



Franchisee Onboarding Journey



CREEDON'S
— ENTERPRISES —

EMPOWERING PEOPLE. ENRICHING PETS. BUILDING BETTER FUTURES.

Creedons Enterprises

Empowering people. Enriching pets.

Building better futures.

Confidential – Franchise Document

Onboarding Journey Roadmap



Figure 1: The Creedons Franchisee Onboarding Roadmap with Paw Prints

Phase 1 – Expression of Interest & Vetting

Your journey begins with a heartfelt expression of interest. You complete an application form that captures your background, your passion for dogs, the territory you desire and the life goals you hope to achieve with a Creedons franchise. Our team reviews each application carefully and confidentially. We look beyond financial investment to your values, animal welfare beliefs and long-term commitment. This selective process ensures franchisees uphold the premium standards Creedons clients expect. We may invite you for a discovery interview to explore motivations and clarify expectations. At the end of vetting you will receive either an approval, a conditional offer (for example, requiring you to complete certain training), or a polite decline if we feel alignment isn't right at this time.

Included Support

- Application review and values-based vetting
- Initial mentoring conversation to discuss your goals
- Transparent feedback on your suitability and next steps

Additional Support

- None at this stage – the application process is included in your franchise fee



Phase 2 – Qualification Review

To deliver exceptional services you must either hold or obtain the right professional qualifications. In this phase we carry out a gap analysis of your existing credentials and practical experience. If you already possess recognised certifications in grooming, training or daycare management we verify them and map them against our standards. If you have gaps, we design a pathway using Creedons College programmes such as Practical Dog Grooming (PDG), Practical Dog Training (PDT), Practical Dog Management (PDM) and the Professional Dog Training Instructor (PDTI). You will know exactly which courses are required and in what order to complete them. Achieving the right qualifications before business launch ensures you can deliver services safely and confidently, protecting both dogs and your reputation.

Included Support

- Comprehensive review of existing qualifications and experience
- Detailed gap analysis and recommended learning pathway
- Advice on accreditation and compliance with industry standards

Additional Support

- Enrolment in Creedons College courses (course fees are separate)
- Extra tutoring or exam coaching if needed

Phase 3 – Business Planning & Mentoring

With your qualifications pathway underway, we turn to crafting your business model. During a structured mentoring workshop we explore your vision, desired hours, staffing levels, capacity, resource requirements and pricing structure. Together we analyse which services – walking, grooming, training or daycare – fit your market and lifestyle. We produce revenue projections and budgets, and discuss territory planning and the client journey from enquiry to repeat booking. You will leave the session with a draft plan that balances your personal goals with sustainable growth. Our mentors encourage you to think ambitiously yet realistically, and to plan for milestones and expansion opportunities over the coming years.

Included Support

- Business planning workshop with experienced mentor
- Templates for revenue projections, staffing and pricing
- Guidance on service mix and territory planning

Additional Support

- Custom business plan writing and analysis beyond standard templates
- Support with funding applications and presentations
- Expansion planning and bespoke growth strategies
- Site visits and one-to-one mentoring beyond initial sessions (€50/hr placeholder)



Phase 4 – Premises & Infrastructure

Your physical environment must inspire trust and comfort for both dogs and their owners. If you already have premises we conduct an audit focusing on parking, safe outdoor areas, reception flow, training or grooming spaces, crating options and road visibility. If you need to secure a location we support your search, advising on demographics, lease terms and future expansion potential. We provide high-level design guidance so that your site reflects the Creedons brand and meets welfare standards. Detailed site sourcing, lease negotiation and fit-out design can be arranged if you require deeper involvement.

Included Support

- High-level premises guidance and suitability audit
- Checklists covering parking, outdoor areas, reception and training spaces
- Recommendations for brand-consistent layout and signage

Additional Support

- Hands-on premises search and sourcing
- Lease negotiation and legal support
- On-site visits and detailed fit-out guidance (€50/hr placeholder)
- Expansion planning including second sites

Phase 5 – Legal / Compliance

Running a professional dog-care business requires careful attention to regulation. In this phase we help you navigate company incorporation, tax registration and insurance. We provide checklists for VAT registration, payroll set-up and opening dedicated business banking. You receive templates for GDPR compliance, risk assessments, operational policies and emergency plans. We discuss health and safety obligations and provide referrals to trusted insurance brokers and accountants. Maintaining compliance protects your clients, your staff and your brand – it is not a one-off exercise but a continuous commitment to best practice.

