



**EXPANDING**

**WOOFS**

*K-State Launch Fall 2019*

*Reverse Pitch Case Study*

## Woof's Play & Stay

*K-State Launch Fall 2019 Reverse Pitch Case*

# INTRODUCTION

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Woof's Play & Stay currently has five locations around the state of Kansas; Lawrence, Leawood, Manhattan, Merriam, and Topeka. Their philosophy is simple: they LOVE dogs. They strive to deliver peace of mind when owners can't be with their four-legged family member, whether at work or away. They want to be the chosen "home away from home." Woof's has state-of-the-art facilities, team members that have been professionally trained and a management team focused on guest services at all times.

Woof's Play & Stay is hoping to grow to seven locations by the end of 2019 and is looking to expand into additional markets nationwide.

**Please provide a course of action for the leadership team at Woof's regarding how and where they should expand. Be prepared to give a three-minute elevator pitch of your innovative course of action to individuals on Woof's leadership team.**

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# 1. REQUIREMENTS

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Woof's Play & Stay does have requirements for each location. The leadership team has...

- The leadership team would like to continue to expand by five to seven stores per year for the next five years.
- There should be no more than one store for every 100k population.
- Each store has an 8,000 square foot minimum and ground up should be one acre.
- The location should not be within 200 feet of a residential area.
- There must be an outdoor play yard.
- The cost can be no more than \$500,000 for the blank site. If renting, the base rent can be no more than \$10 per square foot.

# 2. ADDITIONAL CONSIDERATIONS

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The leadership team at Woof's Play & Stay does have additional considerations regarding their expansion. Please consider the following:

- **Quality & Quantity of Competition** – Pricing and supply and demand
- **Real Estate** – Pricing and availability
- **Labor** – Price and Availability
- **Regulation** – Zoning (overnight boarding and outside play yards) and state regulations for the dog industry
- **Demographics** – Income and Age
- **Community Growth** -
- **State Business Regulations** – Ease of doing business in the State
- **Proximity to Manhattan, KS** – Must be easy to travel to additional locations

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