
BUSINESS PLAN

Mobile grooming for anxious dogs

Professional Services

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

"A mobile dog grooming service run from a fitted van, focused on anxious, elderly and reactive dogs that struggle in a salon — animals other groomers turn away."

FOUNDER BACKGROUND

"Six years as a veterinary nurse. Used to handling distressed and difficult animals."

AUDIENCE

Owners of anxious, elderly or reactive dogs in inner-city suburbs

INDUSTRY

Professional Services

BUDGET

\$30,000

EDITED AFTER IT WAS BUILT

An "only" claim removed from the positioning. Budget corrected from a mistyped 30,022 to 30,000 (the marketing line from 722 to 700); the "health-check" package renamed a senior dog comfort groom, since health checks are veterinary work; "guaranteed" removed. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

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1. Strategy
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1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

This business brings professional dog grooming directly to owners whose anxious, elderly or reactive dogs are routinely refused or stressed by salon environments. Inner-city pet ownership is rising, and this underserved segment has almost no dedicated options. One van, one groomer, and a veterinary-informed handling approach makes this viable from day one.

1.2 One-line pitch

Stress-free mobile grooming at home for the dogs other groomers won't take.

1.3 Target market

Dog owners aged 30-60 in inner-city suburbs, household income above \$90,000, who own anxious, elderly or reactive dogs. They are currently avoiding grooming altogether or enduring stressful salon visits, and will pay a premium for a calm, one-on-one, come-to-me service.

1.4 Revenue model

Charged per grooming appointment at \$150 for small breeds and \$220 for large breeds, with a headline price of \$180 for the typical mid-size dog. Add a senior dog comfort groom at \$250 as a secondary stream from month 4.

Headline price: \$180

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
Mobile grooming appointment per dog	appointment	\$180	From launch	25 a week
Senior dog comfort groom	groom	\$250	Month 4	5 a week

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Mobile grooming appointment per dog (appointments per week)	5	9	16	22
Senior dog comfort groom (grooms per week)	0	0	2	4

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

Six years of veterinary nursing means handling distressed and reactive animals is already second nature — this is a credible, safe option for dogs that have bitten, collapsed or panicked in a standard salon setting.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- Suburban dog grooming salons that handle 8-12 dogs simultaneously in a noisy shared space — they routinely refuse reactive or elderly dogs, creating the exact gap this service fills.
- General mobile groomers with a standard van setup and no specialist animal-handling training — they charge similar prices but cannot safely manage a dog mid-anxiety episode or with mobility issues.
- Veterinary clinic grooming add-ons that offer basic clip-and-wash but are priced as a medical service and require a vet visit booking, making them inconvenient for routine grooming needs.

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Van purchase and fit-out	Second-hand van bought and fitted with tub, water tank, grooming arm and dryer	\$22,000
Grooming equipment and supplies	Professional clippers, blades, shears, shampoos and opening stock of consumables	\$3,500
Booking software and website	Six months of online booking platform and a single-page business website	\$800
Local marketing materials	Printed referral cards, van signage magnet panels and two suburb letterbox drops	\$700
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$3,000

Total budget: \$30,000

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Week 1-2: Visit every independent vet clinic in your two launch postcodes in person and leave 50 printed referral cards with the specialist-dog focus clearly stated on them.
- Week 3-6: Book and complete your first 10 paying appointments, photograph every willing dog owner's pet post-groom, and collect at least 5 written reviews for your booking page.

- Week 7-12: Set up a simple repeat-booking reminder system — text or email each client at the 6-week mark — and convert at least 4 of your first 10 clients into recurring fortnightly or monthly bookings.

1.10 Recommended launch markets

- Pick two adjacent inner-city postcodes and spend the first two weeks visiting every independent vet clinic within them to leave cards and explain the specialist focus — anxious-dog referrals from vets are warm leads.
- Join two local suburb-specific Facebook groups and post a genuine story about why the business exists — reactive dog owners actively seek each other out in these groups and word spreads fast.
- Contact three local dog trainers who work with reactive dogs and offer a complimentary groom for one of their client dogs — trainers recommend groomers constantly and a single partnership can fill a week's bookings.

1.11 Key risks

- A dog injuring itself or you during a solo mobile appointment — carry a muzzle kit and basic animal first-aid supplies in the van from day one.
- Slow booking volume in the first eight weeks causing cash-flow pressure — pre-sell five introductory appointments at a 10% discount before the van launch to create confirmed early revenue.
- Van mechanical failure cancelling a full day of appointments — open a dedicated business bank account with one month of operating costs held untouched as a breakdown and repair buffer.

