

# Rover.com



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# Rover.com

- Created in 2011.
- "Make it easier for people to have pet love in their lives".
- "Everyone should be able to experience the unconditional love of a dog or cat."



## Strengths

- Trustful community.
- Partnership with Petco and Pereira & O'Dell.
- Have basic background checks for staff.
- Budget for everyone.

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## Weaknesses

- Services are only limited to only dogs and cats.
- Winter and winter holidays.
- Low on cat people.

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## Opportunities

- It could expand to other pets.
- Have more pet care sitters during cold seasons.
- Have daily sitters.
- People who cannot have a pet can become dog walkers or sitters at the pet's house.

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## Threats

- Not having pet insurance.
- Low ranking and bad comments.
- Insurance costs increasing.
- People arranging outside Rover's community.

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# Product

- Dog Boarding
- House Sitting
- Drop in visits
- Doggy Daycare
- Dog Walking
- Dog Training



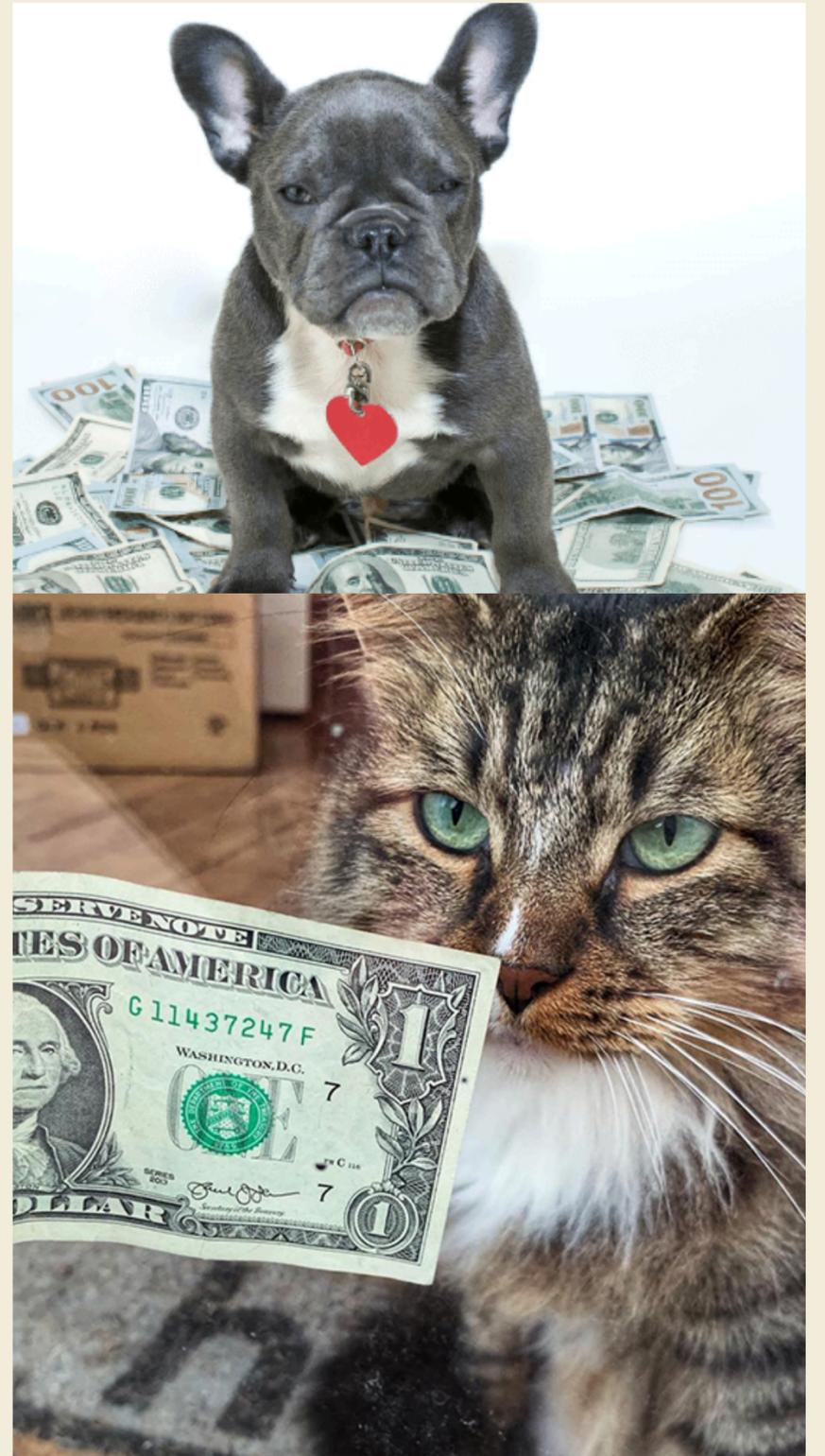
# Price

- Pricing for Admin fees (Reservations or booking fee).
  - Boarding \$50-60
  - House Sitting- \$85-90
  - Drop-in Visits- \$30-35
  - Doggy Day Care- \$45-55
  - Dog walking \$15-25
- Pricing for background checks.
  - \$10 up to \$35.
- Pricing for selling goods.
  - \$3.50 to \$225
- Pricing for Affiliate commissions.



# Price Strategy

- Pricing for Admin fees (Reservations or booking fee).
- Mark-up pricing strategy.
  - Competitive yet profitable in the market.
- Demand and supply pricing strategy.



# Place

- Direct online distribution channel.
- Digital supply chain.
- Direct channel structure.
- Digital channels:
  - App store,
  - Google play,
  - official website,
  - official App,
  - and mobile



# Promotion

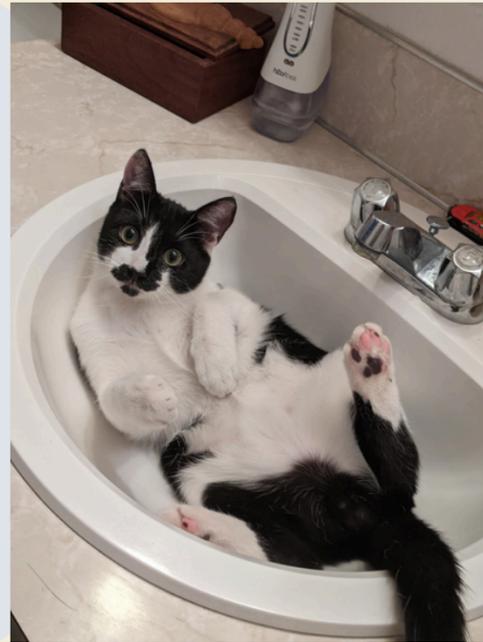
