

# ***Dog-Sharing***

## ***The second home for your dog***



A business plan presented by  
*André Weber & Philipp Kahlert*  
(851056)                      (850917)

1. Company Overview
2. Service Description
3. Industry and Marketplace Analysis
4. Marketing Strategy
5. Operations
6. Management
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# 1. Company Overview

- Dog-Sharing provides an intermediation service between dog owners and dog sitters
  - pet holders can give away their pet during busy times
  - pet sitters can own a dog for a certain period of time
- Dog-Sharing will operate on a webpage
  - potential customers can visit the webpage [www.dog-sharing.de](http://www.dog-sharing.de) to see our dog sitters, owners and dogs
  - in order to contact customers, people have to enter into a 1 year membership with a monthly payment of 9.99€

# 1. Company Overview

- Dog-Sharing addresses the region of Cologne, Düsseldorf and Bonn
- Dog-Sharing wants to target 5% of all dog owners in that region
- the first office will be in the city centre of Cologne
- Dog-Sharing has the goal to become the number 1 provider of dog intermediation services within 5 years
- Depending on the success Dog-Sharing will enlarge its services to other big metropolitan areas in Germany and extend its service from Dog-Sharing to Pet-Sharing

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## 2. Service Description

- dog owners can give away their beloved animals in case of illness, vacation or business trips
- dog sitters get the opportunity to take care of a dog for a certain period of time without long-term responsibility
- Dog-Sharing is coming into place by providing an intermediation
- with a small monthly payment people can become a member of the dog sharing community and upload a profile on the webpage
- members have to fulfil specific prerequisites in terms of high responsibility, trustworthiness, sufficient financial background

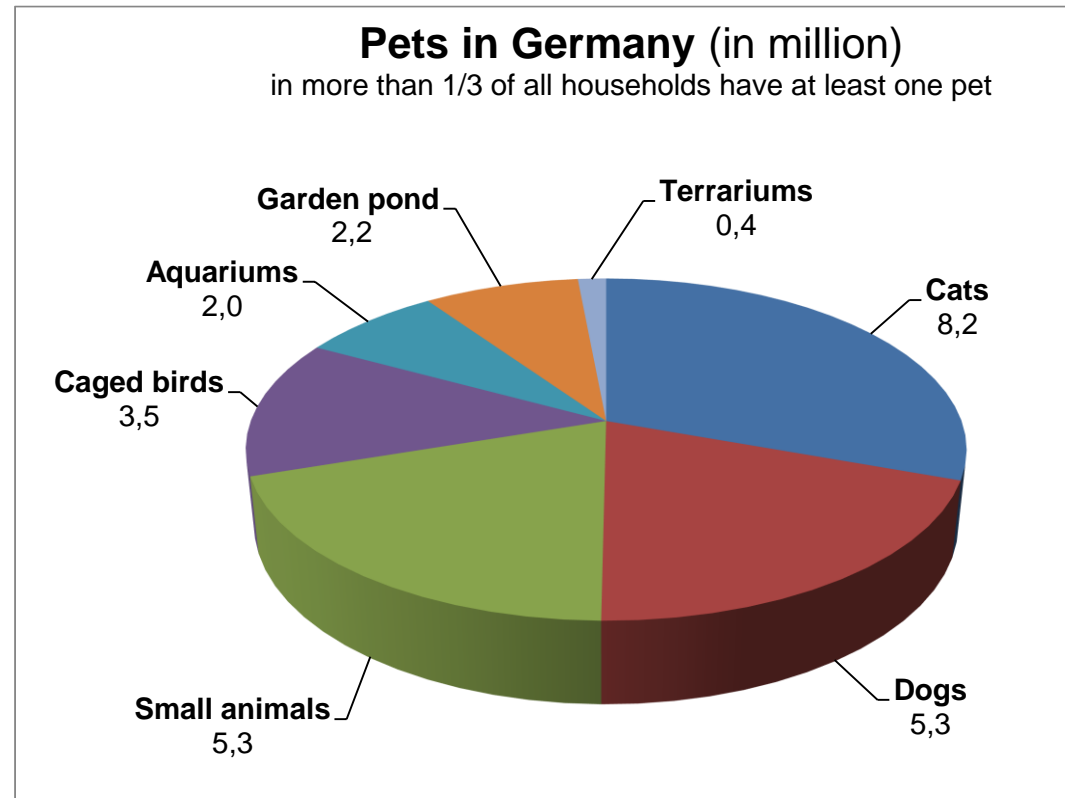
- advantages of Dog-Sharing:
  - less dogs end up in sanctuaries
  - dog sitters can test whether they want to become a dog owner
  - dog sitters who do not have enough time to own a dog, can have fun with a dog during free time
  - dog owners can avoid expensive dog hotels, bothering relatives or neighbours

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## 3.1 Industry Analysis

- Dog-Sharing is operating in the pet industry
- 22.3 million pets live in German households (fishes and terrarium animals excluded)
- 13.2% of all German households possess at least 1 dog
- dogs are the second popular pet in Germany



- total number of not dangerous dogs in NRW:  
659,274 (dangerous dogs are excluded from our service)
- number of dogs in:
  - Cologne: 30,000
  - Düsseldorf: 19,000
  - Bonn: 8,000
- taking into consideration the rural suburbs:
  - total number of dogs: 80,000

