

# Pe TAPALOOZA DOG SPA AND RESORT

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*A Lifestyle Vacation for  
your Pampered Pooch*



ALICIASHEBER@HOTMAIL.COM

# CONSUMER TRENDS AFFECTING LUXURY PET INDUSTRY

## LIFESTYLE

- **BUSY SCHEDULES - LESS PERSONAL TIME TO SPEND WITH PETS, FREQUENT TRAVEL FOR WORK OR PLEASURE**
- **CHILDLESS AND/OR GAY COUPLES INDULGE THEIR PETS AS “CHILDREN”**
- **CHILDLESS OR “EMPTY NEST” FAMILIES HAVE GREATER DISPOSABLE INCOME TO SPEND ON PETS**

## WELLNESS

- **TRANSFERENCE OF HUMAN TREND TOWARDS HOLISTIC HEALTHCARE TO PETS**
- **CONSUMER DEMANDS FOR STRESS-RELIEVING, FUN PET ENVIRONMENTS OUT OF GUILT FOR “ABANDONING” THEIR PET**

## DEFINITION OF “SELF AS A PET OWNER” AMIDST GLOBALIZATION

- **CONSUMERS AT ALL INCOME LEVELS EXPOSED TO AND FEEL ENTITLED TO LUXURY**
- **ASSOCIATIONS WITH LUXURY/DESIGNERS — SHOW-OFF TO FRIENDS, SOPHISTICATION**
- **INDIVIDUALISM - UNIQUENESS THROUGH DIFFERENTIATION AND CREATIVITY**
- **EXPERIENCE - ORIENTED LUXURY**
- **SUCCESS AND COMPETITION EXTENDS TOWARDS PET OWNERSHIP**

