2 Minute Drill

Year Business Started	2010	Year Started Franchising	2015
Number of company units open	0	Number of Franchise Owners	100+
Franchise units open	160+	Additional franchise units in development	10
Franchise Fee	$53,500	Investment Range	$148,150 - $239,400
Franchise Fee Discount	$43,650 Military $44,900 2nd Territory $39,500 3rd Territory	Item 19	Avg AUV: $546,633 Top Quartile: $1,764,301
Required Liquid Capital	$50,000	Required Net Worth	$100,000
States with Operating locations	AL, AZ, CA, CO, DE, FL, GA, ID, IL, IN, KS, KY, LA, MD, MA, MI, MN, MO, NH, NE, NJ, NC, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, WA, WI,	State Registration intentions	N/A
On the SBA Registry	Yes, but seldom go down the path for SBA lending	Royalty	7%

Our Story

The Pet Wants brand began because its founder, Michele Hobbs, personally spent thousands of dollars at her veterinarian trying to help her dog Jackson's skin issues. In hopes of finding a more effective alternative, she decided to go in another direction by creating her own product. After a ton of research on pet nutrition, meeting with several manufacturers, and testing countless formulas, she found the solution that cured Jackson! She didn't just find the solution for her pet but created a business need for all pet owners who were looking for a longer and happier life for their furry family members. In 2010 she started her very own pet store in the Findlay Market in Cincinnati, Ohio, and Pet Wants was born. What began as a local store grew into an untapped demand for fresh, healthy pet food. 2015 the business began franchising, and today we have over 100 franchisees serving over 160+ territories in 36 states! With our emphasis on education, premium quality food, subscription services, and delivery model, Pet Wants is a top contender in the pet industry.

Brand Description

Pet Wants are premium pet franchises that strive to improve the nutrition, health, vitality and well-being of pets. Our pet food is made with natural ingredients and offers an alternative to the made-last-year-bagged food that's been sitting in warehouses or on store shelves for months. We focus on delivering this high-quality pet food directly to pet owner's doorsteps on a routine basis. The brand prides itself on offering pet food made with wholesome ingredients free from artificial preservatives, fillers, and animal by-products. In addition to food, Pet Wants stores typically offer a range of pet care products such as treats, toys, supplements, and grooming supplies.

Business Features

1. Established Brand and Concept
2. Exclusive Products
3. Customized Nutrition
4. Recurring Revenue Model
5. Home Delivery Service
6. Comprehensive Training
7. Marketing Support
8. Supplier Relationships
9. Community Engagement
10. Flexibility
11. Ongoing Support
12. Exclusive Territory

Elevator Pitch

Imagine owning a business where you provide fresh, high-quality pet food and supplies directly to pet owners' doorsteps, all while making a meaningful impact on their pets' health and well-being. That's exactly what a Pet Wants franchise offers. We're a trusted brand in the pet industry, known for our exclusive, nutritionally balanced pet food made from natural ingredients. With the convenience of home delivery and a focus on customized nutrition, our franchisees enjoy recurring revenue and the satisfaction of helping pets live healthier, happier lives. Join us in the booming pet care industry and be part of a business that not only thrives but also makes a difference in your community.

Brand Differentiators & Competitive Advantages for Our Customers

1. Fresh, Customized Nutrition
2. Pet Health and Wellness Education
3. Exclusive Private Label Products
4. Home Delivery Convenience
5. Unique 2-Phased Launch
6. High Quality Ingredients
7. Community Engagement
8. Ongoing support

Current Industry Conditions, Advantages, & Projections

From 2020 to the end of 2022 the pet industry grew 25% from $99 billion to $124 billion. In that same time period, Pet Wants outperformed industry growth by increasing gross revenues by more than 60% for its average and first-quartile locations.

The pet industry is projected to grow to $270 by the year 2030. The data also shows that 61% of US pet owners are willing to pay more for foods that target their pet's dietary needs. With Pet Wants customized nutrition services and constant focus on private label product innovation and subscription delivery services, the future of the brand is impeccable.

Animal welfare is the #1 cause Americans are interested in supporting. More pet parents are focusing on foods with ethically sourced ingredients and eco-friendly packaging that Pet Wants provides.

There is an increasing role of e-commerce business, including curbside pickup and same day delivery that pet wants also provides.

Target Customer

Pet Wants typically targets pet owners who are looking for high-quality, nutritious, and customized pet food and supplies for their dogs and cats.

