



Asia's Preferred Pet Store

# FRANCHISE CONCEPT PRESENTATION

*Asia's Preferred Pet Store*

# AGENDA

- Who we are
- Why we are the leading Pet Store Brand in Asia
- Diversity in Concepts
- Our Strong Backend
- Exclusive Products
- Celebrity Partnerships
- Awards and Accolades
- Franchise Program



# WHO WE ARE



- A pioneer in the pet food and accessory retail industry in Singapore
- Singapore and Asia's Leading Pet-Care Retail Chain with 100 locations across Singapore, Malaysia and Thailand.
- Founded in 1973, we over 43 years in experience
- Forefront of Trends in the Pet Industry across Asia
- PLC is a household name today, known for its ability to offer its customers the widest and freshest range, coupled with prompt and warm service

# Our Heritage



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# The Pet Lovers Centre Difference

PLC is currently the only Retail Concept one that offers:

Vetrinary-trained, pet care consultants (PCCs) stationed in their stores to provide professional advice on pet care.

PLC is also the only one that offers customers on-time delivery to their doorsteps, as well as the option to make purchases or check their membership points online.



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# The Pet Lovers Centre Difference

- PLC is not just a chain of Pet Retail Product store, but is the LEADER in the Pet industry
- Offers Partners the flexibility of Multiple Store Formats: creating Meta Market for Pet Lovers
  - Retail
  - Pet Safari
  - Vet Clinics
  - Pet Grooming
  - Dog Bakery
  - Home Delivery
- Widest Range of Products with competitive Pricing



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# The Pet Lovers Centre store concepts



are designed for maximum retail space efficiency and range from 50sqm to 100sqm. Other hand is at least 500sqm to include the experiential retail environment.



# Pet Safari Specialty concept Stores

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# Vivo City: The Caribbean Island



**Address:**  
**Vivo City**  
1 Harbour Front Walk,  
#03-05/05A  
Singapore 098585

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# NEX: Wow Wow West



**Address:**  
23 Serangoon Central,  
#04-03 & #04-71,  
Singapore 556083

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# The Waterway: Fun at the Beach



**Address:**  
**The Waterway**  
83 Punggol Central,  
#B2-10,  
Singapore 828761

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# Pick a Pet

Pet Lovers enjoy the experience of seeing the animals at the pet safari including Puppies, Hamsters, Rabbits, Guinea pigs,, Fish, Terrapins.