# LUXURY DOG PRODUCTS

## VALUE DERIVED FROM DESIGNER BRAND

OPI PAWLISH  
FIRE HYDRANT RED \$10



JUICY COUTURE  
PINK VELVET CARRIER \$274



GUCCI ACCESSORIES  
UP TO \$720

LOUIS VUITTON  
DOG CARRIER \$1300



## MASS CLASS

AQUADOG & DOGADE MINERAL  
WATER & ELECTROLYTES \$10



LA POOCH II  
MALE COLOGNE  
BERGAMOT, NEROLI,  
PROVENÇAL HERBS \$44



## NEW LUXURY

TASTY TASSIES MADE FROM  
ALL NATURAL HUMAN GRADE  
INGREDIENTS \$10/6



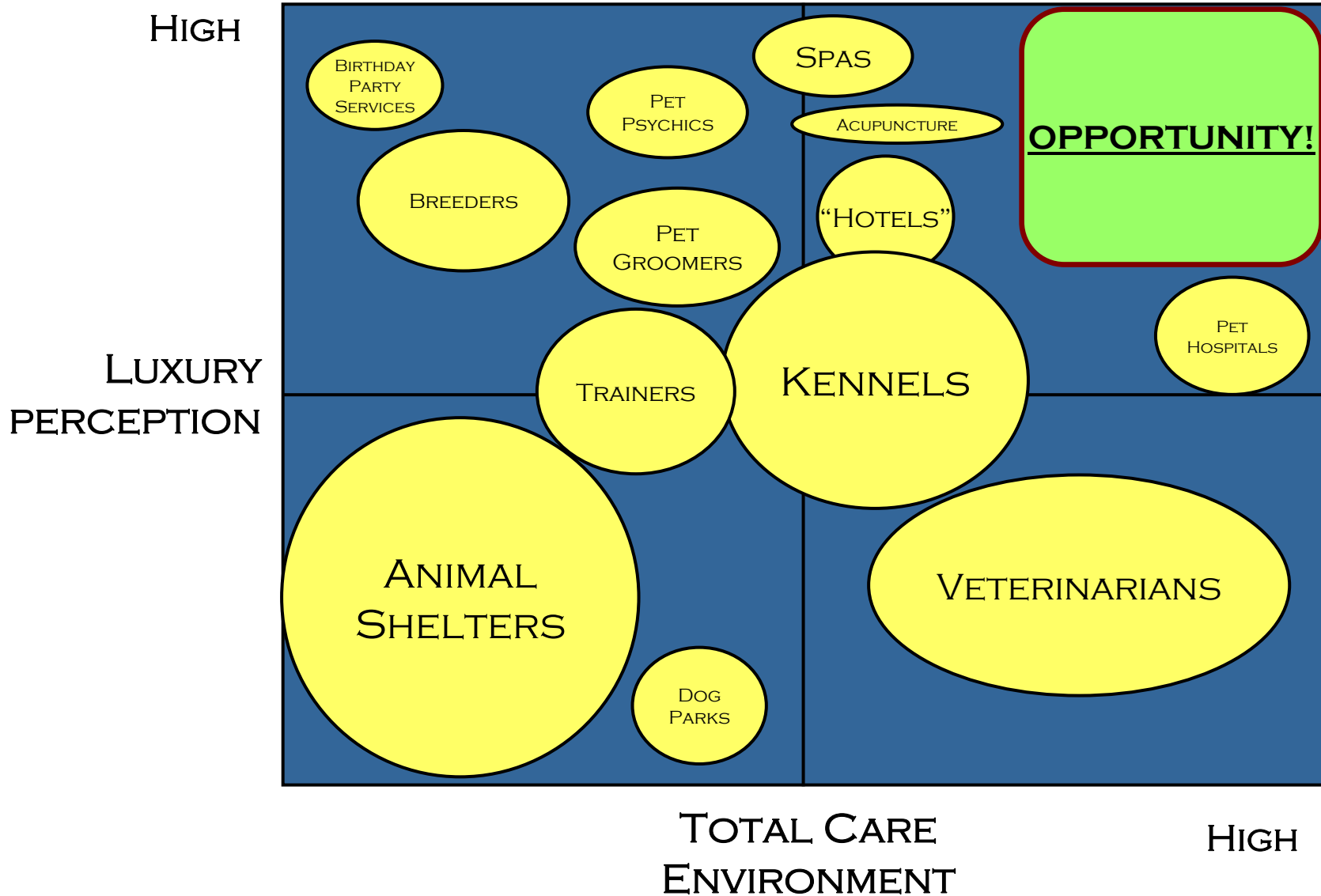
SWAROVSKI CRYSTAL  
AND CUT GERMAN GLASS  
NECKLACE \$149



## VALUE DERIVED FROM INGREDIENTS

American Pet Product Manufacturers Association 2005  
sales estimate \$36 billion (versus \$17 billion in 1995)

# DOG CARE SERVICES



# DOG LODGING BENCHMARK

## DOG FOCUSED

THE DOG SPA AND HOTEL  
NEW YORK, NY



PARADISE RANCH  
COUNTRY CLUB  
FOR DOGS  
LOS ANGELES, CALIFORNIA



MARKET  
OPPORTUNITY

TYPICAL PET BOARDING  
FACILITIES IN US



FUNCTIONAL  
SERVICES

LUXURY  
SERVICES

TYPICAL ANIMAL SHELTER IN  
EVERY US COUNTY  
(ANIMALS NOT ADOPTED KILLED)



AMERICA DOG AND CAT HOTEL  
LAS VEGAS, NEVADA

## BUSINESS FOCUSED

**We Sleep with Dogs!**



# CRITICAL SUCCESS FACTORS



## CONCEPT

**Dogs are happy when they are free to explore and socialize in sunny outdoor playgrounds while receiving human affection and pampering when away from their families**

## STORY

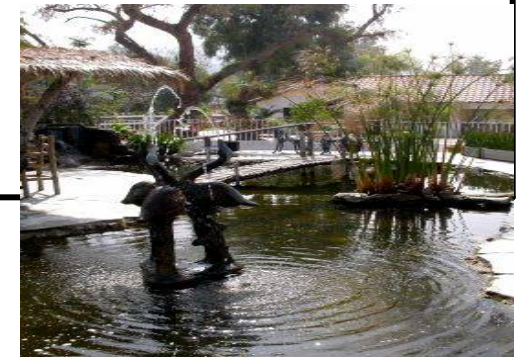
**Owner Kristyn Goddard founded the Women's Jockey Association in 1979 & the Paradise Ranch Racing School for jockeys. Due to a riding accident she changed direction to open the Paradise Ranch Country Club for Dogs in 1997, successfully lobbying City Government and boarding industry regulations to allow free roaming on the Ranch.**

## ORIGIN

**Los Angeles, California – sunny, natural beauty**

## USP

**"Free Range Dogs" - First US licensed "cagefree" home-environment and training facility**  
**Largest staff-to-dog ratio on US West Coast**  
**Bed Buddies**  
**Web Cams**





# PARADISE RANCH COUNTRY CLUB FOR DOGS



<b><u>Luxury Services Available</u></b>	★ ★ ★ ★
<b>Rate per Night</b>	\$65.00 private bedroom \$80.00 with Bed Buddy
<b>Limousine Service</b>	\$130.00 RT in Mercedes Mutt Cab
<b>Spa Services</b>	\$35.00 / massage Brushing, bathing and trim costs vary with breed
<b>Private Training</b>	\$110.00 / day \$1950.00 / 3 weeks
<b>Activities</b>	Multiple botanical gardens for playing Swimming pools (costs included)
<b>Gourmet Dining</b>	Personalized meals hand-fed to finicky eaters (costs included)

# DOG HOTEL COMPETITORS



<b><u>SERVICES AVAILABLE</u></b>	<b>Barking Hound Village</b> Atlanta, Georgia	<b>The Dog Spa and Hotel</b> New York, New York	<b>America Dog and Cat Hotel</b> Las Vegas, Nevada
<b>RATE PER NIGHT</b>	\$32.00 shared room \$47.00 for retro style private suite	\$54.00 for air conditioned (suite) private run / cage	\$49.00 free range \$79.00 private suite
<b>LIMOUSINE SERVICE</b>	<b>Not offered</b>	<b>Not offered</b>	Transportation available (no limousine)
<b>SPA SERVICES</b> (COSTS VARY WITH BREED)	Hair Styling Baths Pedicures	Deep tissue massage Conditioning bath Hot oil treatment Pedicure	<b>Not available</b>
<b>PRIVATE TRAINING</b>	\$150.00 / hour	\$150.00 / hour	<b>Not available</b>
<b>USP</b>	Assisted Living Dog Care On-Premise Deli and Bakery	Breeder Referral Service	Book Online with Vegas.com Color TVs in each suite