## 3.2 Marketplace Analysis

- dogs a responsible for a yearly revenue of 4 billion €
- yearly born puppies in Germany: 500,000
  - so targeting potential pet owners is very profitable
  - partnering programs will install connections to this market

Industry Segment	Revenue in Million €
Breeders	360 - 390
Animal Feed	1800
Accessory	200
Vet	700
Medicaments	150
Sanctuary	70 - 80
Insurance	130 - 150
Dog School	34.5 - 38
Sog Saloon	50
Dog-Hotels	14
Hotels (surcharge)	10 - 20
Burial	4 - 5
Animal-Cemetery	7.5 - 9.5
Clubs/Associations	25
Dog exhibitions	8.5
Books/Magazines	75
Taxes	220

- Dog-Sharing has 2 main target groups:
  - pet owner that are willing to share their dogs
  - people who want to take care of a dog
- customer types our service wants to address:
  1. Singles living in the city
  2. Families with young children
  3. Elderly people

### 1. Singles living in the city

- singles as dog owners:
  - have little time due to hobbies and their job
  - living far away from their family
  - only superficial contact to neighbours
- singles as dog sitters:
  - decided against an own dog due to little time although they love dogs

 perfect target group for Dog-Sharing

### 2. Families with young children

- families as dog owners:
  - usually there is always s.b. available who takes care of the dog
  - need s.b. who looks after the dog during holidays
- families as dog sitters:
  - families especially kids can test how life would be with a dog regarding responsibility and duties

 perfect target group for Dog-Sharing

### 3. Elderly people

- elderly people as dog owners:
  - might not be in good physical condition any more in order to occupy their pet
- elderly people as dog sitters:
  - love dogs but do not dare to take responsibility
  - have probably gained already a lot of experience with dogs in their life

 perfect target group for Dog-Sharing

### Main competitors:

- [www.betreut.de](http://www.betreut.de)
  - offers an intermediation service for baby sitters, extra tuition, elderly care, pet supervision, household help
  - certified by a Technical Inspection Agency (TÜV)
  - different tariffs depending on membership time span (10€ for a 1 week membership, 30€ for a 1 month membership, 23€ for a 3 months membership, 10€ for a 1 year membership)
  - not exclusively focused on an dog intermediation service



- dog hotels
  - dog owners can be sure that their dog is well looked after
  - service is very expensive
  - number of pet hotels is limited, so long term planning is necessary
- relatives, neighbours, friends
  - trustful persons
  - but dog owners often hesitate to bother others

 Dog-Sharing is able to combine all these benefits

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  - 4.2 Pricing Strategy
  - 4.3 Advertisement and Promotion Strategy
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## 4.1 Target Market Strategy

- customer types as well as target groups can be overlapping
- exemplary information about age structure in Cologne:
- number of single households in Cologne: 270,055
- number of families with children: 120,000
- number of citizens above 60 years: 233,958

Age	31.12.2009	
	Inhabitans	%
< 3 years	28,130	2.8
3 - 6 years	26,231	2.6
6 - 18 years	103,219	10.1
18 - 35 years	253,964	24.9
35 - 45 years	169,592	16.6
45 - 60 years	205,209	20.1
60 - 75 years	156,681	15.4
> 75 years	77,277	7.6

 relatively large target market

## 4.1 Target Market Strategy

- expected number of customers:

- number of customers is based on number of dogs in our region

- 5% of 80,000 dogs shall be addressed

- number of customers in the fifth year:

4,000 dog owners and 4,000 dog sitters

Month	Year 1	Year 2	Year 3	Year 4	Year 5
1	100	3,300	4,500	5,700	6,900
2	1,200	3,400	4,600	5,800	7,000
3	1,400	3,500	4,700	5,900	7,100
4	1,600	3,600	4,800	6,000	7,200
5	1,800	3,700	4,900	6,100	7,300
6	2,000	3,800	5,000	6,200	7,400
7	2,200	3,900	5,100	6,300	7,500
8	2,400	4,000	5,200	6,400	7,600
9	2,600	4,100	5,300	6,500	7,700
10	2,800	4,200	5,400	6,600	7,800
11	3,000	4,300	5,500	6,700	7,900
12	3,200	4,400	5,600	6,800	8,000

## 4.2 Pricing Strategy

- free access to a limited part of the website [www.dog-sharing.de](http://www.dog-sharing.de)
- if people want to see all profiles and contact costumers, they have to enter into a one year contract

8.39€ per month plus 19% VAT → 9.99€ / month

- use of psychological pricing, instead of paying 119.88€ in a lump sum at the beginning → monthly payment

- 3 phases-marketing-strategy:
  1. phase: put a lot of effort into marketing to arise attention
  2. phase: selective advertisement
  3. phase: marketing based on partnering
- 1. phase:
  - monthly dog walk
  - billboards
  - WDR 2 radio spot

- monthly dog walk:
  - go for a walk with 20 or 30 dogs and their owners through the pedestrian area of Cologne, Bonn and Düsseldorf
  - participants will wear a T-shirt with logo and URL (front/ rear)



- organize a challenge in which owners and dogs can present themselves → audience will judge performance → will be awarded with coupons for dog food and accessory
- events are filmed and published on *youtube*  
→ cost free marketing
- city billboards:
  - together with STRÖER advertise on city-light-posters at highly frequented places, e.g. tram stations in Cologne, Bonn, Düsseldorf