Pet Lovers, Health-Conscious Pet Owners, Busy Professionals, Pet Owners with Specialized Dietary Needs, Community-Oriented Customers, Repeat Customers, Pet owners seeking premium products, Pet owners with multiple pets, elderly pet owners, millennial pet owners, pet owners in urban areas, Pet owns who value transparency, pet owners seeking personalized advice, Pet owners who have pets with allergies or sensitivities

First Quartile of Store Franchises	Year Ending 2023	Year Ending 2024	Year Ending 2025
Average gross revenues	$1,111,268	$729,270.21	$935,860.37
Median Range of Gross Revenue	$851,139	$933,655	$804,944
High Range of Gross Revenues	$1,720,511	$1,784,944	$1,764,301
Low Range of Gross Revenues	$726,690	$699,146	$578,351
Percentage of Franchisees that attained or surpassed Average Gross Revenue	43%	45%	25%
# of Franchises	7	9	12

Second Quartile of Store Franchises	Year Ending 2023	Year Ending 2024	Year Ending 2025
Average gross revenues	$591,658	$548,186	$441,663
Median Range of Gross Revenue	$586,241	$509,660	$451,596
High Range of Gross Revenues	$722,084	$696,728	$531,326
Low Range of Gross Revenues	$470,813	$438,460	$337,588
Percentage of Franchisees that attained or surpassed Average Gross Revenue	50%	33%	54%
# of Franchises	8	9	13

Third Quartile of Store Franchises	Year Ending 2023	Year Ending 2024	Year Ending 2025
Average gross revenues	$381,932	$348,743	$234,928
Median Range of Gross Revenue	$379,732	$369,743	$220,655
High Range of Gross Revenues	$424,860	$434,986	$311,221
Low Range of Gross Revenues	$345,535	$225,197	$176,889
Percentage of Franchisees that attained or surpassed Average Gross Revenue	50%	60%	38%
# of Franchises	8	10	13

Fourth Quartile of Store Franchises	Year Ending 2023	Year Ending 2024	Year Ending 2025
Average gross revenues	$228,011	$168,173	$136,390
Median Range of Gross Revenue	$221,812	$161,958	$143,139
High Range of Gross Revenues	$307,543	$217,775	$166,287
Low Range of Gross Revenues	$153,713	$106,160	$81,971
Percentage of Franchisees that attained or surpassed Average Gross Revenue	50%	40%	54%
# of Franchises	8	10	13

Cumulative Store Franchises	Year Ending 2023	Year Ending 2024	Year Ending 2025
Average gross revenues	$561,022	$438,585	$546,633
Median Range of Gross Revenue	$424,860	$436,723	$336,125
High Range of Gross Revenues	$1,720,511	$1,784,994	$1,764,301
Low Range of Gross Revenues	$153,713	$106,160	$81,971
Percentage of Franchisees that attained or surpassed Average Gross Revenue	35%	34%	24%
# of Franchises	31	38	51

How our investment compares

	Franchise Fee	Initial Investment	Average Sales	Sales to Investment Ratio
Pet Wants	$53,500	$148,150 - $239,400	$546,633	2.2
Woof Gang Bakery	$49,900	$204,420- $586,620	$675,313	1.09
Pet Supplies+	$49,900	$498,420 – $1,928,705	$2,573,623	1.3
Aussie Plus Mobile	$19,950	$167,325 - $208,650	$288,764	1.38
Wild Birds Unlimited	$40,000	$226,601- $378,977	$773,456	2.04
Camp Bow Wow	$50,000	$1,216,577 - $2,037,471	$1,381,072	.68
Scenthound	$49,900	$328,099 - $549,869	$378,445	.69
Dogtopia	$49,500	$543,095 - $1,399,180	$932,11	.67
Central Bark	$55,000	$569,200 - $1,394,250	$770,229	.55

Training Details

Pet Wants has a 5–6-week training program. 4-5 weeks are from the comfort of your home, and 1 week is spent in Cincinnati, OH at the corporate headquarters. The Corporate Headquarters Training consists of the following:

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
Pet Wants Franchise Overview	2	0	Cincinnati Ohio
Business Planning/Strategy	5	0	Cincinnati Ohio
Sales Strategy	4	0	Cincinnati Ohio
Customer Service	1	0	Cincinnati Ohio
Hiring and Managing Employees	1	0	Cincinnati Ohio
Marketing	8	0	Cincinnati Ohio
Nutrition	8	0	Cincinnati Ohio
Financial Management	4	0	Cincinnati Ohio
Technology	3	0	Cincinnati Ohio
Product Forecasting	1	0	Cincinnati Ohio
Freight and Logistics	1	0	Cincinnati Ohio
Product Production Procedures	2	0	Cincinnati Ohio
Total	40	0	

Potential Objections and How to Overcome Them:

1. Requirement of a retail store
    a. With our low overhead model and unique value proposition, we only require 1,000- 1,500 sq. ft. which ensures you are not spending any unnecessary rent expenses to run your business
2. I don't have $200,000
    a. With the best-in-class lending partners, we help franchisees get started with as little as $50,000 in your pocket.