# LUXURY HUMAN VS. LUXURY DOG RESORT

	<b>ROOM TYPE</b>	<b>SPA SERVICES</b>	<b>FITNESS CENTER</b>	<b>RESTAURANT &amp; BAR</b>	<b>BUSINESS CENTER</b>	<b>CONCIERGE SERVICES</b>	<b>LIMO SERVICE</b>	<b>DESIGN</b>
<b>LUXURY HUMAN RESORT</b>	Presidential Suite with designer furnishings	Luxury Amenities, Salon, Hammam, Massage, Acupuncture	Gym, Pools, Personal Trainers	Celebrity Chef Meals tailored to dietary needs Room Service	Resort WIFI equipped Computers, business machines available	Museum tours, site-seeing excursions, theater and musical events	Airport pick-up Private chauffeur for outings	Architecture & interiors by renown designer; cross-branding with fashion designers
<b>LUXURY DOG RESORT</b>	Free range suite with designer furniture and human "bed buddy"	Side-by-side owner + pet services available Luxury Amenities Baths & Hair Styling Hot oil treatment Pedicures Deep tissue massage Acupuncture	Botanical gardens with dog runs, Pools, Private Training	Water bars Gourmet meals tailored to dietary Needs Room Service for shy dogs	"Live cams" allow owners to see their pet 24/7 Petsmobility PetsCell voice enabled waterproof GPS phone allows owner to call pet 24/7	Day trips to the beach, mountains, parks, nursing homes, hospital wards Acting classes to join the Dog Actors Guild Birthday parties, holiday celebrations	Private chauffeur for home pick-up and delivery as well as outings	Architecture & interiors by renown designer; cross-branding with fashion designers

# DESIGNER-BRANDED HUMAN RESORTS



**Vera Wang honeymoon suite  
Halekulani in Waikiki, Hawaii  
PRICE PER NIGHT: \$5500**



PHOTO: PALAZZOVERSACE.COM/IT



**Palazzo Versace  
Gold Coast, Queensland Australia  
PRICE PER NIGHT: \$895**

**Schlosshotel im Grunewald  
Berlin, Germany  
Designed by Karl Lagerfeld  
PRICE PER NIGHT: €415**



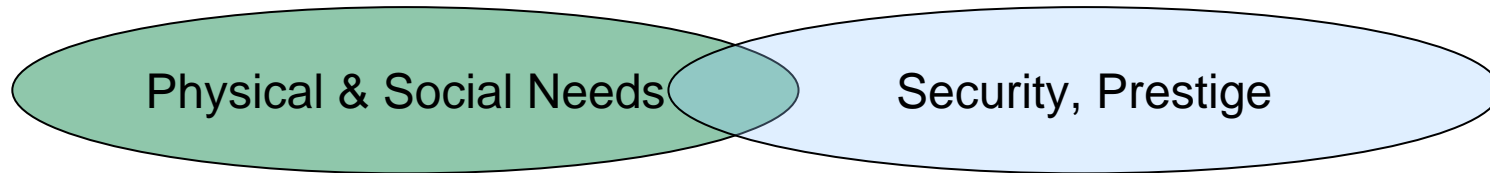
**Danai Beach Resort & Villas  
Halkidiki, Greece  
Designed by Missoni  
PRICE PER NIGHT: €9880**



**Armani Hotels and Resorts / Burj Dubai Tower  
(under construction) Dubai, U.A.E.  
PRICE PER NIGHT: IF YOU HAVE TO ASK  
THEN YOU CAN'T AFFORD IT**



# DESIGNER-BRANDED DOG RESORT



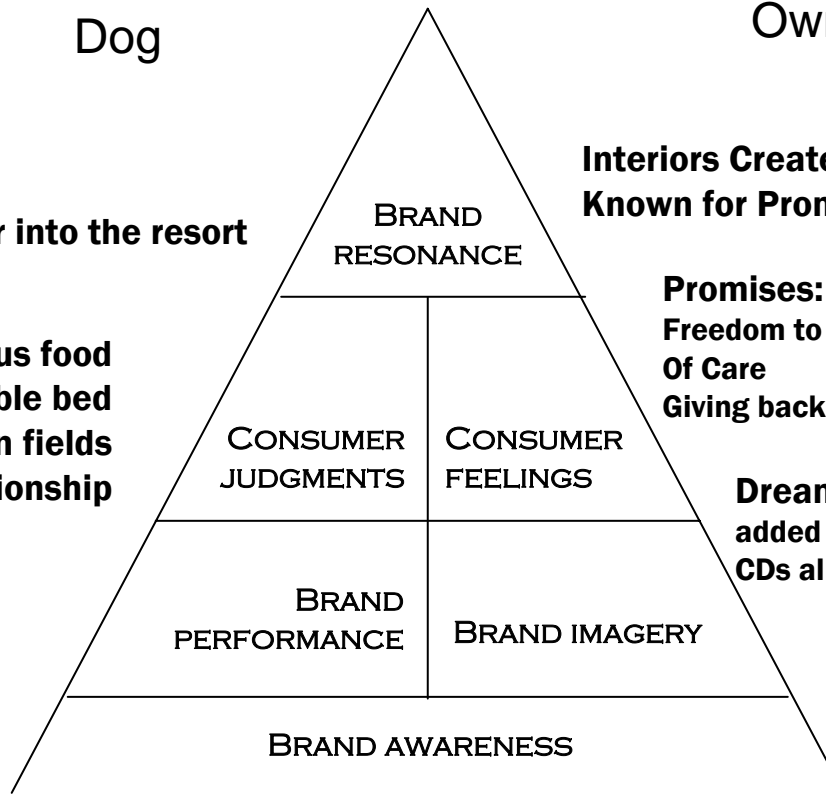
Dog

Owner

**Dog runs out of car into the resort**

**Nutritious food  
Comfortable bed  
Green fields  
Companionship**

**Eat  
Sleep  
Run  
Play**



**Interiors Created by a Fashion Designer  
Known for Promoting Animal Rights**

**Promises: Loving Attention,  
Freedom to Play, Highest Quality  
Of Care  
Giving back to the community through PeTA and ASAP!**

**Dream: Develop experiential journeys as  
added features: beach, mountains - photo  
CDs allow clients to enter the dream**