- WDR 2 radio spot:
  - broadcast a 10s radio spot between 8am and 9am
  - let it air 20 times in the first two operating weeks of Dog Sharing, repeat spot 10 times in the following two weeks
- clientele of WDR 2 fits best to our target groups:
  - busy singles
  - parents
  - elderly people

- 2. phase:
  - register at: gebeseiten.de, dasoertliche.de, easywebguide.de, webwiki.de → higher ranking at google and yahoo
  - advertise in Google AdWords:
    - possible keywords: “Hundesitter”, “Hundehotel”, “Hundebetreuer”, “Hundevermittlung” → links to us
- 3.phase:
  - offering space on our website and therefore advertising on other websites, parterning with e.g. Fressnapf, Pedigree

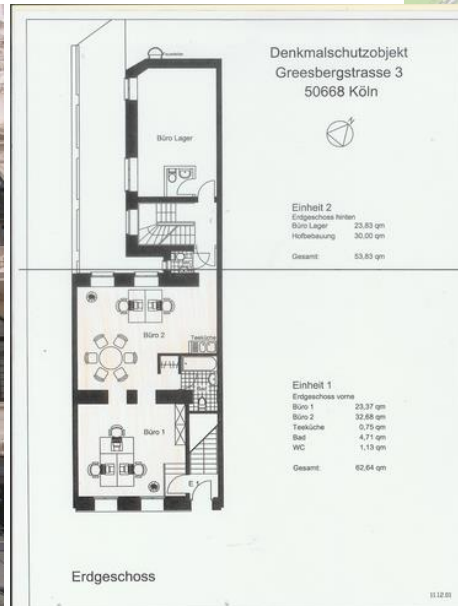
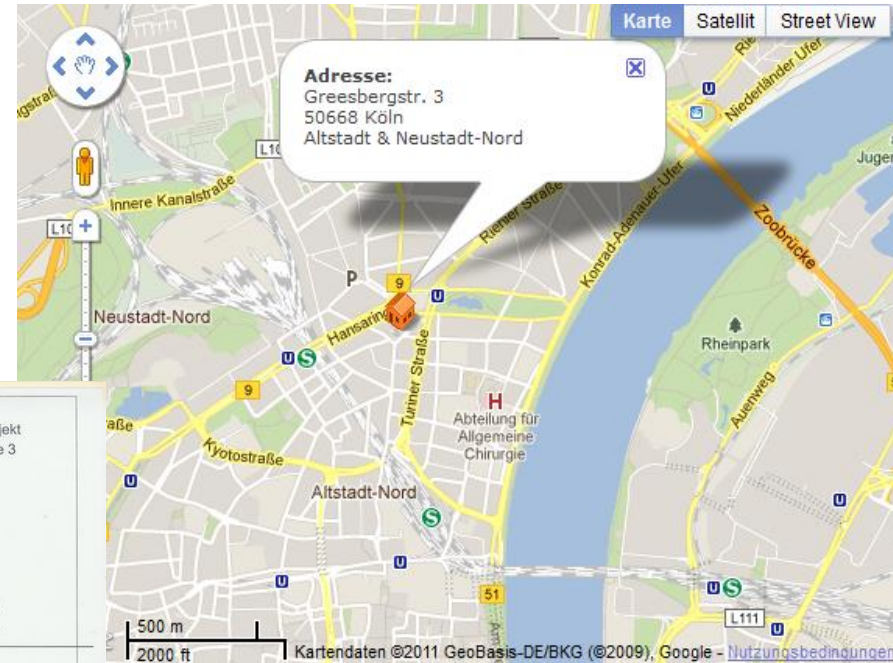
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- detailed customer assessment:
  - done by telephone calls
  - retrieve data about reliability, preferences, living location
  - dog owners have to submit relevant documents, e.g. dog's certificate of vaccination, dog tag number, insurance confirmation → allowed to open an account
  - dog sitters have to hand in a photocopy of their identification card → allowed to create a profile
- website is user friendly → important for elderly people

- key is to install an internet platform with social community functions
  - ➔ strong interacting characteristic
  - ➔ customers build up relations
  - ➔ less intermediation service required by Dog-Sharing
  - ➔ intermediation becomes self-operating
- partnering with other companies provides our customers with additional information about the world of dogs

## 5.2 Building

- office located in the city centre of Cologne Altstadt-Nord
- area: 63m<sup>2</sup>



<http://www.immobilienscout24.de>

monthly rent: 620€ + 120€  
(utility costs)  
parquet floor, refurbished

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## 6.1 Company Organization

- organized as an “Unternehmergeellschaft (UG)
  - name: Dog-Sharing UG (haftungsbeschränkt)
  - limited in liability
  - start-up capital of 1.00€ is required
  - 25% of our profit has to be put aside, until reaching 25,000€ of share capital
- applying for the trade register
- as soon as achieving 25,000€ of share capital, possibly changing legal form of UG into “normal” GmbH



## 6.2 Management Team

- founder of Dog-Sharing: Andre Weber
  - has final decision rights concerning all business aspects
  - employed as Chief Executive Officer (CEO)
- Philipp Kahlert will also work on this fast growing business
  - will participate in the profit after the fifth year with 1%
- veterinarian or prospective veterinarian employed as consultant
  - working on dog related urgent health problems
  - can be contacted via email
  - salary: 15€ / h on a monthly basis of 400€