Included Support

- Guidance on business registration and VAT
- Templates for risk assessments, policies and emergency plans
- Checklists for insurance, banking and payroll set-up

Additional Support

- Professional accountancy or legal services beyond guidance (charges may apply)
- Preparation of bespoke documentation for specific jurisdictions
- Ongoing compliance audits or consultancy



Phase 6 – Procurement / Infrastructure

Selecting the right tools and equipment sets you up for efficient operations. We provide a curated list of suppliers for phones, uniforms, booking software, crates, grooming equipment, vehicles, point-of-sale hardware and signage. We help you balance quality and cost, and ensure that all items meet our welfare standards and brand guidelines. Through Creedons group purchasing power you may access preferential pricing. Our team assists with budgeting and timelines so that procurement aligns with your launch schedule.

Included Support

- Supplier recommendations and procurement checklists
- Website integration with booking and CRM system
- Guidance on equipment selection and brand consistency

Additional Support

- Hands-on ordering and installation of equipment
- Custom procurement projects or alternative supplier sourcing
- On-site setup and configuration (€50/hr placeholder)

Phase 7 – Systems Installation

A reliable system underpins every Creedons franchise. We install and configure your online booking and customer management system, ensuring it is seamlessly integrated with your website. We set up availability rules, payment gateways, refund workflows and complaint logging. We also configure dashboards to monitor key performance indicators such as occupancy, revenue per service and customer retention. Training is provided so that you can confidently manage the system day to day. If you require bespoke features or advanced integrations we can arrange this at additional cost.

Included Support

- Installation and configuration of booking and CRM systems
- Setup of payments, refunds and complaint workflows
- Dashboard configuration and user training

Additional Support

- Custom features or advanced integrations
- Additional one-to-one system training
- Ongoing technical support beyond standard onboarding



Phase 8 – Training & Operations

Delivering a consistent, five-star service depends on both technical skill and operational excellence. Through Creedons College and our experienced mentors we train you and your team in customer care, complaint handling, dog behaviour and welfare, health and safety, cleaning protocols and daily workflows. Service-specific modules cover grooming, training and daycare management. We ensure you understand how to meet and exceed client expectations while maintaining staff wellbeing. Operating manuals and checklists provide ongoing reference once training is complete.

Included Support

- Comprehensive customer service and operations training
- Behaviour and welfare modules covering health and safety
- Standard operating procedures and manuals

Additional Support

- Advanced or service-specific training beyond core modules
- Additional mentoring sessions for staff
- Certification courses not included in the initial package

Phase 9 – Recruitment & Staffing

As your business grows you will need the right team to support you. We provide guidance on drafting job descriptions, advertising roles and assessing candidates. Our templates help you conduct fair and comprehensive interviews. We also advise on onboarding new hires, establishing performance expectations and delivering training plans. Competency sign-off ensures each employee can deliver services to Creedons standards. Creating a positive culture that reflects our values will help you attract and retain passionate pet professionals.

Included Support

- Recruitment guidelines and templates for job descriptions
- Interview and selection support
- Onboarding and training frameworks

Additional Support

- Hands-on recruitment services and candidate screening
- HR consultancy for complex staffing issues
- Extended training or competency assessments (€50/hr placeholder)



Phase 10 – Marketing & Launch

Your launch is your first opportunity to make a lasting impression. We help you create a professional online presence with a branded website and social media profiles. Our marketing team provides photography guidelines and templates for leaflets, ads and press releases. We assist with launch campaigns, from community outreach to partnerships with vets and dog parks. We can also advise on hosting an opening event to introduce your services to the community. Strong marketing positions your franchise as the premium choice for pet parents in your territory.