- Advertising
  - Podcast
  - Social Media
- Direct Promotion
  - Email
- Online Promotion
  - Short videos
- Public Relation
  - Influencers
  - Expos
- Sponsorship/Collaboration
  - Petco, and Pereira O'Dell



## Awareness

- Trustful community.
- Fun and cute commercials.
- Short videos on YouTube and Instagram giving fun facts about dogs and cats.

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## Interest

- Commercials of sitters' and customers' experience using Rover.com.
- Commercial from a cat's or dog's perspective of being a Rover.com member.

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## Desire

- Founders had an expo on how the company worked.
- They remind people that their pet will be loved and taken care of.

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## Action

- Use the website to book a pet sitter.
- Advertising in some Petco stores in the United States and United Kingdom.

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## Awareness

- Petco collaboration.
- Pereira O'Dell's "The Dog People" campaign.
- Social media ads.
- Expos.

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## Interest

- Commercials of sitters' and customers' experience using Rover.com.
- Commercial from a cat's or dog's perspective of being a Rover.com member.
- Videos sharing pet parent life hacks and videos sharing fun facts.
- Rankings on the website for every profile.

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## Desire

- Pets are family.
- Direct contact between the person giving any of Rover's services and the customer.
- Help from headquarters is provided 24 hours every day.
- Safe community.

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## Action

- Posts on Facebook, Instagram, and Youtube videos convincing people to hire a dog walker before the pet sitting service.
- Petco's website advertising.
- Emails
- "Walk it out" Pereira O'Dell's commercial.

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Thank you