**Partner with established experts:  
Successful pet spas, veterinarian, alternative  
medicine practitioners, technology leaders**

**Grand Opening celebration invite celebrities  
and their pets  
Name each suite after a celebrity's pet**

# CRITICAL SUCCESS FACTORS

# *Pe* TAPALOOZA DOG SPA AND RESORT ★★★★★

## CONCEPT / DNA

*Pe*TApalooza Dog Spa and Resort relieves the stress dogs feel when away from their families by giving them top level holistic care including relaxation treatments, human affection, and freedom to run, play and socialize in a variety of sunny outdoor playgrounds while financially supporting national (*Pe*TA) and local (ASAP!) NGOs with their work for animal rights

## ORIGIN

Malibu Beach, California (Los Angeles)  
❖ Exclusive community to stars such as Steven Spielberg, Barbara Streisand, Tom Hanks, Julie Andrews and David Geffen  
❖ Surfrider Beach: 22 acres of wetlands, gardens and sandy beach



## IMAGE BRAND CULTURE

An upscale, nurturing environment providing only premium care for a dog's total wellbeing while giving back to the canine community.

## TARGET MARKET

Affluent, status-conscious, health-minded and socially responsible pet owners who send their dog to a lifestyle resort while taking their own lifestyle holiday

## USP



- ❖ Interiors created by fashion designer Stella McCartney
- ❖ Suites inspired by the dogs of celebrity musicians
- ❖ Partnering with *Pe*TA (People for the Ethical Treatment of Animals)
- ❖ Partnering with ASAP! Association to Save Abandoned Pets



# STELLA MCCARTNEY

## CUTTING-EDGE

## FASHION DESIGNER

- ❖ CHLOE, STELLA MCCARTNEY FASHION HOUSE (JOINT VENTURE WITH GUCCI GROUP), H & M
- ❖ 2004: DESIGNED COSTUMES FOR MADONNA'S "REINVENTION TOUR" AND ANNIE LENNOX'S SUMMER CONCERT TOUR
- ❖ VH1 / VOGUE FASHION AND MUSIC DESIGNER OF THE YEAR AWARD (2000, NY)
- ❖ WOMAN OF COURAGE AWARD FOR WORK AGAINST CANCER AT THE PRESTIGIOUS UNFORGETTABLE EVENING EVENT (2003, LA)
- ❖ GLAMOUR AWARD FOR BEST DESIGNER OF THE YEAR (2004, LONDON)
- ❖ ORGANIC STYLE WOMAN OF THE YEAR AWARD (2005, NY)



Stella McCartney  
stella mccartney

# STELLA MCCARTNEY

## ANIMAL RIGHTS ACTIVIST



- ❖ OUTSPOKEN ANTI-FUR ADVOCATE WHO REFUSES TO DESIGN WITH ANIMAL SKIN
- ❖ SUPPORTER OF *PETA* (PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)