Included Support

- Website integration and social media setup
- Marketing launch plan and campaign templates
- Guidance on PR, partnerships and launch events

Additional Support

- Bespoke marketing or PR campaigns designed and managed for you
- Professional photography and videography services
- Ongoing digital marketing management (€50/hr placeholder)

Phase 11 – Soft Launch

The first weeks of operation are a chance to learn and refine. We mentor you through your soft launch period, holding weekly reviews to monitor key metrics and gather feedback from clients. Together we adjust scheduling, staffing, pricing or marketing tactics as needed. Our goal is to ensure that by the time you officially open you are confident in your processes and delivering a five-star client experience.

Included Support

- Mentoring during your soft launch period
- Weekly reviews and KPI monitoring
- Advice on adjustments to operations and marketing

Additional Support

- Extended mentoring beyond the initial soft launch
- Detailed data analysis and performance optimisation
- Additional site visits or in-person coaching

Phase 12 – Live Operations

Once officially launched we continue to support you with monthly reviews. We analyse performance across services, discuss challenges and opportunities and refine your strategy. Growth meetings help you plan for additional hires, service diversification and improved client retention. Continuous improvement is the hallmark of a successful Creedons franchise – we encourage you to innovate while remaining true to our quality standards.

Included Support

- Monthly performance reviews and coaching
- Growth meetings focused on service and staff expansion
- Guidance on continuous improvement and client retention

Additional Support

- In-depth operational audits or business consulting
- Custom analytics beyond standard KPIs
- Additional on-site support (€50/hr placeholder)

Phase 13 – Scale

When you are ready to expand, we help you evaluate and execute growth strategies. This may involve adding staff, introducing new services, opening a second premises, hosting training courses or subletting space. We advise on feasibility, financing and timelines. Growth should be measured and sustainable; our support ensures your expansion aligns with the Creedons brand and continues to delight clients and enrich pets' lives.

Included Support

- Growth reviews and strategic advice
- Opportunities for new services and partnerships
- Guidance on territory expansion and multi-unit ownership

Additional Support

- Feasibility studies and business modelling
- New site search and fit-out planning
- Comprehensive expansion project management (€50/hr placeholder)



Appendix: Future Reference Documents

Qualification Matrix

This matrix outlines the mandatory qualifications for each type of Creedons franchise. Franchisees must hold these certificates or complete the relevant Creedons College modules before launch.

Franchise Type	Required Qualification	Key Skills & Topics	Evidence of Completion
Dog Daycare	Practical Dog Management (PDM)	Safe handling techniques; stress and aggression identification; cleaning & sanitation protocols; group play supervision and enrichment; risk assessment and behaviour management	Certificate from recognised animal care course or Creedons PDM module
Dog Walking	Practical Dog Management (PDM)	Safe leash walking and handling; route planning; environmental hazard awareness; stress signals and first aid; client communication and scheduling	Certificate from recognised animal care course or Creedons PDM module
Pet Sitting	Practical Dog Management (PDM)	Feeding and hydration routines; medication administration; cleaning protocols; monitoring stress & welfare; emergency response and client updates	Certificate from recognised animal care course or Creedons PDM module
Dog Grooming Franchise	Practical Dog Grooming (PDG) or equivalent	Intake forms and health checks; hazard awareness; safe equipment use; humane handling; pet-friendly products; sanitation procedures and breed-specific grooming techniques	Certificate from accredited grooming course or Creedons PDG module
Dog Training Franchise	Practical Dog Training (PDT) & Professional Dog Training Instructor (PDTI)	Canine body language and behaviour theory; health and welfare; welfare legislation and risk assessments; learning theory and class design; communication & instruction for groups and individuals	Certificates from recognised training school or Creedons PDT and PDTI programmes

Premises Specifications

These guidelines set out the minimum specifications for facilities used for dog grooming, training and daycare. They aim to ensure safety, welfare and a premium client experience while complying with local regulations.

General Requirements

Space and Capacity: Each dog must have at least 6 m² of usable floor space in daycare areas; staffing ratios should not exceed one staff member per twenty dogs (with a higher standard of 1:15 recommended).

Materials and Safety: All surfaces, equipment and fittings must be robust, non-toxic, easy to clean and free from sharp edges. Floors should be slip-resistant and have proper drainage. Two secure barriers (e.g. gates) must separate dogs from exits.

