

# Bark & Fly CAK

Natalie Crow, Jack Ineson, Hannah Richard & Mike Sovak

Branding



# Introduction

- Inhumane Conditions
- Extra fees
- Bad PR
- What other airlines are doing

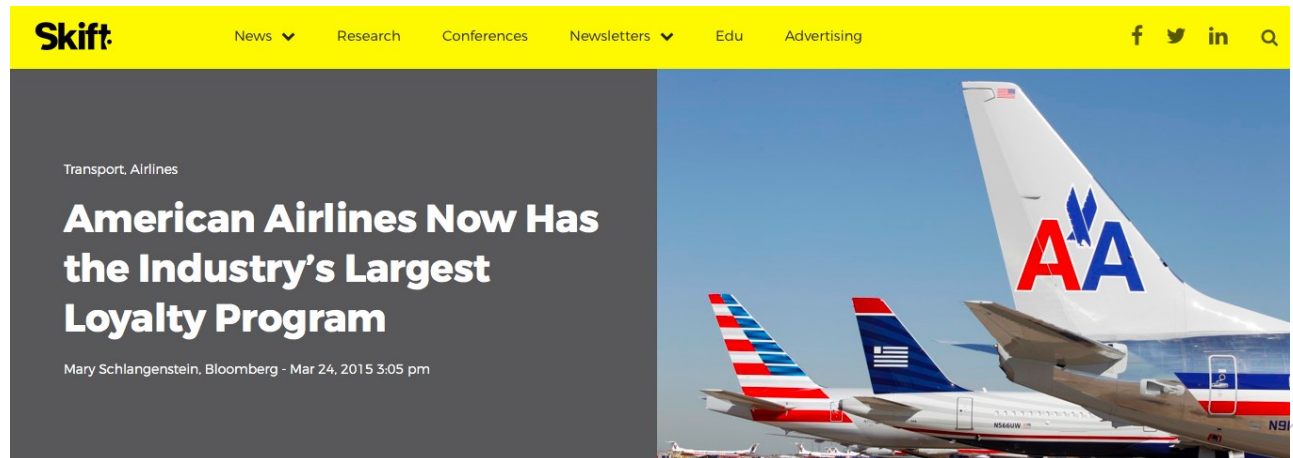
# Strategic Alliance

# American Airlines



## Why American Airlines?

- ☐ Already has established small business partnership programs
- ☐ Most frequently flown from CAK
- ☐ Most frequent flyer members
- ☐ Lengthy and Costly requirements to fly pets for both owners and airlines



# What American would do for us

**Access to relevant  
Frequent Flyer  
users within 90  
miles of the CAK  
airport**

**Send out our  
promotion to gain  
new customers and  
provide information**

**Allows users who  
may not have used  
kennels in the past  
to see a reason to  
now**

# Email Mockup

American Airlines



Hello Mark,

AAdvantage® member  
99AE7C8

Come book during Now Boarding's  
Holiday sale!



Earn a free night stay when you book  
your first two nights with  
Now Boarding pet kennel! Come book  
with us during our exclusive holiday  
sale, going on now until 12/10!

BOOK NOW



[Reservations](#) | [Redeem Miles](#) | [Deals](#) | [My Account](#)