VEGAN BOOTS

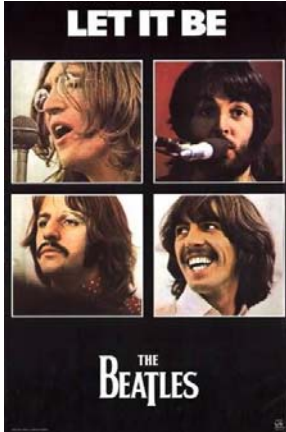


FUR-FARMING EXPOSE  
VIDEO NARRATED BY  
STELLA MCCARTNEY



# STELLA MCCARTNEY

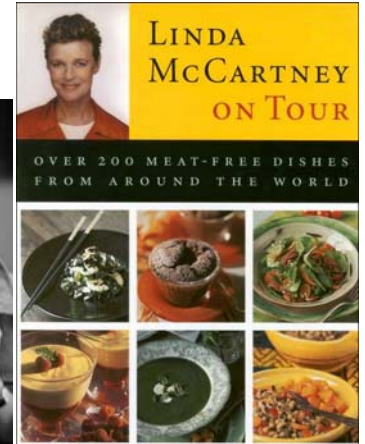
## FAMOUS PARENTS



PAUL MCCARTNEY  
MUSICIAN  
THE BEATLES, WINGS



LINDA MCCARTNEY  
PHOTOGRAPHER,  
VEGETARIAN COOKBOOK AUTHOR

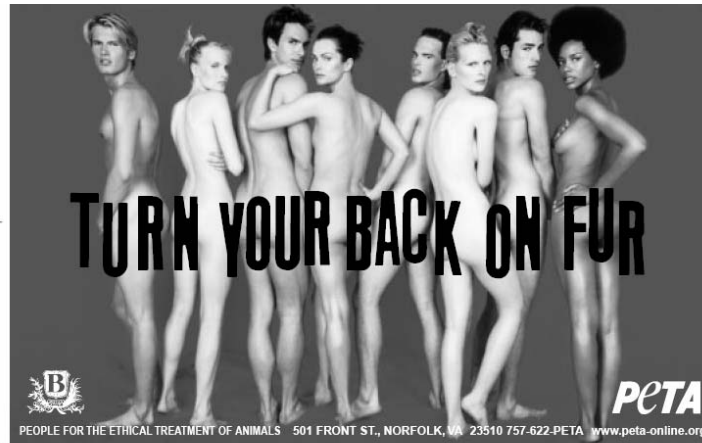


LINDA AND PAUL,  
LONG-TIME *PETA*  
ADVOCATES



STELLA WITH HER PARENTS  
AFTER A CHLOE FASHION SHOW

# *Pe TA*: PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS



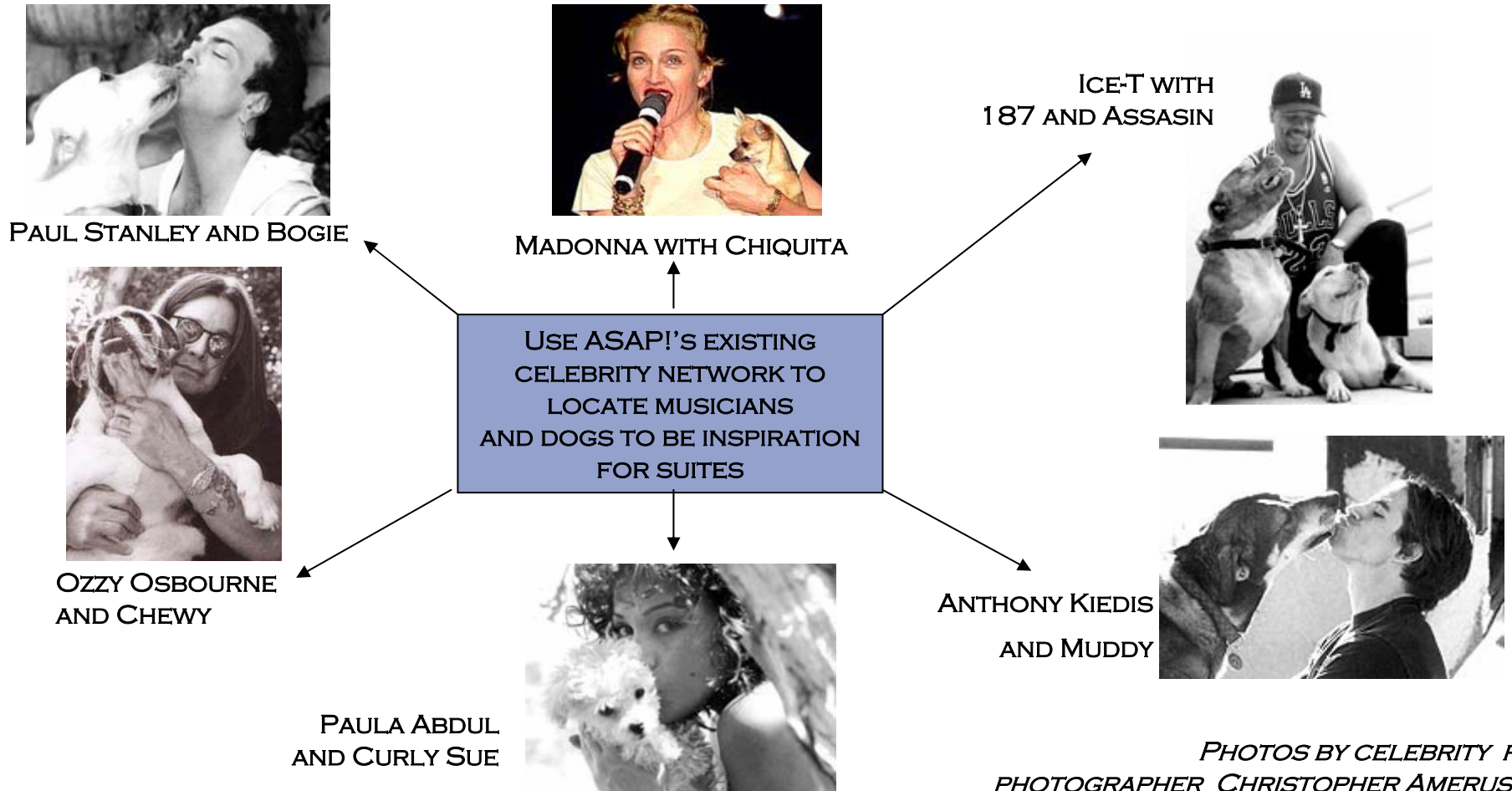
HUGO BOSS MODELS IN SUPPORT OF *Pe TA*

- ❖ THE LARGEST ANIMAL RIGHTS ORGANIZATION IN THE WORLD
- ❖ FOUNDED IN 1980, *Pe TA* IS DEDICATED TO ESTABLISHING AND PROTECTING THE RIGHTS OF ALL ANIMALS
- ❖ *Pe TA* OPERATES UNDER THE SIMPLE PRINCIPLE THAT ANIMALS ARE NOT OURS TO EAT, WEAR, EXPERIMENT ON, OR USE FOR ENTERTAINMENT