Ventilation and Temperature: Ensure adequate ventilation to prevent buildup of odours and moisture. Sleeping or resting areas should be kept between 10 °C and 26 °C, and dogs must be able to move away from heat sources; heaters should be safe.

Grooming Facilities

Intake & Holding Area: Provide a quiet, comfortable space for check-in with secure crates or pens separated by solid partitions. Include non-slip flooring and sanitation stations.

Grooming Area: Equip with hydraulic grooming tables, pet-friendly bathing tubs, safe dryers and first-aid kits. Maintain non-slip surfaces and ensure equipment is regularly serviced to prevent accidents.

Hygiene & Waste Management: Implement strict cleaning protocols: disinfect work areas and tools between dogs, manage hair and waste disposal, and provide separate laundry facilities for towels and bedding.

Training & Daycare Facilities

Indoor Play & Training Rooms: Provide spacious rooms for group play and classes with sufficient natural light. Use barriers to separate playgroups and ensure visibility for staff. Include storage for toys and training equipment.

Outdoor Areas: Safe, fenced outdoor areas allow dogs to exercise and toilet. Use durable fencing at least 1.8 m high, with double gates to prevent escapes. Provide shade and access to fresh water.

Isolation & Rest Areas: Designate separate spaces for dogs needing quiet time or isolation due to illness or behaviour issues. These should be comfortable, climate-controlled and easily cleaned.

Territory Planning Guide

This guide helps franchisees analyse and map their service area to maximise market potential while avoiding overlap and ensuring fair territory allocation.

Define Territory Boundaries

Begin by outlining clear geographic boundaries for your territory. A well-defined area helps focus marketing efforts and operational planning.

Analyse Demographics & Market Data

Use demographic data (population, income levels, household size), competitor presence and travel patterns to understand customer demand. Layer these datasets on maps to identify neighbourhoods with the greatest potential and to avoid oversaturation.

Use Mapping Software & Data-Driven Insights

Employ mapping tools and analytics platforms to draw territory lines, visualise demographic thresholds and monitor performance. Data-driven insights help you identify expansion opportunities and refine boundaries over time.

Assess Market Saturation & Scalability

Study competitor locations, population growth, traffic counts and income levels to evaluate whether your territory can support your services long term. Reassess boundaries if growth slows or competition increases.

Engage Franchisee Feedback

Before finalising or adjusting territory lines, consult neighbouring franchisees and corporate support. Their feedback can highlight local nuances and maintain goodwill within the network.

Adopt Flexible Models

Territory plans should evolve with demand. Consider performance-based models that allow expansion into adjacent zip codes when key targets are met, or shrink territories that underperform.

Startup Cost Breakdown

This section provides an indicative breakdown of capital required to start a Creedons franchise, based on industry benchmarks. Actual costs will vary depending on location, premises size and service mix.

Cost Category	Estimated Range (EUR)	Notes
Facility build-out & fencing deposit	20k	Leasehold improvements, fencing, security deposits
Dog equipment	5k	Crates, toys, feeding bowls, bedding
Cleaning & grooming setup	2k	Cleaning supplies, bathing tubs, grooming tools
Technology & office	3k	Booking software, computers, phones, POS system
Pre-opening payroll	3k	Staff wages during training and pre-launch
Inventory & soft costs	1k	Initial stock of treats, shampoo, consumables
Working capital	34k	Operating cash to cover expenses before breakeven

These figures are typical for a full-service daycare and grooming facility and may be lower for smaller operations. Franchisees should prepare a detailed business plan to confirm actual costs.

Compliance Pack

This pack includes templates and checklists to ensure your business meets legal, regulatory and safety obligations. Use it as a starting point and consult professional advisors for local compliance requirements.

Business Structure & Permits

Decide on a suitable legal structure such as limited liability company or corporation to protect personal assets. Draft a partnership agreement if you have co-owners. Obtain a general business licence and any local permits specific to pet services (e.g., daycare or boarding licence).

