Strategic Plan Part I: Proposal of a New Division

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# Strategic Plan Part I: Proposal of a New Division

Petco was founded in 1965 as a small mail order pet supply company (Petco, 2017). The company went public in 1994 as the largest pet supply chain in the United States (Petco, 2017). Petco has not stopped and remains a leader in pet retail. Petco currently has more than 1500 locations in the United States, Mexico and Puerto Rico (Petco, 2017). Petco’s vision is simple; “Healthier Pets. Happier People. Better World.” (Petco, 2017). Petco offers many different programs and services, however the one that is lacking is a mobile pet grooming salon for customers that are unable to bring their pets into one of the locations.

**Mobile Pet Grooming**

Mobile Pet Grooming would add a beneficial service to Petco. Petco prides itself on being a leader and helping people keep their pets through financial struggles. Mobile Pet Grooming would be another way in which Petco would be helping its customers and keeping with the vision statement. The Mobile Pet Grooming would have its own vision statement separate as it would be a new division.

When determining a vision statement for the division, it is important to remember what a good vision statement includes. A vision statement should be clear, and answer provide what the company is trying to achieve (David & David, 2017). A good vision statement is short and clear but gets its message across to the consumer(David & David, 2017).The vision statement for the Mobile Grooming would be: “Keeping pets healthy and clean and families happy”. By utilizing Petco’s reputation, customer base and the new vision statement, Petco will set itself apart from others in the Mobile Grooming Business.

The new division, Mobile Grooming, will address customer needs in a different way. Petco will be addressing the needs of the customer that may not be able to come in to one of the locations, due to illness or because the family just simply does not have time to bring in their pets. Families are busy from the morning until the evening. Petco has an opportunity to help more families with their pet needs with the Mobile Grooming service.

**Vision, Mission and Values**

The vision statement is the foundation in which the mission statement is derived(David & David, 2017). The vision statement “Keeping pets healthy and clean, and families happy.”,is the basis for Petco Mobile Grooming mission statement. The mission statement should be the goal of the division and answer the question of what overall mission of the division is(David & David, 2017). The mission statement for Petco Mobile Grooming will be “Providing access to quality pet grooming servicesprovided by trained and certified staff.”.

Petco is guided by its vision and everything that the company does relates back to the overall vision. The Petco foundation which helps customers with donations of food and necessities goes back to the overall vision. The overall vision governs all decisions made by Petco. The values of Petco also align with the vision. The values of Petco are keeping pets healthy by providing products, services and advise for pet owners (Petco, 2017). The vision, mission and values of the new division, Petco Mobile Grooming will also align with the core vision and values of Petco. The new division will be keeping families healthy, happy and making a better world all by being able to go to the consumer. This will help to expand as customers now have to either go to a location for grooming service. Mobile grooming allows for the company to go to the consumer and answer questions or offer advise along with providing excellent grooming services.

The strategic direction for the new division of Petco Mobile Grooming is driven by the vision, mission and values of the company and by the divisions own vision. This new division gives Petco a new direction and expands the companies already very expansive portfolio. The other leading companies in the market do not offer this service, but they do offer the other services that are offered by Petco such as, in store grooming, pet adoption, advise, supplies and internet services.

The new division of Petco Mobile Grooming gives the company a competitive advantage. Most of the Mobile Grooming services are only offered by small groomers. With the small groomers, the consumer cannot be sure that the groomer is fully trained and certified to be working with the animals. Petco certifies and fully trains each groomer that is hired, and Petco Mobile Grooming employees would go through the same training program as well as some additional trainings for other associated job responsibilities. Having fully trained and certified groomers will give our customers assurance of the level of care they will receive, and it will be backed by the same 100% satisfaction guarantee that the in-store grooming offers.

Culture, social responsibility and ethics play a big role in delivering the companies vision, mission and values. Culture is an important aspect as Petco must be associated with all cultures in which the company operates. How well the company speaks and interacts with customers is important and understanding the culture will help in this area. The culture can vary greatly by state, region or country. It is important to ensure that Petco Mobile Grooming staff are well immersed in the culture and understand the type of service that is expected.

Social responsibility and ethics go hand in hand. Being socially responsible and being ethical can mean the same thing. Ethics is the most important part of any business relationship. Companies must be ethical in all aspects of the daily operations of the company. Being social responsible is key. Social responsibility is the idea that everyone is responsible for the well being of society. Petco Mobile Grooming will demonstrate social responsibility by ensuring waste is properly disposed. Petco Mobile Grooming will also only use products that are not harmful to the environment. The mobile grooming stations will be self sufficient and as eco-friendly as possible. By using products that have no effect on the environment, Petco Mobile Grooming will demonstrate its commitment to social responsibility. Petco Mobile Grooming staff will be ethical and diligent in all dealings with customers and their pets to ensure the vision, mission and values of the company are being represented always.

**Conclusion**

Petco, a leading supplier of pet products and services was founded in 1965(Petco, 2017). Petco went public in 1994 and has grown to over 1500 locations within the United States, Mexico and Puerto Rico(Petco, 2017). The new division of Mobile Grooming will help the company achieve its vision of making pets healthy, families happy and a better world. The vision of the new division will be, “Keeping pets healthy and clean, and families happy.”. This vision together with the company vision will drive everything within the division. The mission of the new division will be “Providing access to quality pet grooming services provided by trained and certified staff.”. The values of the company will be represented in how customers are engaged and services that are offered.

# References

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*Petco*. (2017). Retrieved from About Us: https://about.petco.com/