What's Next for Your Pet Business:
How to Plan, Prepare and Forecast the Balance of 2020

April 15, 2020

4 Ways To Obtain A Copy of Today’s Presentation

1. Download Presentation from Gotowebinar.com (Global Pet Expo Channel)
2. Download The Presentation From the Handouts Section of this webinar
3. Follow Links at GlobalPetexpo.org/seminars
4. Email lynn@petretailhelper.com

Why Listen To Creative Business Consulting Group? …………..WE KNOW PET RETAIL

• 30+ Years Pet and Retail Experience
• Experienced Pet Business Strategist, Inventory Planner And Profit Improvement Specialist
• Experienced Pet Industry Marketer
• Contact: (617) 437-9191 lynn@petretailhelper.com
Business Interrupted -- Were You Ready For Anything Like Covid-19??

We are closed temporarily to ensure the health and safety of customers and staff.

Creative Business Consulting Group
www.cbc-group.net

How Consumers Feel About Going Places Has Dramatically Changed Since Coronavirus Outbreak

US Internet Users Who Are Currently Avoiding vs. Will Avoid Public Places/Travel if the Coronavirus Outbreak Widens in the US, Feb 2020 % of respondents

<table>
<thead>
<tr>
<th>Activity</th>
<th>Currently avoiding</th>
<th>Will avoid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public transportation</td>
<td>49.3%</td>
<td>73.3%</td>
</tr>
<tr>
<td>International travel, vacations</td>
<td>47.4%</td>
<td>68.2%</td>
</tr>
<tr>
<td>Shopping centers/shops</td>
<td>47.5%</td>
<td>74.6%</td>
</tr>
<tr>
<td>Museums theather</td>
<td>41.9%</td>
<td>66.6%</td>
</tr>
<tr>
<td>Medical centers/hospitals</td>
<td>39.3%</td>
<td>56.6%</td>
</tr>
<tr>
<td>Community centers</td>
<td>35.5%</td>
<td>56.9%</td>
</tr>
<tr>
<td>Restaurants bars/coffee shops</td>
<td>35.3%</td>
<td>60.7%</td>
</tr>
<tr>
<td>Shops in general</td>
<td>32.7%</td>
<td>52.3%</td>
</tr>
<tr>
<td>Sports events</td>
<td>32.0%</td>
<td>56.8%</td>
</tr>
<tr>
<td>Other entertainment/leisure venues</td>
<td>21.9%</td>
<td>43.3%</td>
</tr>
<tr>
<td>Schools/colleges</td>
<td>21.1%</td>
<td>39.3%</td>
</tr>
<tr>
<td>My workplace</td>
<td>11.1%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Other</td>
<td>2.6%</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Will It Have Long Term Effects About How Consumers Shop At Your Pet Store?

New Retail Model Of The Future –

PLAN For LESS Front Door Openings—but That Doesn’t Mean LESS Sales

Pet Retailers Must Create A Strategy And Develop Plans And Follow With EXTREME VIGILANCE –

Owners MUST Create A Plan To Shift Roles To 30,000 Ft As The Director Of The Ship During Good Times - And Bad

Creative Business Consulting Group
www.cbc-group.net
Where Do We Go From Here? What Is Your “New Pet Business Normal”

Let Me Repeat – There Is A Path This – Ready To Do The Work To Move Your Business Past Covid?

Continue What You Have Started - Modernized Marketing Connections with NEXT Gen Customers
Continue Growing Online Sales Via Facebook Shop

Keep Adding “MOST NEEDED NOW” Items

Focus On Immediate Needs Of Current Customers in Your Shop –
What Do Your Customers Need Now?
Food? Supplements? Treats?
• Note: This MAY Be a Time To Meet NEW CUSTOMERS For Your Pet Business
• Make Sure To Use Features and Benefits On Your Shop Pages To Convert Customers Who May Not Come In the Store Regularly
• How Can You Show Value Of your Items To New Customers?
  • SHOWCASE Improved Health, Well-Being and showcase Enhanced levels of Satisfaction – for Pets and Their Parents

Use Instagram To It’s Fullest – Use IG Shopping – To Drive Sales Using Shoppable Posts

• Instagram Shopping Gives Businesses An “Engaging Storefront”
• Retailers Can Share Featured Products Through Organic Posts And Stories, Or Have People Discover Your Products In Search & Explore
• When Customer Tap Product Tags On Post and See:
  • Product Image
  • A Description
  • Product Costs
  • Direct Website Link or
  • In-Platform Shopping Tool

Another Instagram Shopping Tool - Leverage #linkinbio As A Strong Call To Action

Use the Hashtag #linkinbio or use the App - LinkIn.Bio

Allows Your Pet Business to Create Strong Calls-to-action By Driving Your Followers To The “Link In Bio” Section of Your Page:
Using LinkinBio - Customers Can:
• Browse Entire Feed
• Discover New Products
• Engage With Other Branded Content (Blog Posts, etc.)
Did Your Current Business Systems Help Or Hinder Your Efforts During the Covid-19 Emergency?