This is a constant draw for families and pet lovers alike



**We now have Show breed rabbit - Holland Lop as part of our family...**

\*Available at selected outlets only



EVERYTHING FOR HAMPERED PETS



Location



Pet Wall



Events



Check-In

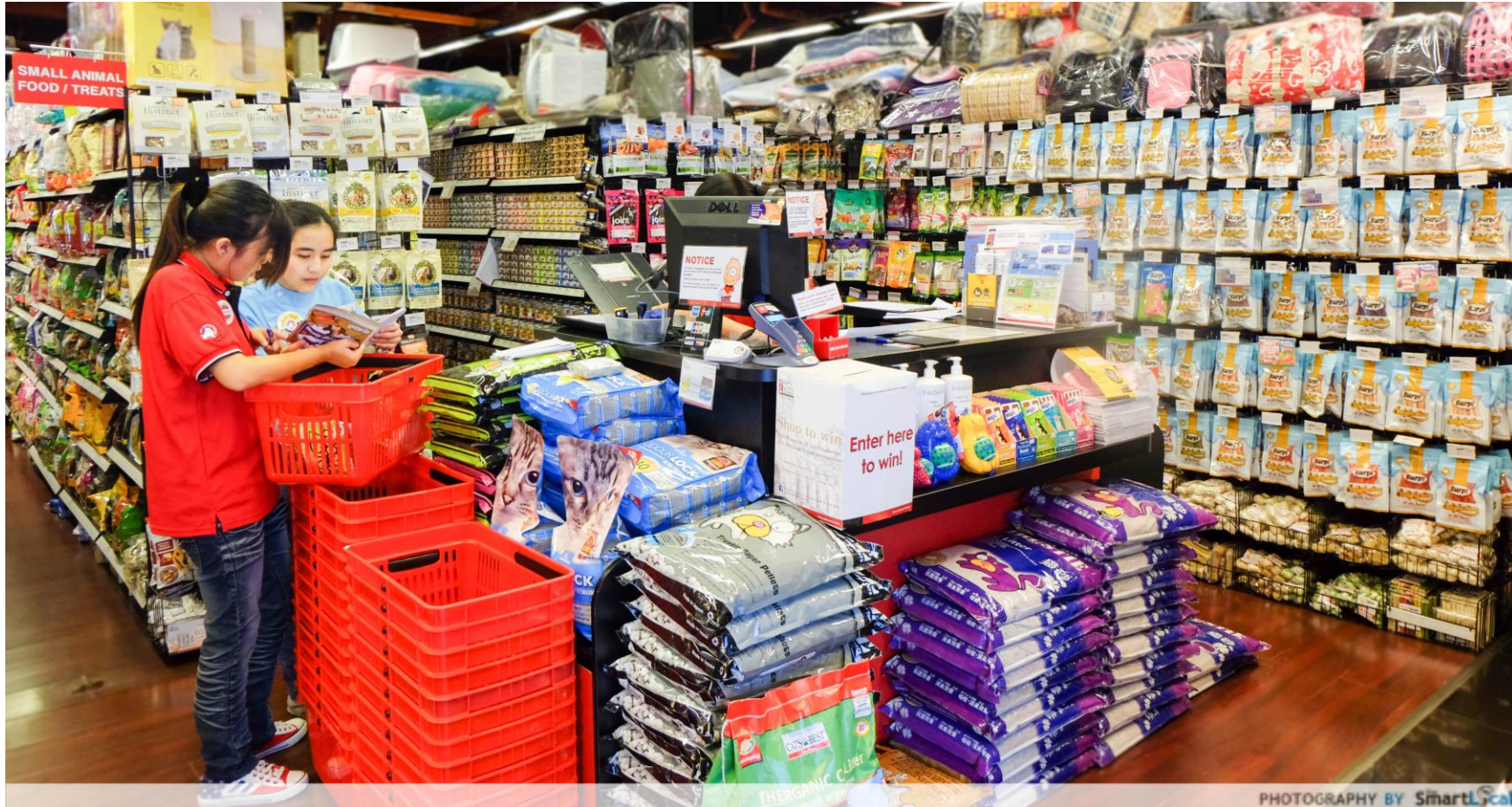


More

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# Widest Range of Freshest Stocks in Asia



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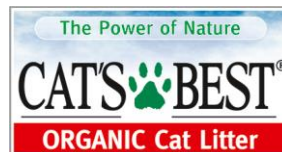


# Pet Lovers Centre Brands

- Access to over 275 brands in almost 80 detailed categories of Pet Care items

Some of our Exclusive Distribution Brands

**Pronature**  
Holistic



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# Pet Lovers Centre House brands



**TRUSTIE**  
Paw approved since 1973



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# Pet Lovers Centre House brands



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# US Doggie Bakery



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# PLC Grooming



GROOMING MENU	
BASIC DOG GROOMING	FULL/BASIC DOG GROOMING PACKAGE
<b>BASIC GROOMING</b> Small Dogs \$30 - \$40 Medium Dogs \$35 - \$45 Large Dogs \$45 - \$55	<b>FULL GROOMING*</b> Small Dogs \$250 Medium Dogs \$300 Large Dogs \$500
<b>JUST A BATH</b> Small Dogs \$10 Medium Dogs \$15 Large Dogs \$20 - \$25	<b>BASIC GROOMING**</b> Small Dogs \$175 Medium Dogs \$225 Large Dogs \$275
<b>BASIC DOG GROOMING INCLUDES:</b> <ul style="list-style-type: none"><li>• Nail clipping</li><li>• Shaving under the ear flaps, plucking of ear hair (if applicable) &amp; ear cleaning</li><li>• Shaving of anal area, between the legs, belly and paw pads</li><li>• Clearing of the anal glands, bathing, conditioning, drying and brushing</li><li>• Trimming fur off the nose bridge and around the paw (if applicable)</li></ul>	<ul style="list-style-type: none"><li>• Full grooming comprises of all the Basic Grooming plus hair styling/cutting</li><li>• *Full Grooming package: Pay 5 sessions and get 1 session <b>FREE</b></li><li>• **Basic Grooming package: Pay 5 sessions and get 1 session <b>FREE</b></li></ul>
FULL/BASIC CAT GROOMING	SMALL ANIMALS GROOMING
<b>FULL GROOMING</b> Short Coat \$100 Long Coat \$110	<b>FULL GROOMING</b> \$100 - \$110
<b>BASIC GROOMING</b> Short Coat \$45 Long Coat \$55	<b>BASIC GROOMING</b> \$35 - \$45
<b>BASIC CAT GROOMING INCLUDES:</b> <ul style="list-style-type: none"><li>• Nail clipping</li><li>• Ear cleaning</li><li>• Shaving the paw pads</li><li>• Removing Undercoat</li><li>• Bathing, conditioning, drying and brushing</li></ul>	<b>BASIC SMALL ANIMAL GROOMING INCLUDES:</b> <ul style="list-style-type: none"><li>• Nail clipping</li><li>• Ear cleaning</li><li>• Trimming paw pad for rabbits</li><li>• Bathing, conditioning, drying and brushing</li></ul>
An illustration at the bottom of the menu shows various pets: a cat, a dog, a rabbit, and a small animal in a bath. There are also grooming tools like a hair dryer and brushes. <p><small>*Full grooming comprises of all the Basic Grooming plus hair styling/cutting</small></p>	

