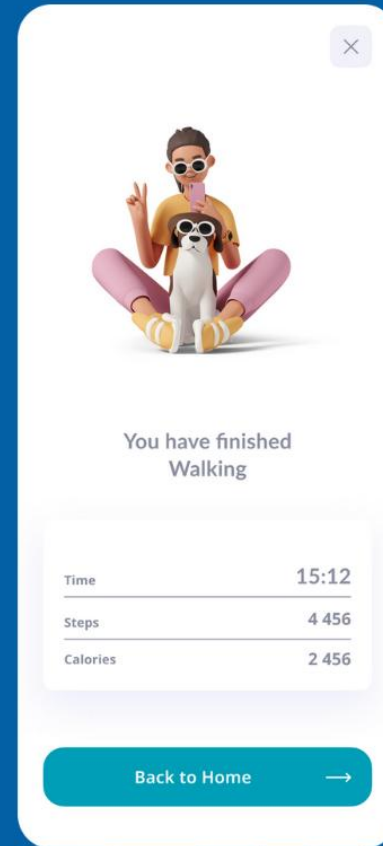
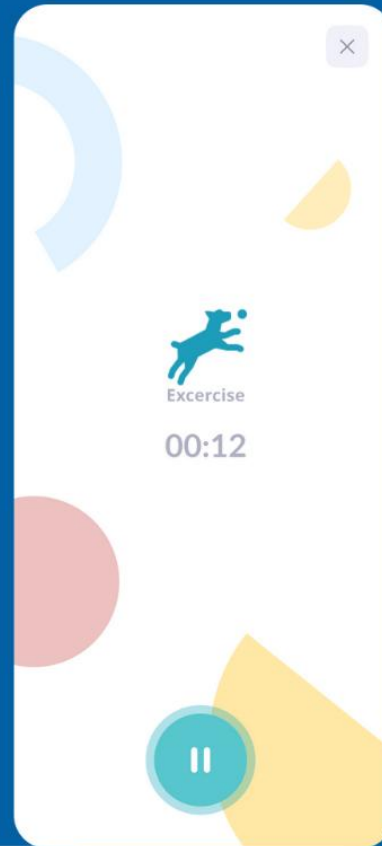
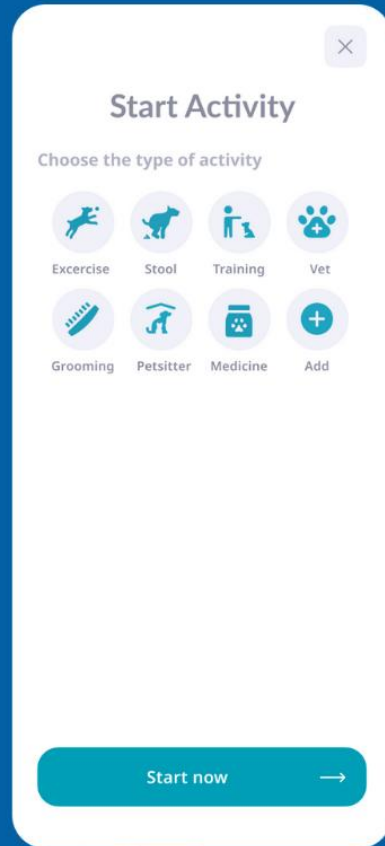
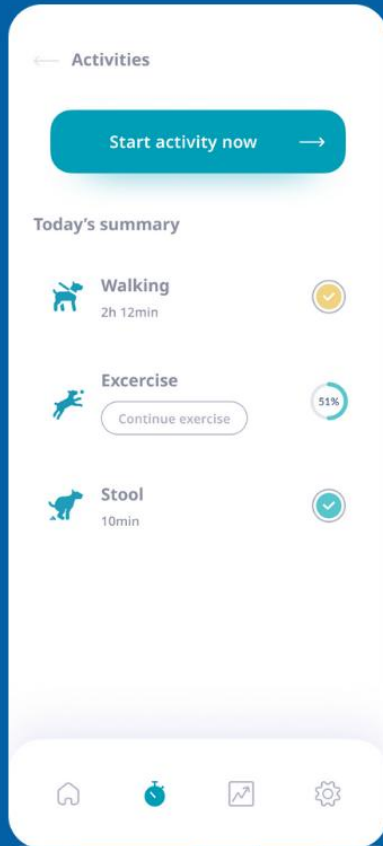
LOGIN / SIGN UP



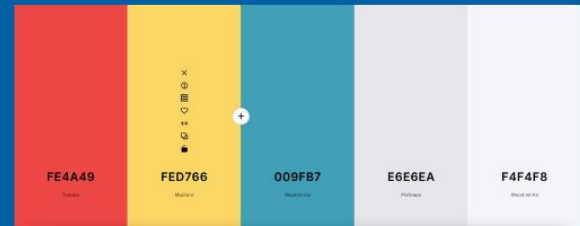
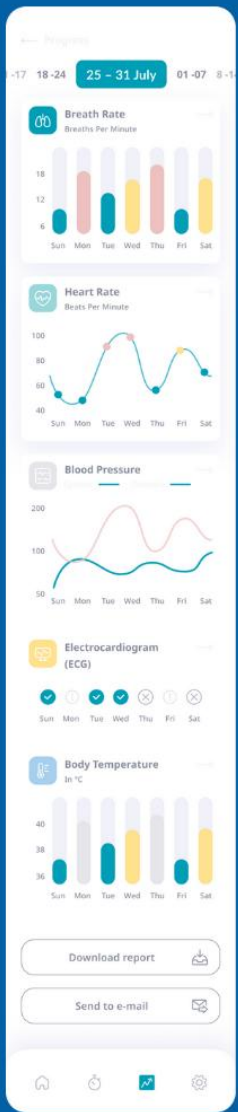
COMMUNITY



NOTIFICATIONS



KEY USER POINT



PET PROGRESS REFINEMENTS