- working students employed on a monthly basis of 400€
    - will work on customer selection process
    - 1. year of operation: 2 working students
    - 2. year of operation: 3 working students
    - 4. year of operation: 4 working students
    - salary: 7.50€ / h
-  according to the growth of Dog-Sharing more employees will be employed

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## 7.1 Marketing Expenses

Dog Walk(monthly):		
licensing	400.00 €	/event
catwalk fee	150.00 €	/event
t-shirts (25)	249.75 €	/event
prize money	300.00 €	/event
amount of events/year:	12	
<b>price per year:</b>	<b>13,197 €</b>	

AdWards(regularly)		
google fee:	0.10 €	/click
clicks/month	3,000	
<b>annular costs:</b>	<b>3,600 €</b>	

City Billboards (1. month):		
Billboard fee	26,110 €	/week
printing	1,173 €	once
action weeks in 1.year:	4	
<b>costs 1.month:</b>	<b>105,613 €</b>	

Radio Spot (1.month):		
Production:	1,000 €	once
Broadcast:	930 €	/spot
broadcasts in 1.year:	30	
<b>costs 1.month:</b>	<b>28,900 €</b>	

media	Year 1	Year 2	Year 3	Year 4	Year 5
Dog Walk	13,197 €	13,197 €	13,197 €	13,197 €	13,197 €
City Billboards	105,613 €	0 €	0 €	0 €	0 €
Radio Spots	28,900 €	0 €	0 €	0 €	0 €
AdWards	3,600 €	3,600 €	3,600 €	3,600 €	3,600 €
<b>Total costs</b>	<b>151,310 €</b>	<b>16,797 €</b>	<b>16,797 €</b>	<b>16,797 €</b>	<b>16,797 €</b>

## 7.2 Labour Expenses

<b>Chief Executive Officer</b>	% employer contributes	
Agreed salary brut per month		2,900.00 €
Retirement pay	9.95%	288.55 €
Unemployment insurance	1.50%	43.50 €
Health insurance	7.30%	211.70 €
Nursing insurance	0.98%	28.28 €
<b>Personnel direct costs per month (wage + ancillary wage costs)</b>	<b>19.73%</b>	<b>3,472.03 €</b>

<b>Working Student</b>	% employer contributes	
Agreed salary brut per month (7,50€ /h)		400.00 €
Retirement pay	15.00%	60.00 €
Health insurance	13.00%	52.00 €
flat-rate tax (Pauschalsteuer)	2.00%	8.00 €
cost allocation (Umlagen)	0.74%	2.96 €
<b>Personnel direct costs per month (wage + ancillary wage costs)</b>	<b>30.74%</b>	<b>522.96 €</b>

## 7.2 Labour Expenses

<b>Consultant</b>	<b>% employer contributes</b>	
Agreed salary brut per month (15€ /h)		400.00 €
Retirement pay	15.00%	60.00 €
Health insurance	13.00%	52.00 €
flat-rate tax (Pauschalsteuer)	2.00%	8.00 €
cost allocation (Umlagen)	0.74%	2.96 €
<b>Personnel direct costs per month (wage + ancillary wage costs)</b>	<b>30.74%</b>	<b>522.96 €</b>

	<b>Year 1</b>		<b>Year 2</b>		<b>Year 3</b>		<b>Year 4</b>		<b>Year 5</b>	
<b>Personnel</b>	No	direct costs	No	direct costs	No	direct costs	No	direct costs	No	direct costs
Chief Executive Officer	1	41,664.30 €	1	41,664.30 €	1	41,664.30 €	1	41,664.30 €	1	41,664.30 €
Consultant (taking care of questions concerning dog keeping)	1	6,275.52 €	1	6,275.52 €	1	6,275.52 €	1	6,275.52 €	1	6,275.52 €
working student	2	12,551.04 €	3	18,826.56 €	3	18,826.56 €	4	25,102.08 €	4	25,102.08 €
<b>total labour costs / year</b>		<b>60,490.86 €</b>		<b>66,766.38 €</b>		<b>66,766.38 €</b>		<b>73,041.90 €</b>		<b>73,041.90 €</b>

## 7.3 Administrative Expenses

### a) Facility Costs

area	63	m <sup>2</sup>
Rent	620 €	per month
Utilities	120 €	per month
security deposit	1.240 €	once
commission	1.476 €	once
gas consumption value	109,00	kWh/(m <sup>2</sup> *a)
gas consumption	6867	kWh/a
electricity consumption	3000	kWh/a
<b>annular energy costs</b>	<b>1.163 €</b>	<b>/a</b>
<b>annular rent &amp; utilities</b>	<b>8.880 €</b>	<b>/a</b>
<b>Internet/Phones</b>	<b>828 €</b>	<b>/a</b>

	1. Year	2. Year	3. Year	4. Year	5. Year
Rent & utilities	8.880 €	8.880 €	8.880 €	8.880 €	8.880 €
Energy	1.163 €	1.163 €	1.163 €	1.163 €	1.163 €
Security deposit	1.240 €	0 €	0 €	0 €	0 €
Commission	1.476 €	0 €	0 €	0 €	0 €
Internet/Phones access	828 €	828 €	828 €	828 €	828 €
<b>total</b>	<b>13.587 €</b>	<b>10.871 €</b>	<b>10.871 €</b>	<b>10.871 €</b>	<b>10.871 €</b>