1.12 Test the idea

- Mobile grooming appointment per dog: you assume about 9 sales a week by month 3, at \$180 for one appointment. Test it before you spend: ask people who fit your target market whether they would pay \$180 for one appointment. You assume you can deliver up to 25 a week. Test it with a short trial run before you commit to that many.
- Senior dog comfort groom: you assume \$250 for one groom. Test it before you spend: ask people who fit your target market whether they would pay \$250 for one groom.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

Calm, one-on-one grooming at your door — built for the dogs other groomers turn away. No salon noise, no shared space, no stress.

Primary CTA: Book Your Dog's Appointment

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Immediately reassure owners of anxious, elderly or reactive dogs that this service exists specifically for their dog, and drive a booking.
How It Works	Remove hesitation by explaining the one-on-one, van-based process and the founder's veterinary nursing background, converting curious visitors into confident bookers.
Pricing	State the three clear price points — small, mid-size, large breed, and the senior comfort groom — so owners self-qualify and book without needing to call. Squarespace suits this stage: at \$800 allocated for website and booking software, it is the fastest, most affordable path to a professional live site.
About	Build trust by highlighting six years of veterinary nursing experience as proof this groomer can safely handle dogs other groomers refuse.
Contact	Give owners a direct, low-friction way to ask questions or confirm service availability in their postcode before committing to a booking.

2.3 Copy brief per page

Home

- Hero statement naming the exact problem: anxious, elderly and reactive dogs refused by salons or traumatised by noisy shared grooming spaces.
- Three-icon trust strip: 'One dog at a time', 'Vet-trained handler', 'We come to you' — no waffle, just credentials at a glance.
- Short social proof block featuring two to three post-groom photos with owner quotes emphasising calm dog behaviour and convenience.
- Single bold CTA button linking to the online booking page, repeated at the top and bottom of the page.

How It Works

- Three-step visual sequence: 'Book online', 'We arrive at your door', 'Your dog is groomed alone in our fitted van' — each step under 10 words.
- Paragraph explaining why a sealed, quiet van environment reduces anxiety triggers compared to noisy multi-dog grooming environments.

- Founder credential callout: six years of veterinary nursing, experienced with dogs that have bitten, panicked or have mobility limitations.
- FAQ section addressing the three most common hesitations: safety for reactive dogs, how elderly dogs are supported during the groom, and which inner-city postcodes are currently serviced.

Pricing

- Clear three-tier price table: small breeds \$150, typical mid-size dogs \$180, large breeds \$220 — no hidden travel fees for serviced postcodes.
- Senior Dog Comfort Groom callout at \$250, briefly describing what is included and why a slower, gentler groom suits older dogs with mobility needs.
- Short note explaining the introductory 10% discount for first-time bookings, creating urgency without undermining the premium positioning.
- Single 'Book Now' CTA below the price table, linking directly to the online booking platform.

About

- Founder story in first person: why six years of veterinary nursing made the gap in specialist mobile grooming impossible to ignore.
- Specific credibility details: types of animals handled in a clinical setting, experience managing distressed and reactive dogs safely without sedation.
- Photo of the founder with a dog inside or beside the grooming van, making the solo operator feel personal and trustworthy rather than corporate.
- Short statement on service values: one dog at a time, no rush, no crate waiting — directly countering what noisy multi-dog salons and general mobile groomers offer.

Contact

- Simple contact form with fields for name, suburb or postcode, dog breed, and a brief description of the dog's grooming history or behavioural needs.
- Postcode checker note listing the two current launch suburbs so owners immediately know if they are in the service area before submitting.
- Response time promise: 'We reply within one business day' — sets expectations and reduces anxiety for owners who are already nervous about their dog's needs.
- Secondary prompt to follow the business on a local community Facebook group for reactive dog owner tips and availability updates.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

A mobile groomer built for dogs other groomers refuse — calm, one-on-one, at your door, backed by six years of veterinary nursing.

3.2 Key messages

- Your dog doesn't have to dread grooming — we come to you, one dog at a time, no salon chaos.
- Six years of veterinary nursing means we've safely handled dogs that have bitten, panicked or collapsed — book with confidence.
- Refused by salons? That's exactly who we're here for — Book Your Dog's Appointment today.

