

Executive Summary – Pets Living

Mission

Pets Living offers dependable and simple solution for your life and your pets. Pets Living enables customers to enjoy easy and simple pets' health services by eradicating pets clinic complexity through integrations of pets, pet owner, pets clinic and other supporting infrastructure.

Pets Living and Management

Started from Business Plan Ideation from MBA Programmes at Universitas Prasetya Mulya, Pets Living were founded by Feriska Febrina, Chris Haryadi, Hermanto Setiawan and Timothy Loe. Each founder was equipped with diverse characteristics and specialization in the formation of Pets Living concept.

Pets Living: Product

Pets Living has two main products. Firstly, Pets Living offers intuitive application to pet owners to access services fits to each profile. Secondly, Pets Living offers internal systems to pet clinics connected to Pets Living database, enabling pet clinics for a more efficient, effective service offerings. Pets Living Customers are pet owners and clinic owners who are conscious of animal welfare, prioritizing humane animal treatment and gains camaraderie through communities. Pets Living focus is to be the bridge between pet owner and all pets service providers to increase animal welfare.

Competitive Advantage

Pets Living offers process improvement to pet clinics which aims to increase higher level of service deliveries to pet owners. Unlike other competitors, Pets Living committed to improve animal, pet owners and clinics ecosystem to reach a better, faster and comfortable service for the animals.

Finance

Pets Living projected earnings of 283 billion IDR in the first five years and 504% per annum CAGR. Pets Living would present 45% IRR and 16,1 billion IDR of Free-Cash Flow adjusted to time value of money.

Funding

In enabling its operations, Pets Living requires 25 billion IDR in equity with payback period projection of 1 year and 8 months.