## 7.3 Administrative Expenses

### b) Website Costs

"Fundstelle" Bilanz_InetPreasenz.pdf	Type	Depreciation rate in years	Quantity	Net price	Total net price
<b>Website</b>					
n.a.	Webdesign	3	1	1.900 €	1.900 €
	Company logo	3	1	319 €	319 €
	Newsletter	3	1	69 €	69 €
	Qype	3	1	49 €	49 €
					<b>2.337 €</b>

	monthly costs	annular costs
Webspace	25 €	300 €
Support	175 €	2.100 €
<b>total</b>		<b>2.400 €</b>





**Musterprotokoll  
für die Gründung einer Einpersonengesellschaft**

UR. Nr. ....

Heute, den .....

erschien vor mir, .....

Notar/in mit dem Amtssitz in  
.....

Herr/Frau<sup>1)</sup>

André Weber .....

.....<sup>2)</sup>.

1. Der Erschienene errichtet hiermit nach § 2 Abs. 1a GmbHG eine Gesellschaft mit beschränkter Haftung unter der Firma .....  
..... Dog-Sharing UG (haftungsbeschränkt)  
mit dem Sitz in Köln, Deutschland.....

2. Gegenstand des Unternehmens ist internetbasierte Hundevermittlungsbörse.....

3. Das Stammkapital der Gesellschaft beträgt 1,00 ..... €  
(i. W. ein ..... Euro) und wird vollständig  
von Herrn/Frau<sup>1)</sup> André Weber.....  
(Geschäftsanteil Nr. 1) übernommen. Die Einlage ist in Geld zu erbringen,  
und zwar sofort in voller Höhe/~~zu 50 Prozent~~, im Übrigen sobald die  
Gesellschafterversammlung ihre Einforderung beschließt<sup>3)</sup>.

4. Zum Geschäftsführer der Gesellschaft wird Herr/Frau<sup>4)</sup> André Weber.....

geboren am 27.06.1986 ....., wohnhaft in Domplatz 4, 50678 Köln.....

....., bestellt.

Der Geschäftsführer ist von den Beschränkungen des § 181 des Bürgerlichen Gesetzbuchs befreit.

5. Die Gesellschaft trägt die mit der Gründung verbundenen Kosten bis zu einem Gesamtbetrag von 300 €, höchstens jedoch bis zum Betrag ihres Stammkapitals. Darüber hinausgehende Kosten trägt der Gesellschafter.

6. Von dieser Urkunde erhält eine Ausfertigung der Gesellschafter, beglaubigte Ablichtungen die Gesellschaft und das Registergericht (in elektronischer Form) sowie eine einfache Abschrift das Finanzamt – Körperschaftsteuerstelle –.

7. Der Erschienene wurde vom Notar/von der Notarin insbesondere auf Folgendes hingewiesen: .....

**Hinweise:**

<sup>1)</sup> Nicht Zutreffendes streichen. Bei juristischen Personen ist die Anrede Herr/Frau wegzulassen.

<sup>2)</sup> Hier sind neben der Bezeichnung des Gesellschafters und den Angaben zur notariellen Identitätsfeststellung ggf. der Güterstand und die Zustimmung des Ehegatten sowie die Angaben zu einer etwaigen Vertretung zu vermerken.

<sup>3)</sup> Nicht Zutreffendes streichen. Bei der Unternehmergeellschaft muss die zweite Alternative gestrichen werden.

<sup>4)</sup> Nicht Zutreffendes streichen.

## 7.3 Administrative Expenses

		1. Year	2. Year	3. Year	4. Year	5. Year
Facility	Rent & utilities	8.880 €	8.880 €	8.880 €	8.880 €	8.880 €
	Energy	1.163 €	1.163 €	1.163 €	1.163 €	1.163 €
	Security deposit	1.240 €	0 €	0 €	0 €	0 €
	Commission	1.476 €	0 €	0 €	0 €	0 €
	Internet/Phones access	828 €	828 €	828 €	828 €	828 €
Website	Webspace	300 €	300 €	300 €	300 €	300 €
	Support	2.100 €	2.100 €	2.100 €	2.100 €	2.100 €
Foundation	Notary	20 €	0 €	0 €	0 €	0 €
	Commercial Registry (Handelsregister)	100 €	0 €	0 €	0 €	0 €
<b>total</b>		<b>16.107 €</b>	<b>13.271 €</b>	<b>13.271 €</b>	<b>13.271 €</b>	<b>13.271 €</b>

a) Marketing Costs

*of 1<sup>st</sup> month*

b) UG-Foundation Costs

*Notary and Commercial Registry (Handelsregister)*

c) Website Development Costs

*Webdesign, Company Logo, Newsletter, Qype*

d) Unexpected Costs

e) Circulating Capital

# 7.4 Investment Expenses

## f) Equipment Costs

"Fundstelle" afa-table2011.pdf	Type	Depreciation rate in years	Quantity	Net price	Total net price
<b>Workstations</b>					
6.14.3.2	Notebook	3	3	459 €	1.377 €
	Desktop PC	3	1	399 €	399 €
	Monitor	3	1	119 €	119 €
	Laserdrucker	3	1	159 €	159 €
	Office 2010	3	4	184 €	736 €
					<b>2.790 €</b>

