

Mhanon Sullivan

Name of Product:

The Comfort Critter

Introduction of Product:

Do you have a pet, but are away from them and your home many hours a day? Pets are frequently left home alone, as their owners are often at work or school. This not only causes stress for the owner, wondering if the pet will be okay, but it also causes many animals separation anxiety. This anxiety can cause animals to lash out in ways such as chewing couches, destroying blinds, or soiling the carpet. This is where the Comfort Critter comes in. The Comfort Critter will allow the pet owner to leave the house without worrying about the pet's levels of anxiety and stress. It is a toy about 10 inches in height that allows a pet to chew on something soft without it being a couch. The toy is made of a chew-proof material, meaning your pet can chew the Comfort Critter instead of your curtains. The cover of the toy is removable. It's machine-washable. Using the chew-proof recorder box inside to toy, you can record multiple short messages for your pet, such as "hi, boy!" or "I love you!" The pet will hear your voice and be comforted by the sound. Using the free Comfort Critter app will allow you to set certain times for when the messages will go off, like at noon or 3:30. You can set it at intervals, as well, such as every hour, every two, and so on. The product will be made of a tightly-weaved combination of tough nylon and plush cotton. The cotton will add a softness to the toy, and the nylon will add a chew-proof outer layer.

Description of the Market(s) for the Product or Service:

The main market for the Comfort Critter is mammalian pets, such as dogs and cats, and their owners, as the toy will appeal to people who often leave their pet alone when they leave the household. Because pets often chew their worries away, many household items like dog beds and blankets could be shredded. With our product, this worry will disappear for both pets and humans. The animal can chew on the tear-resistant fabric of the Comfort Critter for up to a year before a new one should be bought. The toy's voice box will go off whenever it is set to. This new product will allow owners to do whatever they need to, be it work, school, or vacation, while their pet sits home with the Comfort Critter, basking in the joy of hearing its master's voice. When looking at the competition for similar product, there are voice recorder pet items, but they are not toys. They are either collars or baby-monitor-style shelf speakers. If the pet manages to chew on any of these alternate products, they could choke on the small pieces. Most items like this are also toxic, but the Comfort Critter is not. The pet can chew on it all day long with no fatal consequences. The Comfort Critter app is also something unique about the toy. When installed on a device, such as a phone or tablet, the user can record their voice message, then send it to the toy via the Bluetooth feature in the speaker.

Marketing Plan for Customer Acquisition:

To draw people to our new product, the Comfort Critter, we will market it on multiple Social Media platforms, like Instagram, YouTube, and Facebook. We will also place advertisements in pet stores throughout the local area. There will be an online store in which one would be able to buy the Comfort Critter, comfortcritter.com. We will also get the word of our new product out by simply speaking to the public. Our people will spread the word of the Comfort Critter to their fellow pet owners, then request they do the same and spread the information. We will also hold promotional giveaways on all of our Social Medias for products with our logos, like tumblers, shirts, and pop sockets.

Financial Plan:

The selling price of the Comfort Critter will be \$125.99, excluding shipping, as the Comfort Critter comes with the chew-proof voice recorder, the tough cover, and the durable but soft insides. The app will be on both the Google Play Store and the App Store, with no cost to the user. We have budgeted \$75,000 to start up this business. Overall, we will have expenses that look like this:

The Comfort Critter Financial Plan

Revenue			
Sales	500	125.99	62995
Expenses			
Advertising			
Facebook - 1000 Clicks at \$1.93	1930		
Instagram - 1000 Clicks at \$.30	300		
YouTube - 1000 Clicks at \$.80	800		
Local Pet Store - \$24 a month	288		
	Total		3318
Promotional Giveaways			
Pop Sockets - 100 at \$5.08	508		
Tumblers - 24 at \$8.49	203.76		
Shirts - 15 at \$15.14	242.1		
	Total		953.86
Product Materials			
Durable/Tough Nylon Cotton Blend Fabric for Cover	500	9.33	4665
Chew-Proof Recorder Box	500	2.197	1098.5
Poly-fill	250	13.14	3285

App Development		
Google Play Store	25000	
Labor	10000	
Two Hours Per Critter at \$10.00 an Hour		10000
Total Expenses	48320.36	
Profit	14674.64	

Cost of Production Per Toy 96.64

*The initial cost of the app increases the cost of the first 500

This is the cost of production after the first 500 toys -> 46.64

We will build 500 Comfort Critters to start up the business. For advertising on Social Media, we will pay the price for 1000 clicks/views for each platform. We will pay one worker at \$10.00 an hour to make half, with me, Mhanon, working for free, making the other half of the toys. We will pay for 500 toys worth of supplies to start up as well. The 20 ounce bag of poly-fill will fill two toys, as seen above with 250 bags. The promotional giveaway items will be given away on our Social Medias. Someone willing to enter will tag someone, then a winner will be randomly selected to win one of the following objects: a pop socket, a shirt, or a tumbler. Each item will have the Comfort Critter logo on it.