

International



PalovMine's Day

The Pets Valentines

Love your Pet Day



www.palovminesday.com

BUSINESS PLAN

International PalovMines Day

Bourke St, Melbourne VIC 3004, Australia

30 June 2025

Executive Summary

The Business

In the 14th Century, the Catholic Church established an International day for love and romance, which was Valentine's Day. The day was a day for Catholics to celebrate within the congregations and was not recognised as a commercial entity.

In 1917, a struggling card manufacturer took hold of the name and commercially recognised it as a celebratory day for all who were in love, searching for love, and the many who had found long-term partners. The company was Hallmark Cards.

In 2022, it is statistically advised that the market spend;

* United States USD 29.5 Billion

* United Kingdom GBP 926 Million

* Australia AU 485 Million

on Valentine's Day, with the majority of other countries, similar when a per capita method is used. Watching market trends in the Pet Industry over the past twelve (12) years, it is recognised that expenditure on pets has grown by 225% with an annual consistent increase 8.6% forecast. Australian's spend \$ 360 Million on Christmas presents for thier pets each year with 71% spending \$1- \$50, 23% spending \$50+ and 6% spending over \$100. Similar expenditures per capita in other countries were found.

Spend analysis and consistent increases in pet purchasing dramatically increased during the period of the pandemic and continue as people learn the comfort of pet relationship for both their physical and mental health. The increase in divorce rates, domestic violence, along with the sedentary lifestyle adopted since the technology age was introduced, has found pets assist with anxiety, stress and the general well-being when bonded. Social skillsets and life education which is not apparent via the internet. The majority of people like to show appreciation and affection to loved ones via Birthday, Christmas, Easter and Valentine's Day and it is statistically proven that people recognise thier pets on those days, but an internationally recognised day of celebration for pets was set aside, until now.

International PalovMine's Day was born and branded, on a 'Sunny Spring Sunday' on the deck of a Hunter Valley acreage property in NSW, Australia. On this day, around 3.00 the sun was gleaming via a blue sky as Lorikeets enjoyed fruits from the feeding platform next to the Isa Brown chicken enclosure as they laid their afternoon eggs. The raised deck offered valley views to Charlie and his beloved dog Harvey, whilst strumming an acoustic and sharing a cheese platter.

Charlie said to Harvey, "It's taking a long time, mate, to come up with a name for this Valentine's for Pets! " Harvey listened and approached and then, unusually, placed his front paws upon Charlie's lap. Big Brown eyes gazed into Charlie's Blue ones, and pats were given, in saying " Ahh mate, you're my PAL, you are so my PAL" Harvey's interest was recognised as he placed his head into Charlie's chest and rubbed with excitement!!! PalovMines was born.

The Ownership

The business will be structured as a corporation.

The Management

Management changes are implemented as the need for the relevant positions is realised for the benefit of all stakeholders and their shareholders for the financial benefit of the company.

The Goals and Objectives

To implement a day of communication, recognition and appreciation of pets to support their families, To recognise the 14th day of June as a Valentine's Day for Pets called Palovmines Day. To offer the world a day that will be as successful as Valentine's Day, both commercially and personally.

The Product

An International Day of celebration and affection for pets and their owners.

The Target Market

The Business's target market has the following characteristics:

- Ages: 2-100
- Family size: _____
- Other: As of August 2022, there were 28.7 million domestic pets in Australian households. This does not include industry animals such as,

* Equine Racehorses 31 000

* Greyhounds 10 000

* Therapy assists 8700

* AUD 332,2 Billion spent per year

As of August 2022, there were 191.7 Million pets in the United States and,

* Racehorses 7.9 Million

* Service Animals 500 000

* 138.8 Billion spend annually

As of August 2022, there were 145 Million pets in Europe and,

* EUR 29.6 Billion per year spend

As of August 2022, there were 34 Million pets in the United Kingdom and,

* Racehorses 1.9 Million

* GHP 9.9 Million pounds spent annually

Across all related entities to the service of products for pets internationally.

Pricing Strategy

Industry facility operators will be offered an assigned investigation for an initial fee. When accreditation is realised, there will be a monthly fee for ongoing support and certification.

The Competitors

There are no current private industry competitors that align themselves with the accreditation of centres upon a commercial investigation report being initiated.

The Business

Business Sector

The owners would like to start a business in the following industry:

Pet Services.

Business History

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Business Ownership Structure

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Ownership Background

The Trustee for Charlies Appreciation Fund (shareholder):

Birchfield Investments Pty Ltd (shareholder):

Stamford Crane Investigations Pty Ltd (shareholder):

Business Management Structure

Management changes are implemented as the need for the relevant positions is realised for

the benefit of all stakeholders and their shareholders for the financial benefit of the company.

Business Assets

Industry knowledge and support.Strategic partnerships that complement the business goals.Branding and aligned services.

The Product

The Product

An International Day of celebration and affection for pets and their owners.

Product Patents

Rights are held across the three (3) entities by way of trademarks and registrations.

Future Products

Industry related products/services will be introduced as the needs are identified for the benefit of the facility,its members and financial viability of the business.

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Advertising

The Business will promote the business through:

- Email marketing (newsletters, brand story, etc.)
- Social media
- TV or radio ads

Competitor Analysis

The Competitors

There are no current private industry competitors that align themselves with the accreditation of centres upon a commercial investigation report being initiated.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

International PalovMine's Day is a stand-alone name with direct relevance to the product/service to pets and their owners. The name has been founded and trademarked with intellectual property protection. The name was structured for the specific purpose and any other brand name would be a weak brand within the target marketplace.

Weaknesses

The need to internationally introduce the accreditation opportunity to operators.

Opportunities

National Accreditation with a professional, independent investigation report will assist the validation of the industry operators, its staff and service protocols. A national expansion program will assist the confidence and peace of mind to all industry member and stakeholders for the benefit of all interested parties.

An ever-growing industry due to many factors in society. Pets are now becoming a welcomed family edition for,

- * Companionship
- * Therapy
- * Social skills education due to the sedentary lifestyle being adopted since the technology age.
- * Children's Lifestyle Education
- * The Global Market.

Threats

Investigation reports must have full disclosure to ensure the validity and strength of any certification and/or accreditation for the longevity of the programs.

Operations

Daily Operations

The marketing and implementation of the accreditation programs to all industry bodies that have a professional focus within the subject industry.

Operational Facilities

Current National Administration support is in place to enable operations with a National contracted communication centre active. These currently service capital cities and regional areas.

Staffing

Administrative support and client liaison staff are chosen to ensure the customer service standards are realised. Contracted professionals are chosen for their skillsets and proficiencies for the benefit of the company.

Stamford Crane Commercial