Fundstelle	Anlagegüter	Nutzungs- dauer i.J.
6	Betriebs- und Geschäftsausstattung	
6.1	Wirtschaftsgüter der Werkstätten-, Labor- und Lagereinrichtungen	14
6.2	Wirtschaftsgüter der Ladeneinrichtungen	8
6.3	Messestände	6
6.4	Kühleinrichtungen	8
6.5	Klimageräte (mobil)	11
6.6	Belüftungsgeräte, Entlüftungsgeräte (mobil)	10
6.7	Fettabscheider	5
6.8	Magnetabscheider	6
6.9	Nassabscheider	5
6.10	Heißluftgebläse, Kaltluftgebläse (mobil)	11
6.11	Raumheizgeräte (mobil)	9
6.12	Arbeitszelle	6
6.13	Telekommunikationsanlagen	
6.13.1	Fernsprechnebenstellenanlagen	10
6.13.2	Kommunikationsendgeräte	
6.13.2.1	Allgemein	8
6.13.2.2	Mobilfunkendgeräte	5
6.13.3	Texteneinrichtungen ( Faxgeräte u.ä.)	6
6.13.4	Betriebsfunkanlagen	11
6.13.5	Antennenmasten	10
6.14	Büromaschinen und Organisationsmittel	
6.14.1	Adressiermaschinen, Kuvertiermaschinen, Frankiermaschinen	8
6.14.2	Paginiermaschinen	8
6.14.3	Datenverarbeitungsanlagen	
6.14.3.1	Großrechner	7
6.14.3.2	Workstations, Personalcomputer, Notebooks und deren Peripheriegeräte (Drucker, Scanner, Bildschirme u.ä.)	3
6.14.4	Foto-, Film-, Video- und Audiogeräte (Fernseher, CD-Player, Recorder, Lautsprecher, Radios, Verstärker, Kameras, Monitore u.ä.)	7

## 7.4 Investment Expenses

### f) Equipment Costs

"Fundstelle" afa-table2011.pdf	Type	Depreciation rate in years	Quantity	Net price	Total net price
<b>Workstations</b>					
6.14.3.2	Notebook	3	3	459 €	1.377 €
	Desktop PC	3	1	399 €	399 €
	Monitor	3	1	119 €	119 €
	Laserdrucker	3	1	159 €	159 €
	Office 2010	3	4	184 €	736 €
					<b>2.790 €</b>

<b>Fax machine</b>					
6.13.3	Fax machine	6	1	78 €	78 €
					<b>78 €</b>
<b>Mobile</b>					
6.13.2.2	Mobile	5	2	99 €	198 €
					<b>198 €</b>
<b>Office Furnitures</b>					
6,15	Desks	13	3	76 €	228 €
	Storage Container	13	3	75 €	225 €
	Shelf	13	3	72 €	216 €
	Office Chair	13	3	80 €	240 €
	Conference chairs	13	4	60 €	240 €
	Conference table	13	1	249 €	249 €
	Lamps for desks	13	3	20 €	60 €
	Lamps for ceiling	13	4	50 €	200 €
					<b>1.658 €</b>
<b>Refrigerator</b>					
7,7	Refrigerator	10	1	160 €	160 €
					<b>160 €</b>
<b>Microwave</b>					
7,9	Microwave	8	1	152 €	152 €
					<b>152 €</b>

## 7.4 Investment Expenses

Description		Investment expenditures	Depreciation rate in years	Depreciation in €/a
Marketing	1. month	134,513 €	0	0 €
Facility	Security deposit	1,240 €	0	0 €
	Commission	1,476 €	0	0 €
Foundation		120 €	0	0 €
Equipment	Workstations	2,790 €	3	930 €
	Fax machine	78 €	6	13 €
	Mobile	198 €	5	40 €
	Office furnitures	1,658 €	13	128 €
	Refrigerator	160 €	10	16 €
	Microwave	152 €	8	19 €
Website		2,337 €	3	779 €
Unexpected		70,000 €	0	0 €
Circulating capital		30,000 €	0	0 €
<b>Total investment</b>		<b>244,722 €</b>	<b>Total depreciation costs</b>	<b>1,924 €</b>

	<b>Proportion</b>	<b>Amount</b>
Total investment		244,722 €
own capital funds (shareholder equity)	40%	97,889 €
outside financing (bank loan)	60%	146,833 €

<b>Year</b>	<b>Balance of debt</b>	<b>Interest rate</b>	<b>Interest Costs Paid p.a</b>	<b>Repayment / Paying back loan p.a.</b>
1	146,833.20 €	5.99%	8,795.31 €	29,366.64 €
2	117,466.56 €	5.99%	7,036.25 €	29,366.64 €
3	88,099.92 €	5.99%	5,277.19 €	29,366.64 €
4	58,733.28 €	5.99%	3,518.12 €	29,366.64 €
5	29,366.64 €	5.99%	1,759.06 €	29,366.64 €
<b>total interest rate</b>			<b>26,385.93 €</b>	
<b>total repayment</b>				<b>146,833.20 €</b>