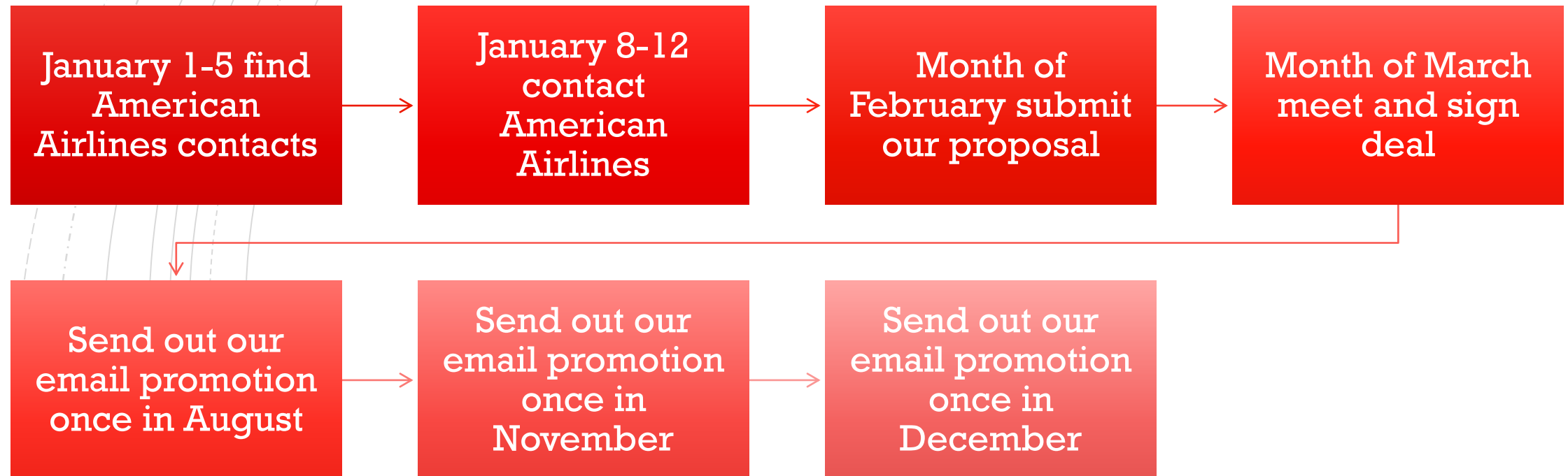
Connect with us



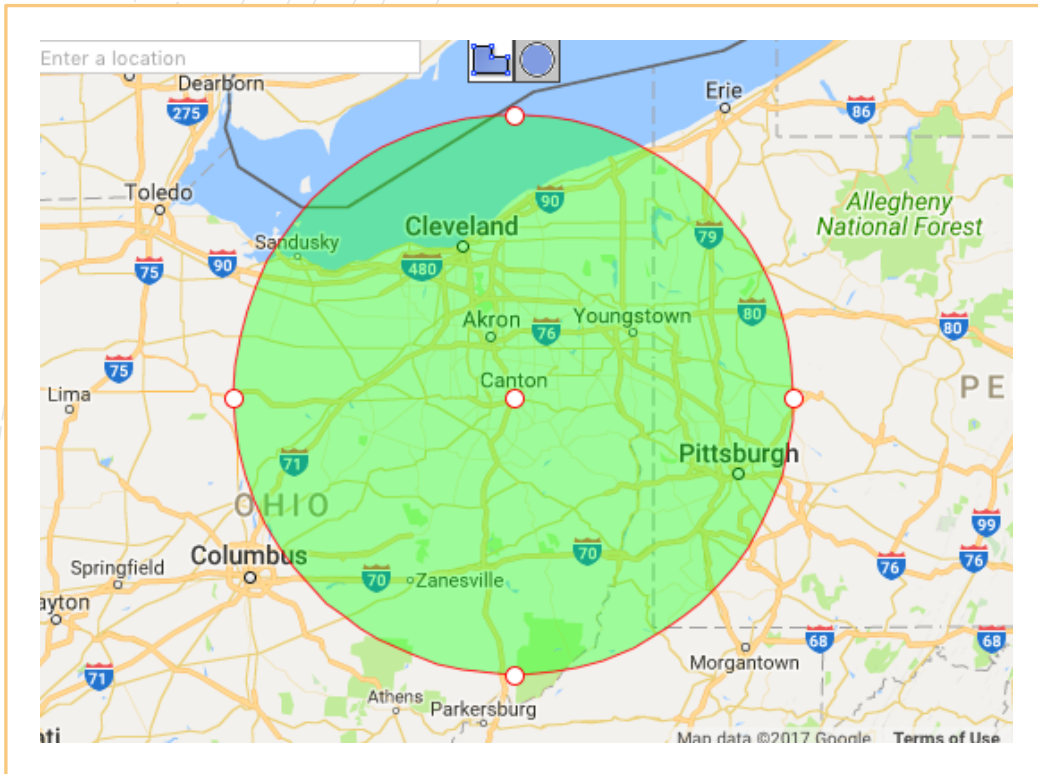
# What we would do for American Airlines

- Cost efficient alternative to boarding animals
- Further cements AA as a strong option for pet owners
- Good publicity for both humanitarian reasons and support of small business
- We will do the work and we are not asking for a lot
- Enhance membership value
- Exclusive

# Timetable







**50 million AAdvantage members live  
in United states**

**2.35% of population that lives near  
CAK (1.18 Million people)**

**453,800 households**

**36.5% of U.S.  
Households have a  
dog**

**165,500 in  
target market**

**If 0.9%  
respond  
that is 1500  
new  
customers!**

Budget

Budget	Quantity	Price	Total
Promotional Giveaways	1,500	\$6.50	\$9,750
Lead Generation			\$250
		Total	\$10,000

# Ann's Financial Forecast

	Year	2018
<b>Revenue</b>	Capacity	50
	Average kennel price/day	\$19
	% occupancy	50%
	occupancy/day	25
	Revenue/day	\$475
	Days/year	365
	Total Revenue	\$173,375
<b>Variable Cost</b>	Cost of occupancy	\$6.50
	Total Variable Cost	\$59,313
<b>Gross profit</b>		\$114,063
<b>Total overhead/year</b>	(includes marketing budget)	\$85,000
<b>Profit &amp; Loss/Year</b>		\$29,063

# Ann's Financial Forecast with our IMC Plan

	Year	2018
<b>Revenue</b>	Capacity	50
	Average kennel price/day	\$19
	% occupancy	58%
	occupancy/day	29
	Revenue/day	\$551
	Days/year	365
	Total Revenue	\$132,813
<b>Variable Cost</b>	Cost of occupancy	\$6.50
	Total Variable Cost	\$69,063
<b>Gross profit</b>		\$132,813
<b>Total overhead/year</b>	(includes marketing budget)	\$85,000
<b>Profit &amp; Loss/Year</b>		<b>\$47,813</b>

Conclusion

American Airlines



Now Boarding



AT YOUR BARK AND CALL