Continue What You Started – Continue Personal Approaches For Ordering/Delivery

What Enhanced Services Worked BEST for your Customers - Continue to Incorporate Those Services Year-Round:

• Special Shopping Hours For Older Customers
• Personal Shopping Via Video With Sales Associate
• Reservation To Shop In-Store Early/Late in Day to Avoid Crowds
• Curbside Delivery /Free Home Delivery/Drive Thru

2020 Must Do: Add Systems That Will Help Process Flow Internally And Improve Connections Externally

- Accounting And Finance: Quickbooks, Freshbooks, Wave, Expensify
- Best For POS And Payments (think Mobile): Square, PayPal Here, Quickbooks, Gopayment
- Best For Time Tracking And Team Management: TSheets, Gusto, Teameck
- Best For Customer Relationship Management: Belly, Spendgo, Salesforce, Nimble
- Best For Project Management And Organization: Trello, Asana, Basecamp, Evernote

Other App Categories:
- Communication Apps
- Documents Apps
- Hiring Apps
- Invoicing Apps
- Marketing Apps
- Productivity Apps
Did Your Inventory Support Sales During Covid? Did You Have The Cash (and a Plan) To Replenish?

Creative Business Consulting Group
www.cbc-group.net

617-437-9191

The Top 5-6 Classifications Should Account For At Least 70% - 80% Of Total Store Sales

Create A Sales and Purchase Plan By Month and By Department – Starting NOW

- Create Annual Classification Sales Broken Down Into Periodic Sales
- Monthly, Seasonally, Annually
- NO MORE than 10 Departments
- Focused Classifications Mean Better Follow Up And Maintenance – Buyers Can Focus Time On Key Sales/Profit Drivers.

Track And Monitor Your Store Performance

The PROCESS will PAY FOR ITSELF--QUICKLY

- Accurately Forecasted Sales (Total Store Sales Broken Down Into Seasonal Departments And Classifications)
- Forecast Cost of Goods Sold (Based On Accurate Mark Up Data By Department Or Classification)
- Project Overall Turnover Rates
- Successful OTB Planning Should Be Done By Department First Then Tied To Overall Store Goals
- Merchandise Mix May Need To Be Revised If Components Do Not Lead To Desired Overall Results
Forecast Sales (Possibly Increased) Of Core Products In Your Assortment- Include New Ones

- Forecasting Techniques Are Critical For Maximum Inventory Turnover Results

- With Accurate Predictive Numbers, Pet Retailers Can Better Determine The Kinds Of Products With Which To Stock Their Shelves

- Forecasting The Demands Of The Customer Isn’t Easy – But Using An Organized System To Monitor And Track Your Inventory Will Help You Achieve Maximum Profit Potential

How Do You PLAN For the Rest of 2020?
You MUST Project Sales, Expenses AND Profits

- Create a working expense plan to help you thru this crisis and beyond

- (CREATING A PLAN - AND WORKING THE PLAN INCLUDING P/L MONTHLY)

- Learn how to:
  - Develop a forecasting tool to help plan the balance of your business this year

Cash Flow – WAS – IS- AND MUST ALWAYS BE – Something you plan, track and monitor –weekly....
It's All About the BOTTOM LINE

Does Your Pet Store Need Different Types of Associates To Support Your Future Business?

1. What Type Of Team Do I Need Going Forward?
   - Sales Specialists – Digital Capability?
   - Marketing Associates – Digital Specialist
   - Operations/Technology/IT – Systems Enhancement/Integration

2. How Do I Lead My Store in 2020?
   - How Do I Support The Staff I Need On Subjects I May NOT Know About?

3. Should I Use Gig Economy/Freelancers For:
   - Doing SM Posting/Driving Online Sales
   - Commenting/Sharing With Community
   - Curating Reviews
   - Updating Websites/Blog/SM Content

Your Managers Need Training Too – Start At The Top To Set The Tone

- Don’t Assume They Know How To Do It!
- Your Young Managers Of Today Will Become Your Leaders Of Tomorrow – Will They Represent Your Store Like You Would?
- Management Is Often Uneven Throughout An Organization - You Have Outstanding Managers, Okay Ones And Incompetent Ones Who Can Do A Lot Of Damage
- Respected Well-trained Managers Boost Morale, And Improved Morale Boosts Retention
Retailer Resources and State By State Covid-19 Business Continuation Efforts

Small Business Administration

Small Business Development Center
https://americassbdc.org/coronavirus-information/

National Retail Federation

Forbes

Are You Ready For the Future?

Your FUTURE is created by what you do TODAY not tomorrow

Business Renewal 2020
JOIN US June 1, 2020
Lynn@PetRetailhelper.Com or Text – 917-328-1225

Use the Lessons We Have Shared – WHEN YOU NEED THEM – Log In To Webinar Library today….

Review All Archived Covid-19 and Other Business Webinars
https://globalpetexpo.org/pida/webinarseries.asp