Month	Year 1	Year 2	Year 3	Year 4	Year 5
1	100	3,300	4,500	5,700	6,900
2	1,200	3,400	4,600	5,800	7,000
3	1,400	3,500	4,700	5,900	7,100
4	1,600	3,600	4,800	6,000	7,200
5	1,800	3,700	4,900	6,100	7,300
6	2,000	3,800	5,000	6,200	7,400
7	2,200	3,900	5,100	6,300	7,500
8	2,400	4,000	5,200	6,400	7,600
9	2,600	4,100	5,300	6,500	7,700
10	2,800	4,200	5,400	6,600	7,800
11	3,000	4,300	5,500	6,700	7,900
12	3,200	4,400	5,600	6,800	8,000

 monthly net customer fee: 8.39 €

## 7.6 Revenue

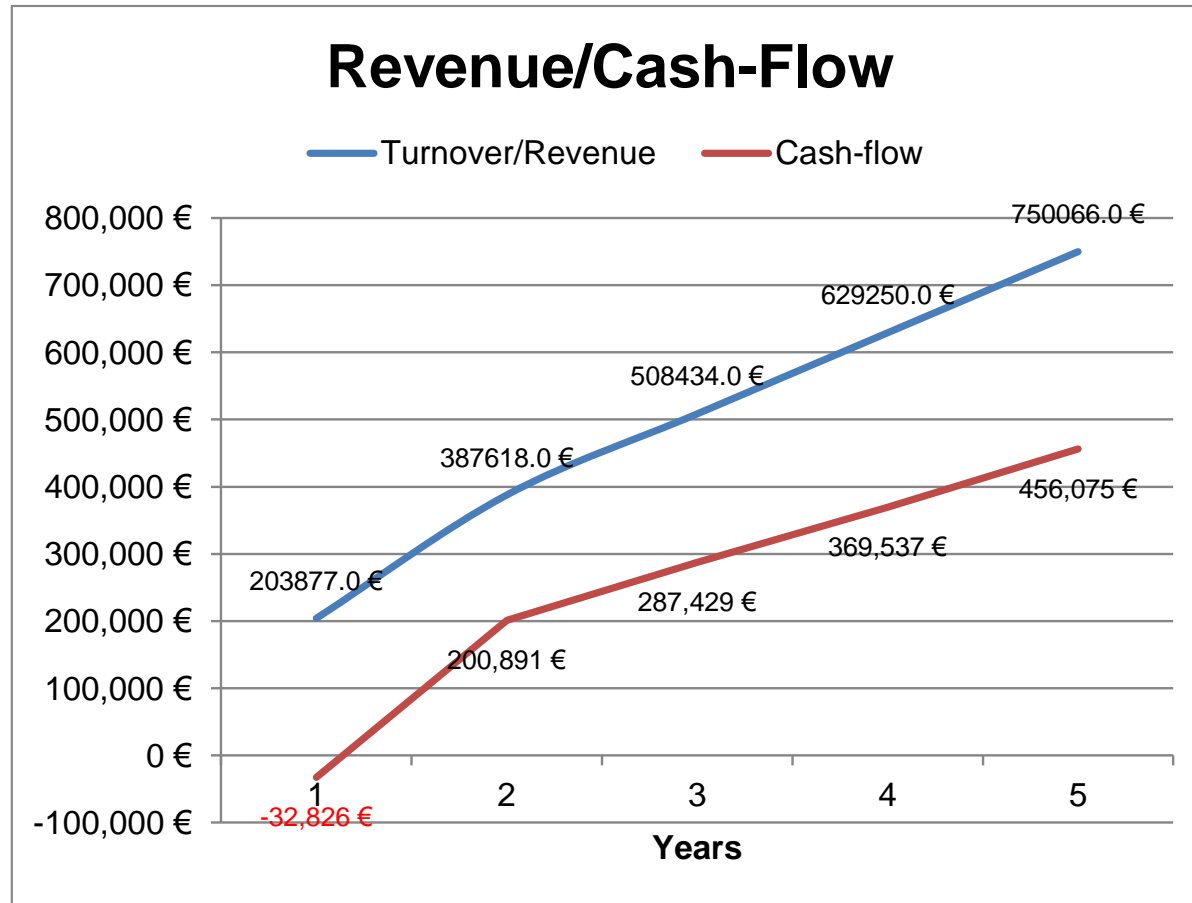
Month	Year 1	Year 2	Year 3	Year 4	Year 5
1	839 €	27,687 €	37,755 €	47,823 €	57,891 €
2	10,068 €	28,526 €	38,594 €	48,662 €	58,730 €
3	11,746 €	29,365 €	39,433 €	49,501 €	59,569 €
4	13,424 €	30,204 €	40,272 €	50,340 €	60,408 €
5	15,102 €	31,043 €	41,111 €	51,179 €	61,247 €
6	16,780 €	31,882 €	41,950 €	52,018 €	62,086 €
7	18,458 €	32,721 €	42,789 €	52,857 €	62,925 €
8	20,136 €	33,560 €	43,628 €	53,696 €	63,764 €
9	21,814 €	34,399 €	44,467 €	54,535 €	64,603 €
10	23,492 €	35,238 €	45,306 €	55,374 €	65,442 €
11	25,170 €	36,077 €	46,145 €	56,213 €	66,281 €
12	26,848 €	36,916 €	46,984 €	57,052 €	67,120 €
<b>total</b>	<b>203,877 €</b>	<b>387,618 €</b>	<b>508,434 €</b>	<b>629,250 €</b>	<b>750,066 €</b>