# Pe TAPALOOZA SPA AND RESORT

## **ASAP!** ASSOCIATION TO SAVE ABANDONED PETS

**ASAP!** MISSION: HELP THE CITY OF LOS ANGELES ANIMAL SHELTERS REDUCE AND HOPEFULLY ELIMINATE THEIR EUTHANASIA RATES.



*PHOTOS BY CELEBRITY PET PHOTOGRAPHER CHRISTOPHER AMERUSOS*

# *Pe* TAPALOOZA ROCKIN' SUITES



DOGGIE DIVAN \$350



MANHATTAN PET SOFA \$400



DICKINSON MODERN BED SET \$1 550

VARIETY OF DESIGN  
STYLES BASED ON  
PERSONALITIES OF  
CELEBRITIES' DOGS



ITALIAN FAUX MINK  
SLEIGH PET BED \$660



CAMELOT DEN \$200



QUILTED PILLOW TOP  
COIL SPRING DOG BED \$135



ROMANTIC 5 PC  
CANOPY PET BED \$200



# Pe TAPALOOZA HOLISTIC SPA



POP ARTIST  
HAIR STYLES



ROYAL TREATMENT  
ALMOND EXFOLIATING SCRUB



MASSAGE: HOT STONE,  
LYMPHATIC, DEEP-TISSUE,  
CRANIOSACRAL AND SHIATSU



AROMATHERAPY  
OILS



DRESS-UP OUTFITS



PRE-EVENT PREPARATION



ACUPUNCTURE,  
ACUPRESSURE AND  
VETERINARY CARE

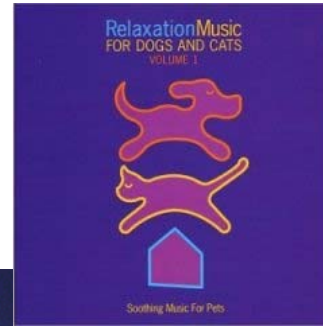


WATSU WATER MASSAGE  
PET SWIM THERAPY

# Pe TAPALOOZA LOUNGE AND WATER BAR



AQUADOG  
MINERAL  
WATER BAR



CONCEPT CD CURATED  
BY PINK  
RELAXATION MUSIC FOR  
DOGS



"Pe TA BREAD"  
DOGGIE BAKERY



FOUR-STAR  
RAW FOODS DINING



LOUNGIN'



# Pe TAPALOOZA CONCIERGE SERVICES



LIMO SERVICE  
FOR ALL  
FIELD TRIPS

DOG PSYCHIC READINGS  
ASTROLOGY  
DOG BIRTH CHART  
AND REPORT



*Discover the true personality of your lovable pooch. Learn how to work with your pet's inborn traits to increase your enjoyment of each other.*

PSYCHO/  
SPIRITUAL



CONSULTATIONS WITH LA-BASED  
CESAR MILAN, INTERNATIONAL  
DOG BEHAVIORAL EXPERT FROM  
THE NATIONAL GEOGRAPHIC SERIES,  
"THE DOG WHISPERER" AND  
FOUNDER OF THE DOG  
PSYCHOLOGY CENTER

ACTING CLASSES: THE DOG  
ACTORS GUILD HELPS  
PHOTOGRAPHERS, CASTING  
AGENTS, PRODUCERS AND  
DIRECTORS FIND THE RIGHT  
DOGS FOR PHOTO SHOTS,  
COMMERCIALS AND  
OTHER FILM WORK.



PLAY



CELEBRATION OF  
SPECIAL EVENTS



FRISBEE



CATCH  
SOME RAYS



SURFING  
FIELD TRIPS

PHYSICAL

AGILITY COURSES



© 2002, M. BRYANT



© 2004, M. BRYANT

FLYBALL  
COMPETITIONS

TRAINING

# *Pe* TAPALOOZA + MALIBU KENNEL CLUB & SCDOC

- ❖ Partner with Malibu Kennel Club to create the “Westminster Dog Show” of the East Coast
- ❖ Create breeder referral service with Southern California Dog Obedience Council (SCDOC), made up of 26 breed and obedience dog clubs

**Westminster Kennel Club  
2006 Best In Show Trophy  
"Ch Rocky Top's Sundance Kid,"  
a.k.a. "Rufus," a Bull Terrier  
Breeders: Rebecca P Poole  
& Robert S Long & William F Poole**



# *Pe* TAPALOOZA RETAIL BOUTIQUE

DESIGNER CLOTHING  
AND JEWELRY



PURCHASE FAVORITE RESORT  
FURNISHINGS FOR HOME-USE



GUCCI SUN VISOR



TAKE HOME  
SPA PRODUCTS



KATE SPADE DOG BOWLS



# CONNECTION TO HOME

MUSIC TO SOOTHE DOGS  
SEPARATED FROM FAMILY



WATERPROOF GPS  
CELL PHONE



SLUMBER MATES:  
WAKE-UP NEXT  
TO SOMEONE

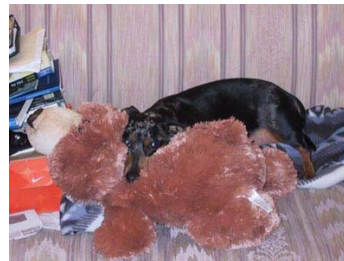
VIDEO MESSAGES FROM FAMILY,  
HOME VIDEOS, FAVORITE MOVIES



FAVORITE  
BLANKIE  
FROM  
HOME



FAVORITE TOY FROM HOME



WEB CAM



DIGITAL  
CAMERA  
WITH  
TIMER

# *Pe* TAPALOOZA DOG SPA AND RESORT P&L STATEMENT

	YEAR I 8 rm/nt	%	% chg	YEAR II 16 rm/nt	%	% chg	YEAR III 24 rm/nt	%	% chg
<b>Unit Sales Volume</b>	<b>2816</b>		<b>-</b>	<b>5632</b>		<b>+100%</b>	<b>8448</b>		<b>+50%</b>
<b>Value Sales Income</b>	<b>844,800</b>			<b>1,689,600</b>			<b>2,534,400</b>		
<b>&lt;NGOs, margins&gt; = Gross Sales</b>	<b>422,400</b>			<b>844,800</b>			<b>1,267,200</b>		
<b>Net 1 Sales Income</b>	<b>422,400</b>	<b>100</b>		<b>844,800</b>	<b>100</b>	<b>+100%</b>	<b>1,267,200</b>	<b>100</b>	<b>+50%</b>
<b>C. O. G.</b>	<b>126,720</b>	<b>30</b>		<b>253,440</b>	<b>30</b>	<b>+100%</b>	<b>380,160</b>	<b>30</b>	<b>+50%</b>
<b>Net 2 Gross Margin</b>	<b>295,680</b>	<b>70</b>		<b>591,360</b>	<b>70</b>	<b>+100%</b>	<b>887,040</b>	<b>70</b>	<b>+50%</b>
<b>ATL: Media</b>		<b>-</b>			<b>-</b>			<b>-</b>	
<b>BTL: P.R., Buzz, P.O.S., Promotions and Sponsorship</b>	<b>126,720</b>	<b>30</b>		<b>253,440</b>	<b>30</b>	<b>+100%</b>	<b>380,160</b>	<b>30</b>	<b>+50%</b>
<b>DPP</b>	<b>168,960</b>	<b>40</b>		<b>337,920</b>	<b>40</b>	<b>+100%</b>	<b>506,880</b>	<b>40</b>	<b>+50%</b>