Insurance Coverage

Secure comprehensive insurance coverage to protect your business. At minimum, consider:

- General Liability Insurance – covers third-party injuries and property damage.
- Professional Liability (Errors & Omissions) – covers claims related to the services you provide.
- Commercial Property Insurance or Business Owner's Policy – protects buildings, equipment and inventory against fire, theft or disaster.
- Animal Bailee/Care, Custody & Control Coverage – insures animals in your care against injury or loss.
- Workers' Compensation – covers employee injuries and lost wages.

Review coverage limits annually and retain certificates on file for proof of insurance.

Data Protection & GDPR

Comply with data protection regulations to safeguard client information. Key obligations include:

- Process personal data lawfully, fairly and transparently; conduct Data Protection Impact Assessments for new processes.
- Implement privacy by design and default – limit data collection to necessary information, anonymise or pseudonymise data, and build security measures into systems.
- Maintain data security through encryption, access controls and incident response plans.
- Demonstrate accountability by appointing a data protection officer and documenting compliance efforts.
- Respect individual rights: allow clients to access, correct, delete or object to processing of their data.

Risk Assessments & Emergency Plans

Conduct regular risk assessments addressing hazards (e.g., bites, escapes, cleaning chemicals) and implement control measures. Develop documented emergency plans covering fire, injury, disease outbreaks and natural disasters. Include staff training on safe handling, equipment use, behavioural assessment, and use of personal protective equipment.

Recruitment Toolkit

This toolkit provides sample job descriptions, interview questions and onboarding checklists to help you recruit, train and retain an effective team.

Job Descriptions

Pet-Care Manager/Supervisor: Oversees daily operations, manages staff schedules and training, ensures regulatory compliance, handles customer relations and monitors performance metrics.

Kennel Attendant: Feeds and hydrates dogs, cleans kennels and play areas, administers medication as directed, monitors playgroups and reports health or behaviour concerns.

Grooming Specialist: Bathes, brushes, grooms and trims nails; checks for skin issues; maintains records of grooming services; communicates with pet parents about coat care and product recommendations.

Pet Trainer: Conducts group and private training sessions, develops customised training plans, teaches obedience and behavioural modification, tracks progress and advises owners on follow-through at home.

Sample Interview Questions

Use these open-ended questions to explore candidates' experience, attitude and commitment:

- Describe your experience working with dogs and any certifications you hold.
- How would you handle a dog showing signs of stress or aggression during grooming or play?
- What protocols do you follow for cleaning and sanitising equipment?
- How do you prioritise customer service when clients have concerns about their pet's care?
- For managerial roles: How do you motivate and coach a team to deliver consistent service quality?

Onboarding Checklist

Ensure new hires are properly introduced to your operations:

- Verify qualifications and certifications; provide required training modules.
- Review animal handling protocols, safety procedures and emergency plans.
- Demonstrate cleaning routines, waste disposal and hygiene standards.
- Train on booking software, client communication and data protection.
- Set performance expectations and schedule regular check-ins during probation.

Performance Review Template

Use this outline for quarterly performance reviews:

- Job Knowledge & Skills – adherence to protocols, quality of work, professionalism.
- Customer Service – client feedback, communication quality, problem resolution.
- Teamwork & Reliability – punctuality, cooperation, contributions to a positive workplace.
- Continued Education – participation in training, certifications, improvement plans.
- Goals & Development – jointly agree on objectives for the next review period.

Operations Manual

This manual provides daily operational guidance across services, emphasising health, safety and service excellence.

Customer Service & Intake

Welcome clients warmly, gather up-to-date health information and behavioural notes via intake forms, and explain services clearly. Maintain a friendly, professional tone and handle complaints promptly through an escalation process.

Grooming Operations

Follow the grooming workflow (see separate document) which includes pre-groom assessments, safe handling and restraint, bathing and drying protocols, haircut and finishing techniques, and post-groom cleaning and record keeping.

Daycare & Training Operations

Supervise playgroups and classes with appropriate staff-to-dog ratios. Monitor dogs for stress or aggression and intervene early. Provide enrichment toys and activities. Clean and disinfect areas between groups and enforce proper rest periods.

