



BMGT289A

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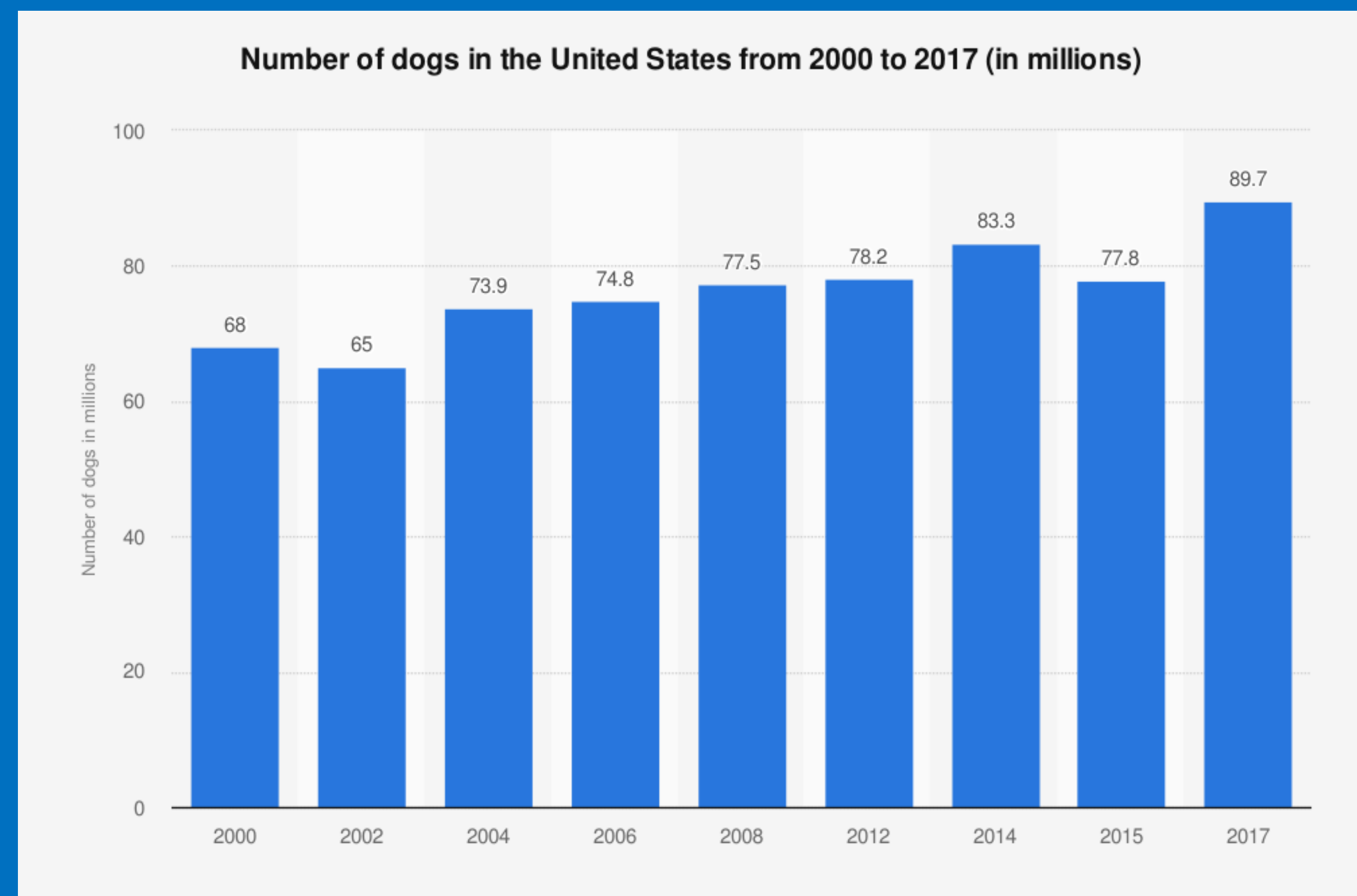
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Introduction

This semester, I took BMGT289A, a class exploring current day current issues of sustainability and how business can generate positive social change.



Number of Dogs in the United States from 2000 to 2017. Image from Statista <https://www.statista.com/statistics/198100/dogs-in-the-united-states-since-2000/>

Activities:

For the class, we formed groups and created blueprints for social enterprises. My group’s area of focus was Animal Rights, and our group designed a company that bridges animal shelters to the general public, creating a fun, educational experience for everyone!

Social Impact:

Our business model’s “end goal” is for the younger generations to learn how to treat animals with respect, and in turn increase the adoption rates at local animal shelters. Our company, Puppy Playdates, will serve as the “missing middle between the public and the dogs from the shelter.