# POTENTIAL BRAND NAMES

TOO GENERIC

ESOTERIC/  
WRONG IMAGE

~~LUCKY DOG~~

~~ASTRO DOG~~

~~DOGMA~~

~~MALIBU DOG  
RESORT~~

~~MOON DOG (ALAN FREED)~~

~~DIAMOND DOGS  
(DAVID BOWIE, COVERED  
BY BECK)~~

~~HOUND DOG  
(ELVIS PRESLEY)~~



# WHY “*Pe TAPALOOZA*”?

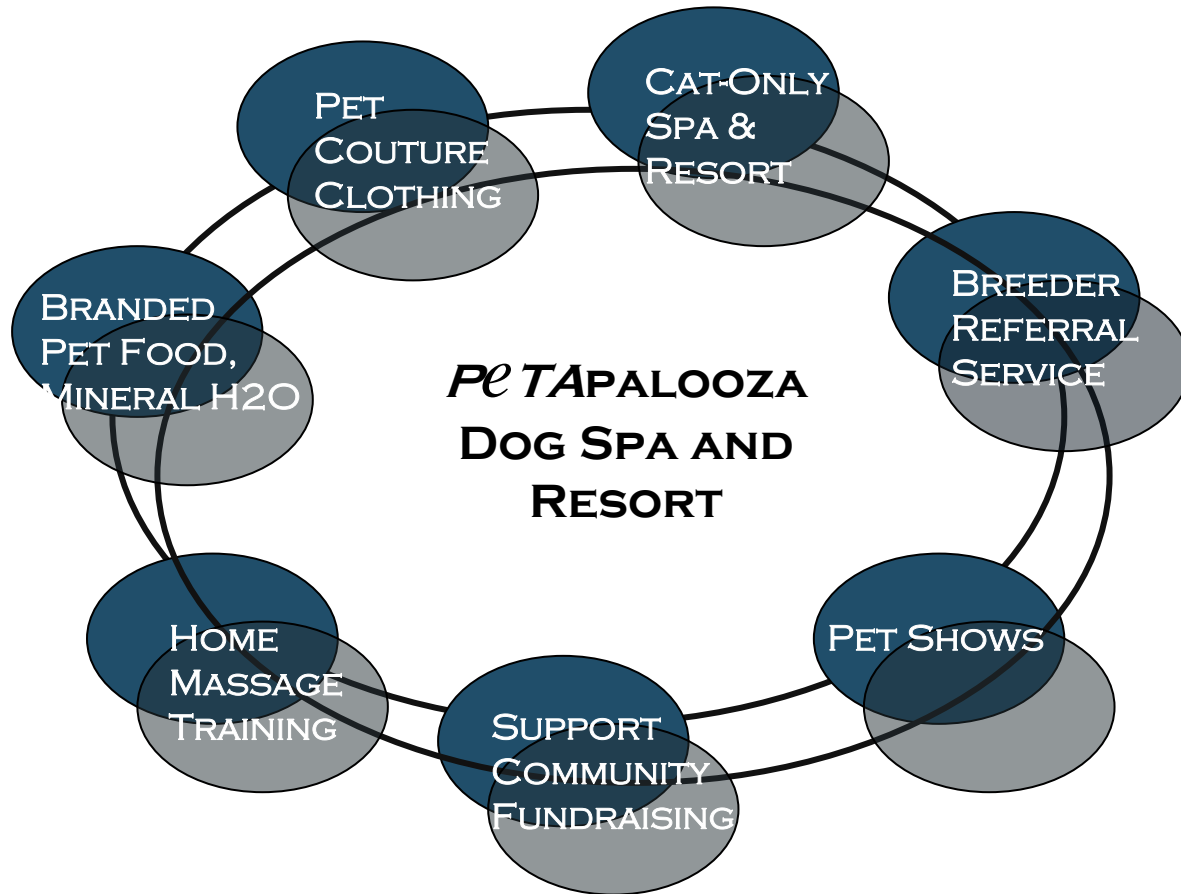
- ❖ *Pe TA* BEGAN IN 1980 AS AN UNDERGROUND MOVEMENT CHAMPIONING ANIMAL RIGHTS BY USING “BUZZ” MARKETING TO GAIN EXPOSURE FOR ITS THEN-”RADICAL” POINTS OF VIEW
- ❖ LOLLAPALOOZA IS A COUNTERCULTURE AMERICAN TRAVELING MUSIC FESTIVAL ORGANIZED IN 1991 BY PERRY FARRELL, SINGER FOR THE BAND JANE'S ADDICTION. DISBANDED FROM 1997-2003, IT HAS RETURNED INTO 2006. [WWW.LOLLAPALOOZA.COM](http://WWW.LOLLAPALOOZA.COM)