Prices for local markets will be adjusted to meet local conditions

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# Animal Art Academy Pet Grooming & Spa



Award Winning Groomers  
Groomers are tuned to stay on trend

PLC Pet Grooming Spa Offers:

- Just a bath
- Holistic spa
- Grooming
- Haute Styling
- Grooming Academy to train aspiring groomers

# PLC Foundation

PLC's care for pets extends beyond its stores. Pet Lovers Foundation (PLF) was created by PLC to raise funds for animal welfare organisations, some of which include Save Our Street Dogs, Cat Welfare Society, Action for Singapore Dogs and the Animal Lovers League. It's not just about pets - PLF aims to serve "Pets, people and our planet"

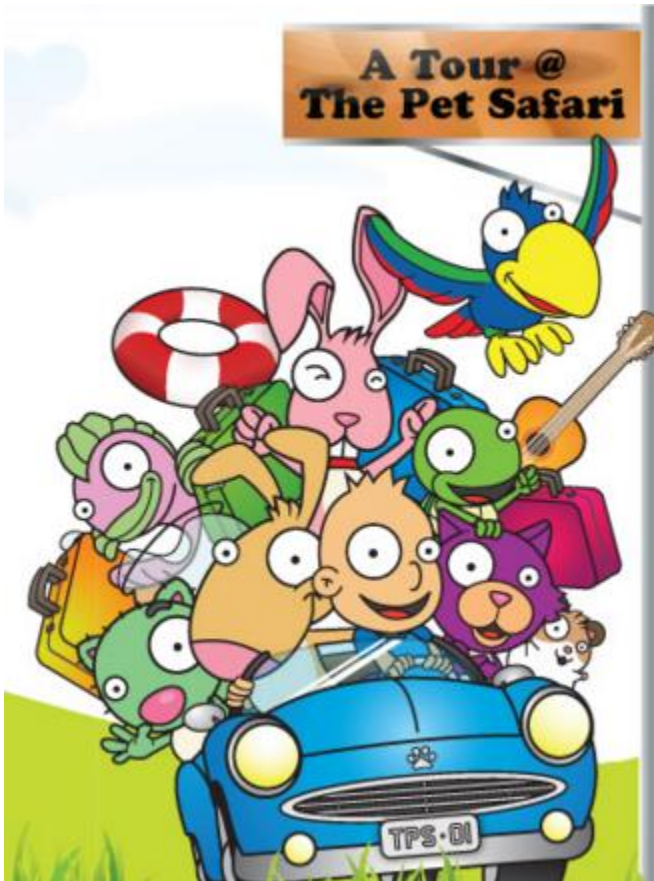


The poster features a festive design with a green garland border and a small bell icon. It lists donation items for three organizations: Animal Lovers League (ALL), Cat Welfare Society (CWS), and Causes for Animals Singapore (CAS). Each item is listed with its 'Sell' price and 'You pay' price. A small white cat is visible on the left side of the poster.