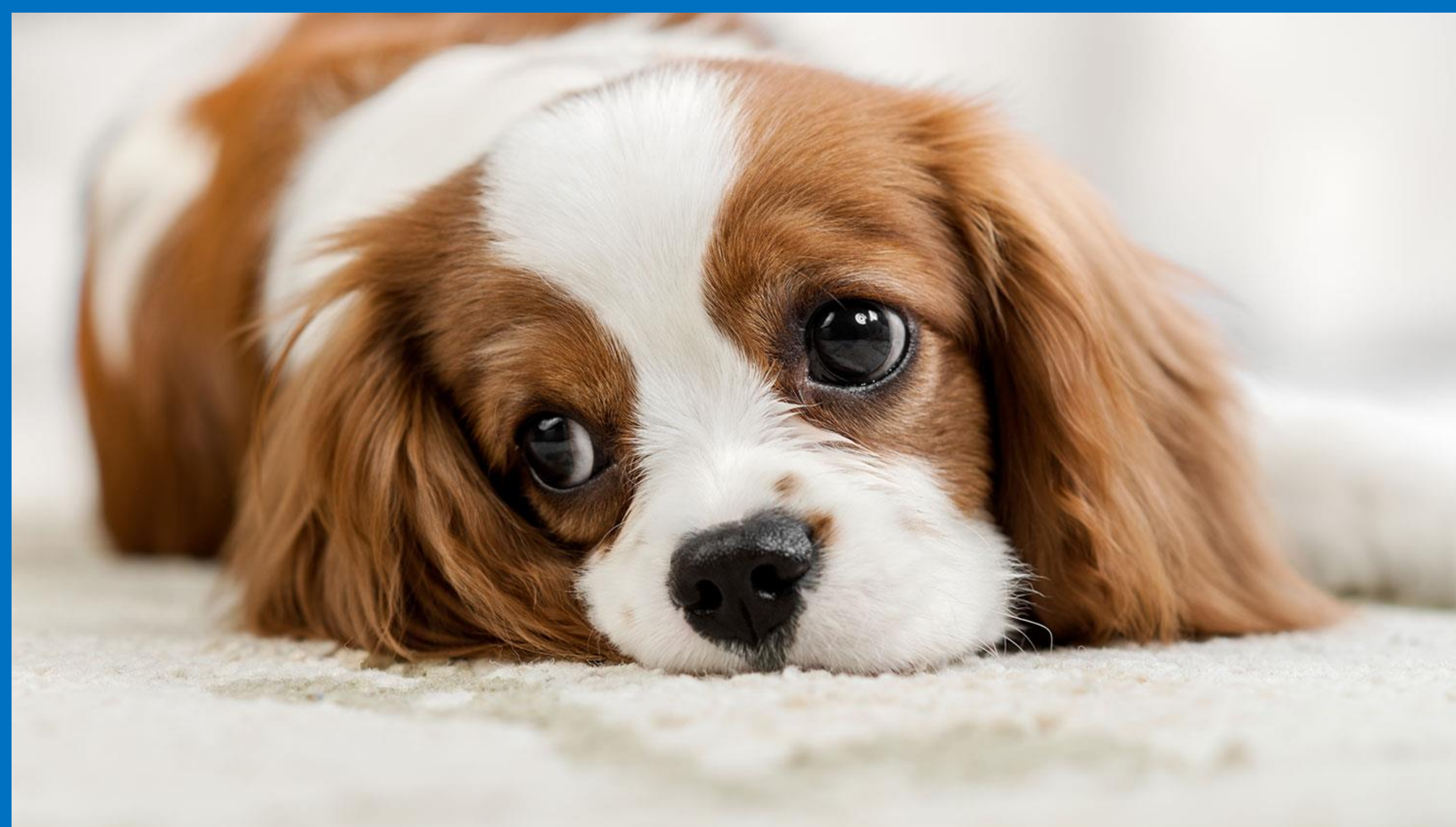


Image from <https://www.akepetinsurance.com/blog/three-common-puppy-illnesses>

Description:

Transporting puppies to a designated open space of land, Puppy Playdates will offer customers a 1 on 1 session with a puppy of their choosing for 10 dollars an hour. During this session, people can play with the puppies and learn how to interact with them, with our workers standing by to inform the customers during their session. Additionally, parents can learn that although puppies are a boatload of fun, they are sometimes a handful and require lots of exercise and attention, while children can grow to associate animals with positive thoughts.

Financials:

- Business Model: Revenue Streams
 - Sponsorships: pet stores, veterinarians, pet-servicing businesses
 - Customers spending time with puppies
- Cost Factors
 - Playpens
 - Transportation Company Van
 - Website: Organized communication between customers and puppy playdates

First-Year Budget				
Sources	Playpens	Transferring	Online Marketing	TOTAL
Approximate Price	\$210	\$400	\$2,000-\$10,000	\$2,610-\$10,610
Percentage	1.9%-8%	3.7%-15%	76.6%-94.2%	-

Future Work:

Social Indicators: Companies would benefit from the result of increased adoptions. Pet stores such as Petco and Petsmart will see an increased sale in dog food, toys, treats, health products, and even grooming services. Local veterinarians and pet insurance companies such as Lemonade will receive more customers who are interested in keeping their pets healthy. Companies that build invisible fences and physical fences will see a slight increase in sales as people consider fencing in their yards to allow their pets to play around safely.

Acknowledgments:

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SCIENCE AND GLOBAL CHANGE

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