- ❖ “LOLLAPALOOZA”: WONDERFUL THING; SOMEBODY OR SOMETHING THAT IS WONDERFUL OR A PARTICULARLY REMARKABLE EXAMPLE OF ITS KIND ENCARTA DICTIONARY: ENGLISH (NORTH AMERICA)
- ❖ *Pe TAPALOOZA* DOG SPA AND RESORT PROVIDES RADICALLY SUPERIOR DOG CARE, FEATURES THE DOGS OF FAMOUS MUSICIANS FOR DESIGN INSPIRATION WHILE SUPPORTING ANIMAL RIGHTS ORGANIZATIONS

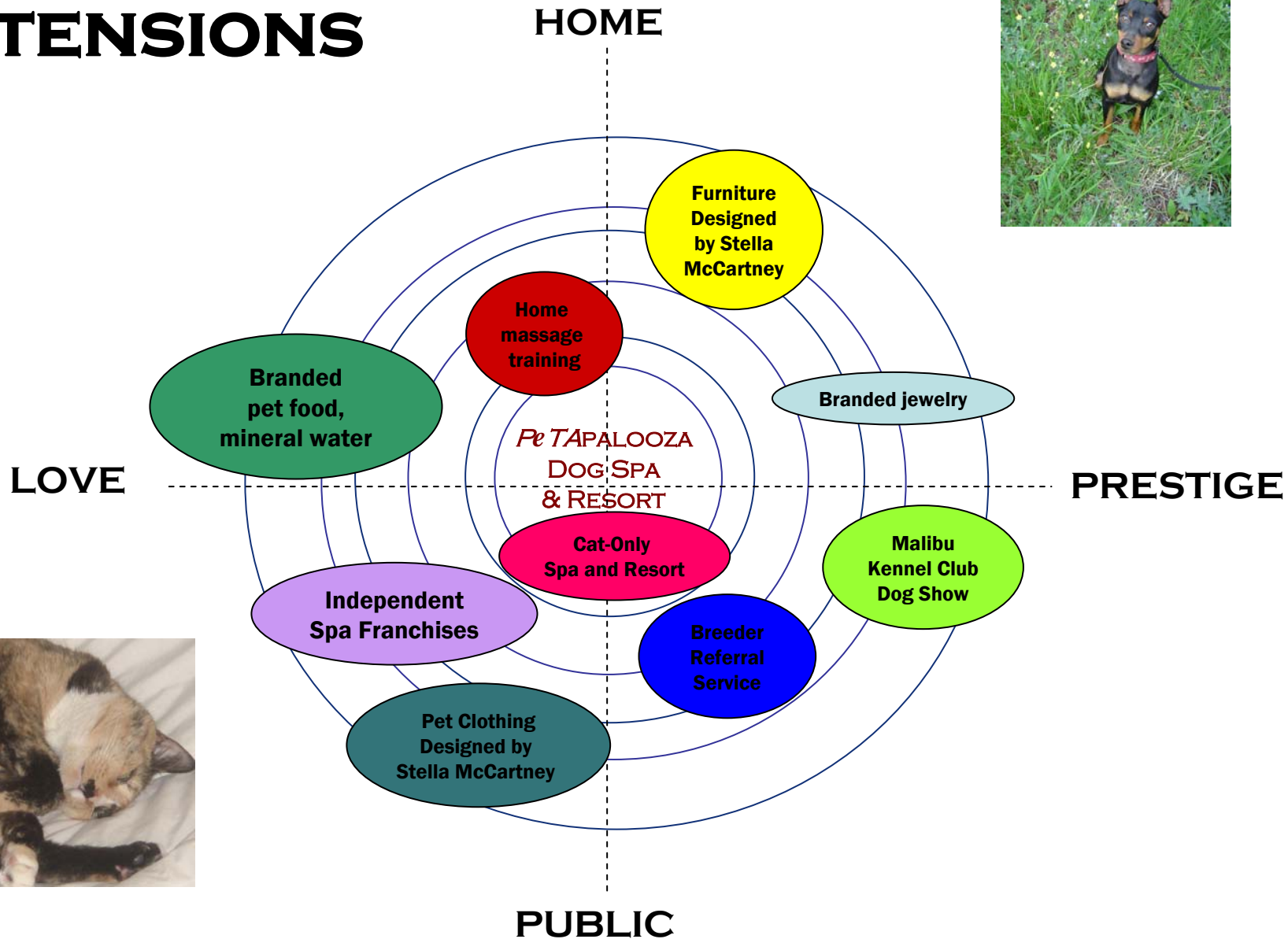
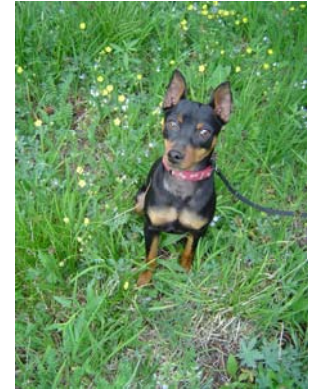
# THE *Pe* TAPALOOZA STORY

## BRAND ARCHITECTURE



# *Pe* TAPALOOZA BRAND

## EXTENSIONS



# *Pe* TAPALOOZA SPA AND RESORT

## POTENTIAL INVESTORS



CESAR MILAN, INC.  
DOG PSYCHOLOGY CENTER  
❖ BRAND EXTENSION  
BEYOND BOOKS & CDS



FROMM FAMILY FOUR STAR NUTRITIONALS  
ENTERING INTERNATIONAL DISTRIBUTION  
❖ BUILD BRAND AWARENESS

PETSMOBILITY INC.  
❖ PUBLICIZE PETSCELL RELEASE IN 2006