

International



PalovMine's Day

The Pets Valentines

Love your Pet Day



www.palovminesday.com

BUSINESS PLAN

**International PALovMine's Day
115 Pitt Street Sydney NSW 2000**

26 July 2023

Executive Summary

The Company

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 congregation 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. In 2022 it is statistically advised that the following spent;

* 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 ten (10) years it is recognised that expenditure on pets has grown by 225% with an annual consistent increase of 6.8% forecast. Australians spend \$360 Million on Christmas presents for pets each year with 71% spending \$1- \$50.00, 23% spending \$ 50 + and 6% spending over \$100.00. Similar expenditures per capita in other countries were found.

Spend analysis and consistent increase in pet purchasing dramatically increased during the period of the pandemic and continue as people learn the comfort of pet ownership for both their Physical and Mental well-being. The increase in divorce rates, partnership disputes and rise in domestic violence, along with the sedentary lifestyle adopted since the technology age was introduced has found pets assist with our anxiety, stress and general well-being when bonded. Social skillsets have diminished, as well, due to the technology introduction throughout various age demographics and the introduction of pets to be nurtured can assist with social skills 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's, Christmas, Easter and Valentine's Day and it is statistically proven that people recognise their pets on those days but an Internationally set-aside day of celebration for pets is not , until now.

International PALovMine's Day was born and branded on a Sunny winter Sunday on the deck of a Hunter Valley acreage in New South Wales Australia. On this day around 3.00 pm the sun was gleaming via a blue sky as Lorikeets enjoyed fruits from the feeding platform next to the chicken enclosure as they laid their afternoon eggs. The raised deck offered valley views to Charlie and his beloved dog Harvey who strummed an acoustic whilst sharing a cheese platter. Charlie said to Harvey " Taking a long time mate to come up with a name for Valentines Day for pets! Harvey listened and approached then unusually placed his front paws upon Charlie's lap. Big Brown eyes gazed into Charlie's blue ones and pats

were given saying " Ahhh mate your my PAL you are you are so my PAL " Harveys interest was recognised as he placed his head into Charlies chest and rubbed with excitement. PALOVMINE was branded.

The Ownership

The company is structured as a corporation.

The Management

Management will be handled internally via the parent company's corporate structure. Management tiers will be introduced as the needs of the brand are identified.

The Goals and Objectives

To implement a day of communication, appreciation and recognition for pets support to their families. To recognise the 14th 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.

The Product

An International day of celebration and affection for pets and owners.

The Target Market

As of August 2022, there are 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 1100
- * AUD 33.2 Billion per year spend

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

- * Racehorses 7.9 Million
- * Service Animals 500 000
- * USD 136.8 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
- * GBP 9.9 Million pounds spent annually

All associated entities relating to the service of products for the pet industry Internationally.

Pricing Strategy

Pricing will be based on an annual membership fee for consumers. Industry corporations and government agencies will have an annual fee based on a sliding scale template. Brand licencing will be negotiated.

The Competitors

There is nil competitors in a global market.

Business Plan - International PALovMine's Day

The Company

Business Sector

The company currently operates in the following industry:

Pet Service Industry.

Company History

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Company Ownership Structure

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Ownership Background

An assistance service company with a business-to-business focus. Industries include, but are not limited to,

- * International Pet Markets
- * Pet medical services
- * Leisure industries
- * Business/Household Security
- * Business Consultancy, Structure, start-ups
- * Commercial, Civil & Family Law Services
- * Taxation advice

- * Business start-ups
- * Facility Administration/Infrastructure
- * Assistance service products
- * Investment in corporate facilitation.

Company Management Structure

Management will be handled internally via the parent company's corporate structure. Management tiers will be introduced as the needs of the brand are identified.

Organizational Timeline

The offer of licensing to major pet food and pet product retailers directly as well as Hallmark via direct marketing. The offer of a buy-out to these aforementioned companies or investment as well as an ASX listing is within the timeline.

Company Assets

Intellectual property and trademark association with a niche product that has global opportunities in business and stock market relevance as a stand-alone product and/or service.

The Product*The Product*

An International day of celebration and affection for pets and owners.

Product Patents

Trademarks are held with the branding and Intellectual property with registration authorities.

Marketing Plan*The Target Market*

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Advertising

Business-to-business customers will be directly marketed to introduce and/or present the packages. Consumer clients will be notified by social media and Pet database information introduced by the medical outlets. Media, press and outlet forums will be considered as facilitating product with investor awareness being the target market.

Competitor Analysis

The Competitors

There is nil competitors in a global market.

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 invented and trademarked with intellectual property protection. The name was structured for the purpose and any other brand used as a competitor would be weak. The similarity to Valentines Day to be used in reference to pets rather than humans as a marketing strategy adds value and strength.

Weaknesses

Exposure for product and brand awareness. Consumer and industry knowledge of the product/service.

Opportunities

An ever-growing industry due to many factors relating to society. Pets are now being welcomed as family members for ;

- * Companionship
- * Therapy
- * Social skills education due to the sedentary lifestyle being adopted since the technology age

- * Children's lifestyle education
- * A global market.

Threats

Constant supervision of all professional stakeholders adhering to the terms and conditions of any commercial agreement. The assurance and overseeing of the consumer members accepting the membership terms and conditions.

Operations

Daily Operations

Member services will be available via national operating call centers currently servicing the needs of existing stakeholders. Administration support for product knowledge and accounts are in place to be educated on the product.

Operational Facilities

These are implemented by the strategic partners and commercial arrangements that will be introduced via facilitating bodies such as corporate partners and retail outlets. The business-to-business arrangements are strategically chosen to allow facility expansion for the company in the best interest of all stakeholders and the financial viability of the company.

Staffing

Staff will be chosen to ensure supervisory roles are implemented for customer service assurance. The majority of employees will be contracted for proficiency and will be on a fee-for-service basis which assists with financial viability in the best interest of all stakeholders.

Suppliers

Retail and commercial partners will supply hubs for brand use and strategic ownership with facilitating service outlets.