	Sell	You pay
<b>Animal Lovers League (ALL)</b>		
1 <sup>st</sup> Choice Dry Food (Full Range) 2.72kg	\$32.00 - \$49.50	\$19.00
Sunday Pets Free Ranger (Full Range) 100g	\$ 1.55	\$ 1.00
<b>Cat Welfare Society (CWS)</b>		
Fish4Cats Finest Dry Food (Full Range) 1.5kg	\$33.80	\$23.00
Sunday Pets Free Ranger (Full Range) 100g	\$ 1.55	\$ 1.00
<b>Causes for Animals Singapore (CAS)</b>		
Fish4Dogs Finest Salmon Complete 1.5kg	\$ 29.60	\$12.00
Fish4Dogs Finest Salmon Complete 12.0kg	\$166.93	\$68.00
Sunday Pets Free Ranger (Full Range) 100g	\$ 1.55	\$ 1.00

\* Beneficiaries have the choice of flavours at the point of collection.  
\* 100% of your gift goes to the beneficiary of your choice! Your purchase funds part of the operating costs for the animal shelters.

# Pet Safari Tours



- One of our top priorities is to give back to society. The Pet Lovers Foundation, together with The Pet Safari, organise educational talks and visits to our stores in order to promote awareness of responsible pet ownership.
- **During the tour, it includes:**
- 15-minutes walk through at The Pet Safari with our Pet Care Consultant(PCC)
- 15-minutes short introduction to pet ownership by our PCC
- 15-minutes interaction with small animals
- Care For Your Pet books for students (Upon request and subject to availability)

# Pet Lovers Centre Magazine



**Pet Lovers Centre**  
Pet Care Since 1978  
All Passion. All Pets™

Grab a copy of **Petlovers Magazine** today!

Find out what **Cesar Millan** thinks??  
about pet owners in Singapore

Learn about the different ways to kill that boredom for your pet!

Check out our essential tips on maintaining a **clean home and car** for the busy pet owner

Coupons with **\$\$\$** attractive savings

**Want more?** We are also giving away 3 pairs of Cesar Millan show t-shirts with most and great!

\*You can download "Pet Lovers Centre" on your mobile for free.



**Pet Lovers Centre**  
Pet Care Since 1978  
All Passion. All Pets™

**petlovers**  
magazine is now Available!

Exciting new look with  
**\$180 worth of Free Gifts!**

**Discount coupons** for your pet's needs

Latest ways to **reduce carbon paw print**

**GRAB A COPY TODAY!**

**50¢ goes to SOSD**  
with each issue sold

Encourages communication and provides a marketing platform for engaging PLC customers

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# Where we are



63 outlets  
across Singapore and  
about 100 locations in  
the region

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# PLC in Malaysia



22 outlets  
across Malaysia

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# PLC in Thailand



5 outlets in  
Thailand  
and  
growing

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# Celebrity Partnerships



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# What Pet Lovers say



**Arunima K.**  
Singapore  
4 friends  
48 reviews

- [Share review](#)
- [Compliment](#)
- [Send message](#)
- [Follow Arunima K.](#)

★★★★☆ 18/8/2012

I've never had a bad experience at Pet Lovers. We found our dog at their pet store and bring him to the veterinary clinic for his regular check ups. Multifaceted with its vet, pet store and pet accessories, Pet Lovers Center is extremely efficient in getting everything you need for your pet.

The staff at the vet are extremely sweet and attentive. I've never had to wait more than 10 minutes to be seen and getting an appointment isn't too hard. They even try and squeeze you in in between appointments if their booked up on the weekends.

With parking right next door, its the perfect place to bring your pet for everything they need.

Was this review ...?

Useful 2   Funny 1   Cool 1



**Cherrylene L.**  
Singapore  
11 friends  
179 reviews

★★★★☆ 15/8/2012

First to Review

This PLC is extremely popular- no surprise, they are one of the branches around they provide the most comprehensive services. There is a vet, dogs for sale, and large sections dedicated to pet accessories (categorized by types of animals).

One thing about service though, is that the staff are not very always very friendly/helpful. I don't know if it is because business is brisk or they are not used to taking questions, but my experience with their service has always been mediocre at best. Most of them seem to be part timers, and don't know most of the products very well, so if you are making an expensive purchase (cat tree/fencing/litter boxes) you are better off doing your own research before hitting the store.

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# Some of our Industry Accolades



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# Global Recognition



These are the International authorities in the Global Pet Industry.