3.3 Target channels

Channel	Why it fits	First action
Local community Facebook groups for dog owners	Reactive and anxious dog owners actively cluster in suburb-specific groups, sharing referrals and venting about salon refusals — exactly where your first clients are already talking.	Write and post a genuine 150-word story in two inner-city suburb dog owner groups this week explaining why the business exists, ending with a link to 'Book Your Dog's Appointment'.
In-person referral visits to independent vet clinics	Vets regularly field questions from owners of anxious and elderly dogs about safe grooming options — a warm referral from a clinic receptionist converts far faster than any ad.	Visit every independent vet clinic in your two launch postcodes this week, leave 10 printed referral cards each, and briefly explain the specialist anxious-dog focus in person.
Short-form video on a major photo and video sharing platform	Before-and-after groom content and calm-dog-in-van footage performs strongly with pet owners aged 30–60, and builds the trust that converts a hesitant owner of a reactive dog into a booker.	Film a 30-second walkthrough of the grooming van interior this week — show the tub, the quiet space, one dog at a time — and post it with a caption naming anxious and reactive dogs specifically.

3.4 Content plan

- In community Facebook groups: weekly text posts sharing a specific scenario — e.g. 'the dog who bit three groomers but sat still in the van' — ending with the booking link.
- At vet clinics: a printed one-page referral card with a QR code linking directly to the booking page, left at reception with a handwritten note to the vet or nurse.
- Short-form video: a weekly 30–60 second clip showing a dog entering the van nervous and leaving calm, with a caption naming the breed and the behaviour that made salons say no.

3.5 Launch campaign

Name: The Dogs Other Groomers Refuse

Concept

A four-week campaign built around real stories of anxious, elderly and reactive dogs finally getting a calm groom. Each story drives back to the website's 'Book Your Dog's Appointment' button, turning empathy into bookings.

Timeline

4 weeks: week 1–2 seed stories in community groups and vet clinics, week 3 launch van video and first client photos, week 4 follow up with direct messages to anyone who commented or enquired.

What to measure

10 confirmed paid bookings within the first four weeks — track via the online booking platform.

3.6 Budget allocation

Breakdown

Category	Purpose	Amount	Paid from
Local marketing materials	Printed referral cards for vet clinics, magnetic van signage, and two suburb letterbox drops	\$700	Local marketing materials

Total budget: \$700

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

The bulk of the budget goes into the van and its fit-out, with a smaller portion covering equipment, supplies, marketing materials, and a cash reserve. Monthly, the main ongoing costs are the booking platform, fuel, and accounting. Appointments must fill steadily each week for revenue to cover those fixed costs. The cost of consumables used in every groom is the number to watch most closely. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$3,000), spent on fixed costs alone, with no sales at all.

Figure	Value
Total start-up spend	\$30,000
Budget left unspent	\$0
Cash still available after day one	\$3,000
Fixed costs each month, months 1–6	\$360
Fixed costs each month, month 7 onwards	\$493
How long your cash lasts	7.7 months
Sales needed each month to cover fixed costs	\$529

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$3,000 of \$30,000 is still cash after day one.



Your approved budget of \$30,000 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

Cost	What this money does	Amount	Notes
Van purchase and fit-out	Spent once, then gone	\$22,000	Second-hand van bought and fitted with tub, tank, arm and dryer
Grooming equipment and supplies	Becomes goods you sell	\$3,500	Clippers, blades, shears, shampoos and opening consumables stock
Booking software and website	Pays 6 months of booking platform and website subscription up front	\$800	Six months of booking platform and single-page business website
Local marketing materials	Spent once, then gone	\$700	Referral cards, van signage magnet panels and two letterbox drops
Reserve / contingency	Kept as cash	\$3,000	Emergency buffer — held untouched unless breakdown or urgent repair
Spent on day one	The lines spent once, bought as goods or paid up front	\$27,000	—
Kept as cash	The lines kept as cash	\$3,000	—
Total		\$30,000	Against a budget of \$30,000

4.4 What you pay every month

Cost	Each month	Notes
Booking platform and website subscription	\$133	Hosted website builder and online booking platform monthly subscription

Cost	Each month	Notes
Fuel and vehicle running costs	\$280	Weekly inner-city suburb rounds plus water tank refills
Accounting and tax compliance	\$80	Cloud accounting software and periodic bookkeeper reconciliation
Total each month	\$493	Paid whether or not anything sells

4.5 What you sell

What each sale leaves

☐ Cost per sale
 ☒ Left over



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
Mobile grooming appointment per dog	appointment	\$180	\$12	\$168	From launch
Senior dog comfort groom	groom	\$250	\$18	\$232	Month 4