Health & Safety Protocols

Ensure safe environments by keeping floors clean and dry, providing slip-resistant surfaces and adequate ventilation. Store chemicals securely, enforce PPE use, and train staff on bite prevention, canine body language and first aid.

Cleaning & Sanitation

Implement a written cleaning schedule for kennels, play areas, grooming stations and equipment. Disinfect between dogs, launder bedding daily and dispose of waste promptly.

Data & Record Keeping

Maintain accurate client files (health records, vaccination status, behavioural notes), service histories and financial transactions. Secure electronic data with passwords and encryption and limit access to authorised staff.

SOP Library

This library contains standard operating procedures (SOPs) for common tasks. Adapt and expand these templates to fit your business.

Cleaning & Disinfection SOP

1. Wear appropriate PPE (gloves, aprons, eye protection).
2. Remove waste and debris; dispose of hair and rubbish in sealed bins.
3. Clean surfaces with detergent; rinse and disinfect using veterinary-approved products.
4. Allow surfaces to air-dry before allowing dogs back into the area.

Scheduling & Booking SOP

1. Use the central booking system to enter appointments. Check staff availability and capacity before confirming.
2. Send confirmation emails/texts to clients with arrival instructions and cancellation policy.
3. Monitor cancellations and reschedule wait-listed clients promptly.

Client Communication SOP

1. Respond to enquiries within one business day via email, phone or messaging. Provide clear information on services and pricing.
2. During appointments, share updates on pet behaviour, health and grooming results. Recommend products or additional training as appropriate.
3. After services, follow up with thank-you messages and request feedback. Address concerns quickly and professionally.

Incident Response SOP

1. In case of injury or illness, stabilise the animal using first-aid skills and contact the owner immediately.
2. Document the incident in the client record, noting time, circumstances and actions taken.
3. Report serious incidents to management and review protocols to prevent recurrence.

Behaviour & Welfare Protocols

These protocols ensure the physical and emotional well-being of dogs in your care. They focus on behavioural assessment, enrichment and welfare standards.

Behavioural Assessment

Observe dogs upon intake to evaluate temperament, energy level and body language. Use assessment forms to record observations and categorise dogs into appropriate playgroups or training classes. Reassess regularly and update records accordingly.

Handling & Restraint

Use gentle handling techniques that prioritise the dog's comfort and safety. Apply appropriate restraints (e.g., slip leads, grooming loops) when necessary, but never leave dogs unattended. Provide breaks for older or anxious dogs and intervene early if signs of stress appear.

Enrichment & Play

Offer a variety of enrichment activities including scent games, puzzle feeders, basic obedience training and supervised group play. Rotate toys and activities to prevent boredom and tailor play sessions to each dog's energy level and temperament.

Rest & Recovery

Ensure dogs have access to quiet rest areas away from noisy playrooms. Provide comfortable bedding and monitor for signs of fatigue. Schedule downtime between training or grooming sessions.

Health Monitoring

Perform daily health checks, looking for signs of illness, injury or parasites. Record findings and contact owners or veterinarians as needed. Follow isolation protocols for contagious dogs.

Staff Training

Train staff to recognise canine stress signals (yawning, lip licking, tail position), manage aggression, use positive reinforcement and wear PPE. Ongoing education ensures best practices in welfare and behaviour are maintained.

Grooming Workflow

This workflow outlines each step of the grooming process, emphasising safety, hygiene and client communication.

1. Pre-Groom Intake

Collect health information, vaccination records and behavioural notes. Use intake forms to identify any medical conditions or grooming preferences. Check for fleas, matting or skin conditions.

2. Preparation

Ensure equipment is clean and in good working order. Prepare your work area with non-slip mats, towels, pet-friendly shampoo and safe dryers. Put on PPE and gather first-aid supplies.

3. Bathing & Drying

Bathe the dog using lukewarm water and gentle shampoo; rinse thoroughly to remove residue. Towel-dry and use a dryer on low heat with constant supervision. Protect the dog's ears and eyes from water and air flow.

4. Grooming & Styling

Brush and de-mat coats as needed before clipping or scissoring. Follow breed standards or owner instructions for haircuts. Trim nails, clean ears and express glands if necessary. Use restraints appropriately to ensure safety.