# The Unique Pet Lovers Centre Franchise Offering



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# Diversity in Concepts



Stores in malls



Stand Alone Stores

# Diversity in Concepts



Carribean Themed Pet Safari



Themed Pet Safari

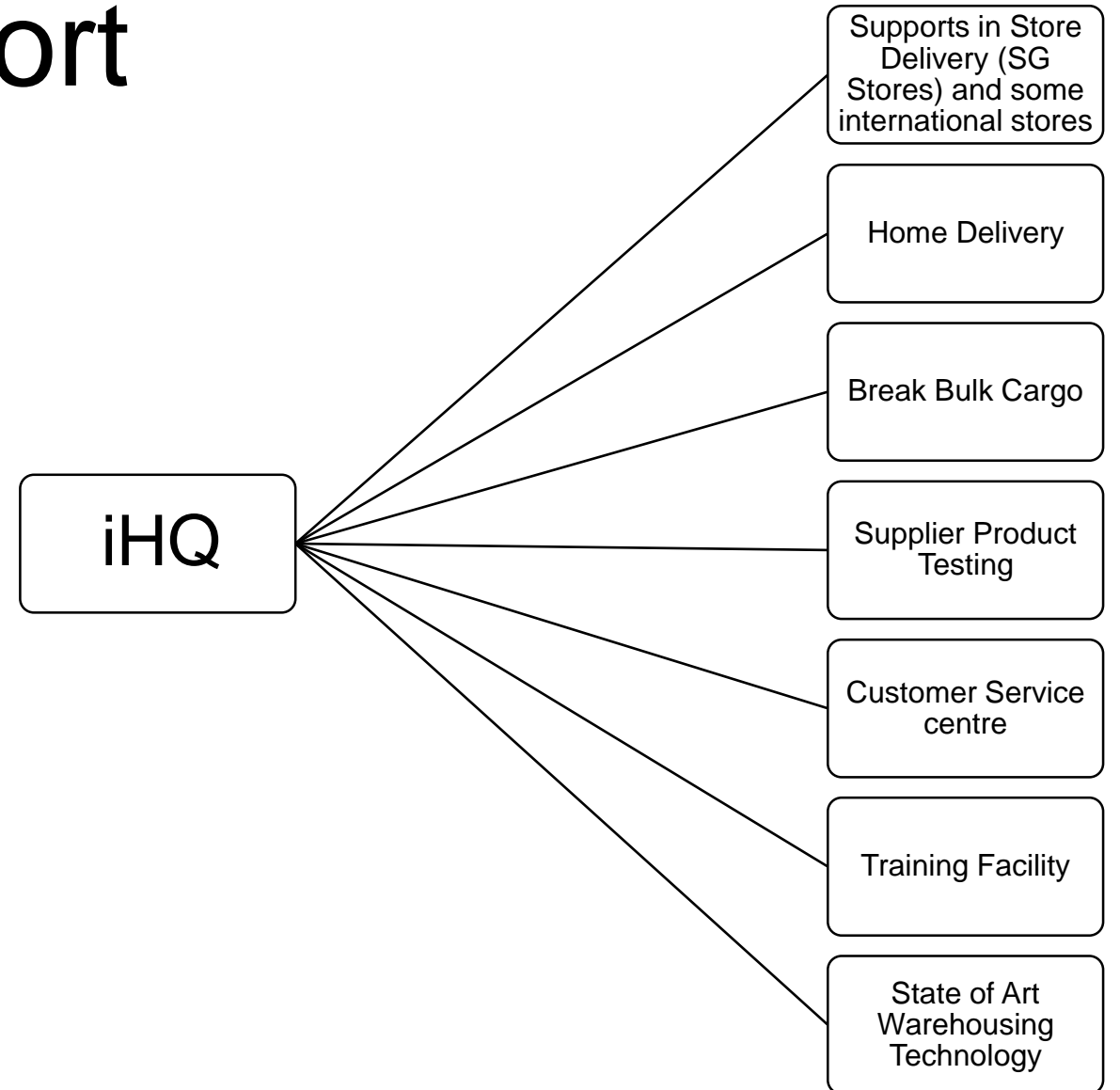


# Welcomed in Malls

- Pet Lovers Centre has a trademark secret methodology that keeps away the smell of animals within malls and enclosed spaces whilst perfecting the art of keeping the hygiene of the Pet Safaris extremely high.