## 7.7 Cash Flow

	Year 1	Year 2	Year 3	Year 4	Year 5
Turnover/Revenue	203,877 €	387,618 €	508,434 €	629,250 €	750,066 €
Marketing costs	151,310 €	16,797 €	16,797 €	16,797 €	16,797 €
Labour costs	60,491 €	66,766 €	66,766 €	73,042 €	73,042 €
Administrative costs	16,107 €	13,271 €	13,271 €	13,271 €	13,271 €
Depreciation costs	1,924 €	1,924 €	1,924 €	1,924 €	1,924 €
Financing costs	8,795 €	7,036 €	5,277 €	3,518 €	1,759 €
Loss carried forward		-34,750 €	0 €	0 €	0 €
Profit before tax	-34,750 €	281,823 €	404,398 €	520,698 €	643,273 €
Taxes (29.40%)	0 €	82,856 €	118,893 €	153,085 €	189,122 €
Profit after tax	-34,750 €	198,967 €	285,505 €	367,613 €	454,151 €
Cash-flow	-32,826 €	200,891 €	287,429 €	369,537 €	456,075 €
Repayment credit	29,367 €	29,367 €	29,367 €	29,367 €	29,367 €
25%-savings for GmbH (until 25,000 €)	0 €	25,000 €	0 €	0 €	0 €
Dividend	-62,193 €	146,525 €	258,063 €	340,170 €	426,708 €

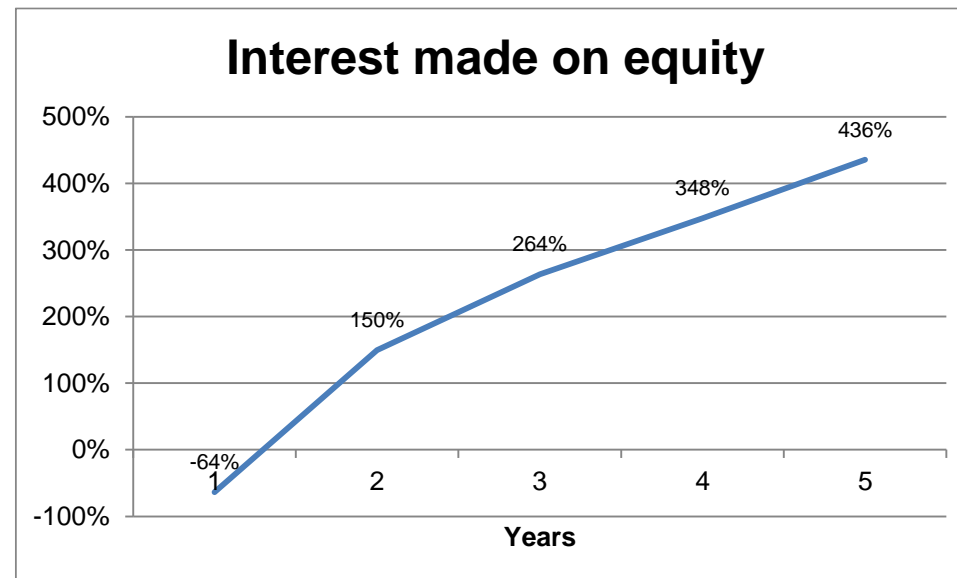
 payback after 2 years of operation possible

# 7.7 Cash Flow



## 7.8 Equity Profitability

Equity	Profit after tax	Deividend	Interest made on equity	
97,889 €	-34,750 €	-62,193 €	-64%	1. Year
97,889 €	198,967 €	146,525 €	150%	2. Year
97,889 €	285,505 €	258,063 €	264%	3. Year
97,889 €	367,613 €	340,170 €	348%	4. Year
97,889 €	454,151 €	426,708 €	436%	5. Year

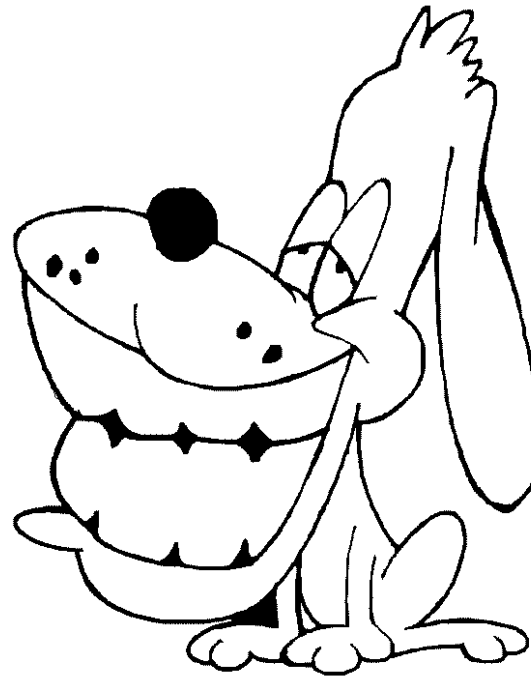


For further information and detailed listed sources  
please refer to our

Business Plan

**“Dog-Sharing UG (haftungsbeschränkt)”**

# Thanks for Your Attention



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