5. Post-Groom Finishing

Inspect the dog for any signs of irritation or injury. Apply finishing sprays or bandanas if desired. Document the service and communicate with the owner about coat maintenance or any health concerns found during grooming.

6. Cleaning & Disinfection

Sanitise all tools, tubs, grooming tables and floors after each appointment. Launder towels and smocks, dispose of waste, and replenish supplies. Record cleaning tasks for accountability.

KPI Dashboard Guide

Tracking key performance indicators (KPIs) enables data-driven decision-making and reveals areas for improvement. This guide outlines core metrics and how to build a simple dashboard.

Core KPIs

Customer Retention Rate: Percentage of clients who return for services in a given period; indicates loyalty and satisfaction.

Repeat Booking Rate: Average number of services booked per client; higher rates show strong engagement.

Churn Rate: Proportion of clients who do not return; monitor to understand attrition.

Average Revenue per Customer (ARPC): Total revenue divided by number of unique clients; helps identify value of each customer.

Occupancy/Capacity Utilisation: Number of dogs serviced relative to facility capacity; informs staffing and scheduling.

Average Length of Stay: Total hours spent per dog; useful for daycare operations.

Conversion Rate: Proportion of enquiries that convert to bookings; evaluates marketing effectiveness.

Building Your Dashboard

Use spreadsheet software or a CRM dashboard to input your KPIs. Create graphs and trend lines to visualise performance over time. Set monthly or quarterly targets and use conditional formatting to highlight areas needing attention.

Improving Performance

Implement loyalty programmes, prepaid packages and personalised follow-ups to increase retention and ARPC. Monitor churn causes (e.g., service quality, price sensitivity) and adjust marketing or operations accordingly.

Growth Review Templates

Use these templates to structure monthly and quarterly reviews. Consistent reviews help track progress and identify opportunities for growth.

Monthly Review Checklist

- Review KPI dashboard: retention, occupancy, revenue, churn.
- Assess customer feedback and service quality; identify patterns.
- Evaluate marketing campaigns and conversion rates.
- Check staff performance and training needs.
- Review compliance tasks (e.g., cleaning logs, safety checks).
- Set short-term goals and actions for the next month.

Quarterly Growth Meeting Agenda

- Financial Performance – revenue, expenses, profitability.
- Market Analysis – territory changes, competitor activity, demographic trends.
- Service Mix & Capacity – evaluate demand for existing services and potential new offerings.
- Marketing Effectiveness – return on investment for campaigns, referral and loyalty programmes.
- Staffing & Training – recruitment needs, performance reviews, professional development.
- Operational Efficiency – review SOP adherence, incident reports, facility maintenance.
- Strategic Planning – set goals for the next quarter and identify resources required.

Action Plan Template

For each goal identified during your review, outline the following:

- Goal description and success metrics.
- Owner responsible for implementation.
- Resources and budget required.
- Timeline and milestones.
- Follow-up date to assess progress.
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Exit & Resale Guide

Planning for an eventual exit protects your investment and preserves the Creedons brand. This guide describes the process for valuing and selling your franchise.

Review Franchise Agreement & Policies

Examine your franchise agreement to understand transfer rights, approval requirements and transfer fees. Some franchises may require a period of ownership before a sale is permitted or impose conditions on buyers.

Obtain Franchisor Approval

Submit a resale request with buyer information and financial credentials. The franchisor may conduct its own vetting and must approve the new owner before the sale can proceed.

Determine Business Value

Assess your business's value using financial performance (revenue, profit, cash flow), market conditions, brand strength and operational stability. Engage an appraiser or accountant to calculate an appropriate price.

Work with a Broker

Consider hiring a franchise broker experienced in the pet-care industry. A broker can help market your business, screen buyers, negotiate terms and facilitate due diligence.

Prepare Documentation

Gather financial statements, tax returns, customer and supplier contracts, employee agreements, operating procedures and lease details. A well-organised package accelerates the sale and builds buyer confidence.

Transition & Training

Once a buyer is approved and sale terms are agreed, work with the franchisor to plan a transition period. Provide training and support to the new owner to maintain service standards and staff morale.