# Strong Backend Support



# Leading Pet Store Brand in Asia

- In House Developed iHQ (Intelligent Warehouse spanning over 100,000 sq ft space) which has state of art technology to support over 95 locations across Asia
- Developed JIT service for its Retail outlet and Home Delivery with full product visibility and exposure
- Great mix of Exclusive International Brands, local brand products and services that delivers consistent profitability



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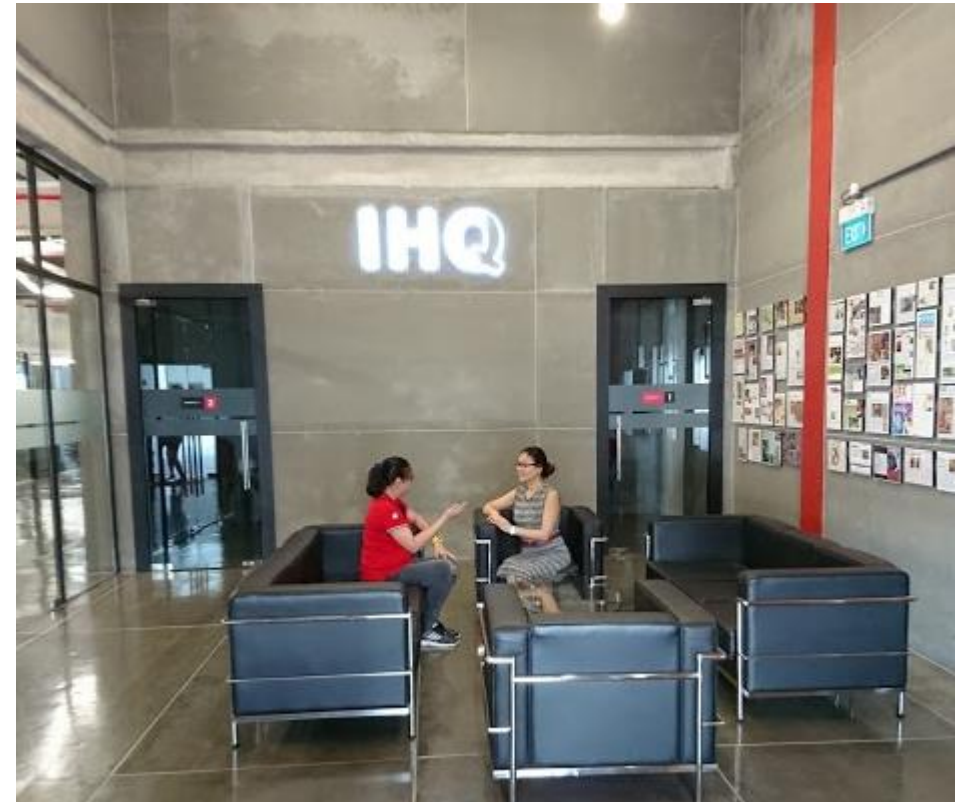
# Autonomous Stock Management System

- Demand Based Stocking (allows for maximising of Retail space maximisation)
- Automatic Centralized Ordering (reduces stock outage situations)
- Local/Global Slow Movers (movement of stock to maximise sell through)
- Clearance Sale (products that really cannot move)
- Cycle Counting (Excellent command on stock Aging and first in first out cycles)



# Progressive Retailer

- The Pet Lovers Centre Retail business is Optimised to not only be the top of the line Retailer, but also equipped with a state of the Art Intelligent management system to propel Pet Lover Franchisees to become market leaders in the Pet sector



# Young and Dynamic Management Team

- Ready to take on new challenges, identify new opportunities and filling the gaps



# Support From Franchisor

- Initial and Ongoing Training for Franchisee and Staff
- Support to make sure Franchisee become industry leaders
- Share insights from Pet Industry Trends
- In-house developed IT System to help manage business
- Logistics and Support Systems
- Customer Service Processes



# Franchisee Profile

- Background in Retail
- Ability to open 20 outlets in next 5 years
- Capital of at least S\$4 million
- Association to Pet Industry is preferred
- Desire to build a business that is designed for industry leadership



# Become a part of this State of the Art Franchise system

- Benefit from Pet Lovers Centre's Intelligent Warehouse and retail Management system designed to accelerate the growth
- Get Access to over 275 Pet Associated Product and Brands
- Become a part of your Territory's Pet Lover community
- Become the undisputed Leader of the Pet Industry in your market!



# Thank you

Contact [Hsien@astreem.com](mailto:Hsien@astreem.com) for any franchise enquiries