

# Pet care

# Survey

200 people:

- ✓ 20% - no pet
- ✓ 80% - have pets



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# Survey Results...

## Age distribution of pets:

<b>0-6months</b>	<b>30%</b>
<b>6-12months</b>	<b>30%</b>
<b>12months &amp; higher</b>	<b>40%</b>

# Survey Results...

## Owners preference of food for pet:

- ✓ from table - 50,5%
- ✓ special pet care - 45,5%



# Survey Results...

## Importance of feeding of pets:

- ✓ yes - 80%
- ✓ no - 20%



# Survey Results...

Awareness of owners about advantages of pet care:

- ✓ yes - 35%
- ✓ no - 65%



PS: Website also will include benefits of special pet care



# Survey Results...

Readiness of owners to move from table food  
to special pet care:

- ✓ ready - 27%
- ✓ not ready - 73%



# Survey Results...

How much is spent for pet per month:

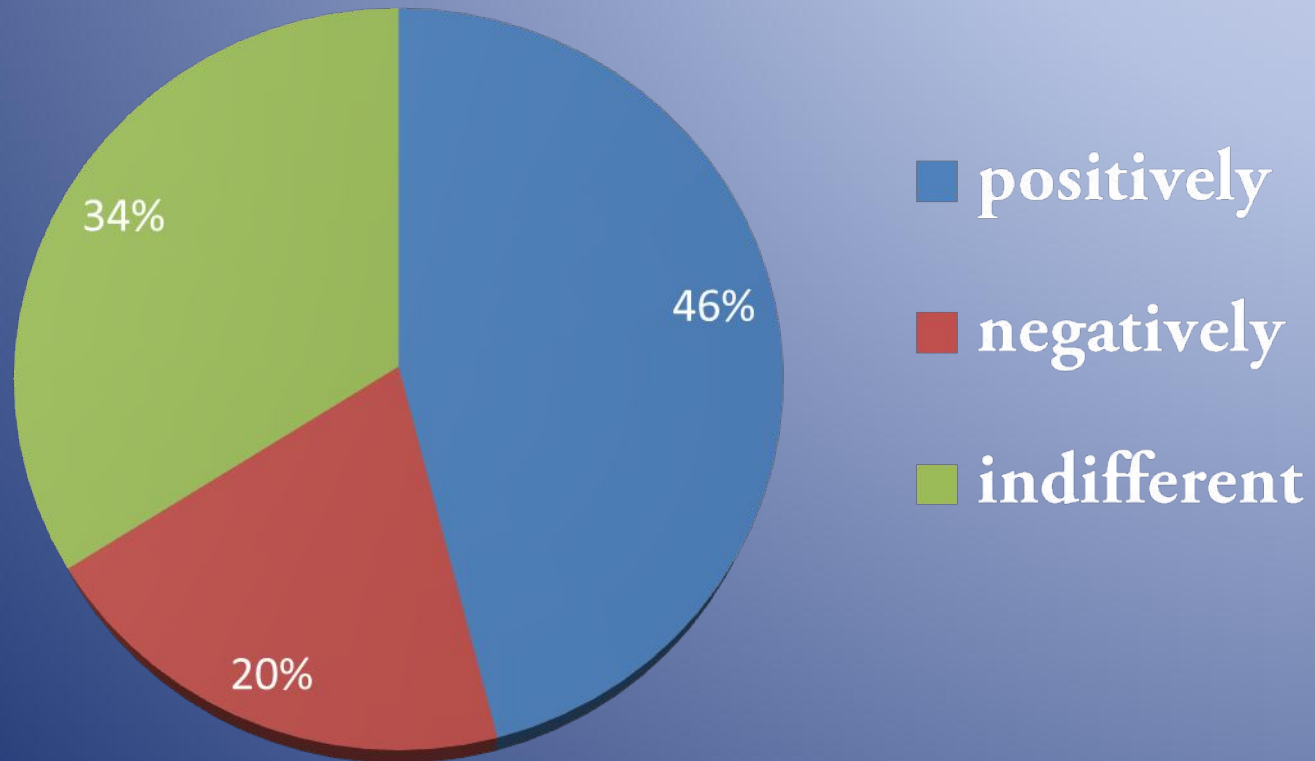
- ✓ 1000/5000 tenge - 72%
- ✓ 5000/10000 tenge - 28%





# Survey Results...

What do they think about website where they can buy pet care???



# Survey Results...

How much would they pay for delivery???

- ✓ 0 tenge - 60%
- ✓ 100/300 tenge - 24%
- ✓ 300/700 tenge - 16%



And...

We had found a solution to this problem  
by creating an online store!