- Mobile grooming appointment per dog — cost per sale covers: Shampoo, conditioner, disposable items and blade wear per groom
- Senior dog comfort groom — cost per sale covers: Higher consumable use for longer, more careful grooms on elderly dogs

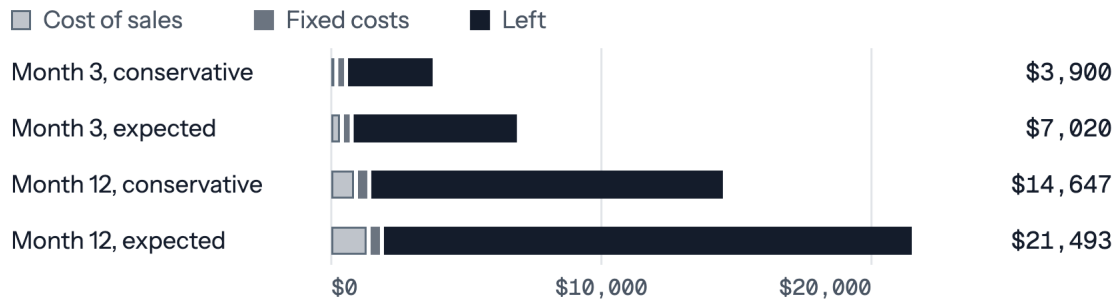
4.6 How much you expect to sell

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Mobile grooming appointment per dog (appointments per week)	5	9	16	22
Senior dog comfort groom (grooms per week)	0	0	2	4

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



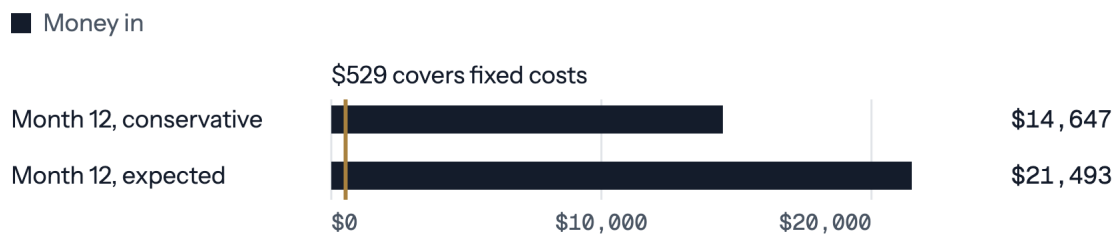
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$3,900	\$260	\$3,640	\$360	\$3,280	Yes
Month 3, expected	\$7,020	\$468	\$6,552	\$360	\$6,192	Yes
Month 12, conservative	\$14,647	\$988	\$13,659	\$493	\$13,166	Yes
Month 12, expected	\$21,493	\$1,456	\$20,037	\$493	\$19,544	Yes

Left for fixed costs is money in less the cost of making those sales. Fixed costs that month are lower while prepaid items last. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$529 of sales a month, which covers fixed costs of \$493 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$493 a month takes about \$529 of revenue.

Every scenario covers that month's fixed costs. Month 3's fixed costs are lower while prepaid items last, so each scenario is measured against its own month.

The one thing that moves this most: Weekly appointment count — one extra booking per day moves the whole picture

4.9 What these numbers assume

- Vet clinic referrals and community group posts generate the first five to nine weekly appointments by month three
- The conservative month-three figure reflects one confirmed vet referral source rather than three, producing fewer early bookings
- Repeat clients booking every four to six weeks underpin the step-up to month-twelve volumes
- The senior comfort groom attracts distinct demand from month four once the founder's veterinary nursing credentials are known locally
- The mid-size headline rate is the approved price point; small and large breed pricing sits either side of it per the approved revenue model

4.10 What to watch

- Consumables used per groom creep upward on difficult coats or elderly dogs, quietly eroding the margin on every appointment before the founder notices
- A van mechanical failure in the early months draws down the reserve before a repair buffer has been rebuilt from trading, leaving no safety net
- Slow booking growth past month three means the prepaid website period expires before revenue is sufficient to absorb that cost as a recurring monthly outgoing

4.11 Check these before you spend

- Your largest start-up cost is Van purchase and fit-out, at \$22,000. Get a written quote before you pay it.
- Your largest monthly cost is Fuel and vehicle running costs, at \$280 a month. Check that figure before you commit to it.
- Each appointment costs \$12 to deliver. Check that against a supplier's price before your first sale.