

TOUGH CHEWS BUSINESS PLAN OBJECTIVES

SAMPLE
COMPANY

OVERVIEW

Tough Chews is a pet product manufacturer located in Omaha, NE. We utilize proprietary technology to manufacture and sell dog chew toys and wearables, designed to improve pet safety through indestructible designs.

PRODUCT

Tough Chews offers indestructible soft toys that are safe for dogs of all sizes and breeds. By employing proprietary new materials and construction techniques, we have created a line of products able to withstand even the toughest chewers. Tough Chews plans to utilize our knowledge in pet product construction to also evolve a line of pet wearables, such as harnesses, collars and leashes that will provide pet owners with maximum peace of mind when out and about with their pets. Tough Chews' products will be distributed through major retail outlets as well as boutique pet retailers.

CUSTOMERS

The target audience for Tough Chews is a niche segment of the pet market, focusing primarily on upper-middle class millennial pet owners living in the U.S. who are interested in purchasing high-quality products for their pets.

DISTRIBUTION

Sixty percent of pet sales are made through retail outlets, so Tough Chews will continue to rely on its relationships with 20 boutique pet stores in the Omaha and Kansas City markets. In September of 2021, Tough Chews will also begin selling products through a nationwide online retailer with physical locations across the country. This will allow us to move more product while also entering the burgeoning online retail space.