

Pet care

Survey

200 people:

✓ 20% - no pet

✓ 80% - have pets



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Survey Results...

Age distribution of pets:

0-6months	30%
6-12months	30%
12months & higher	40%

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...

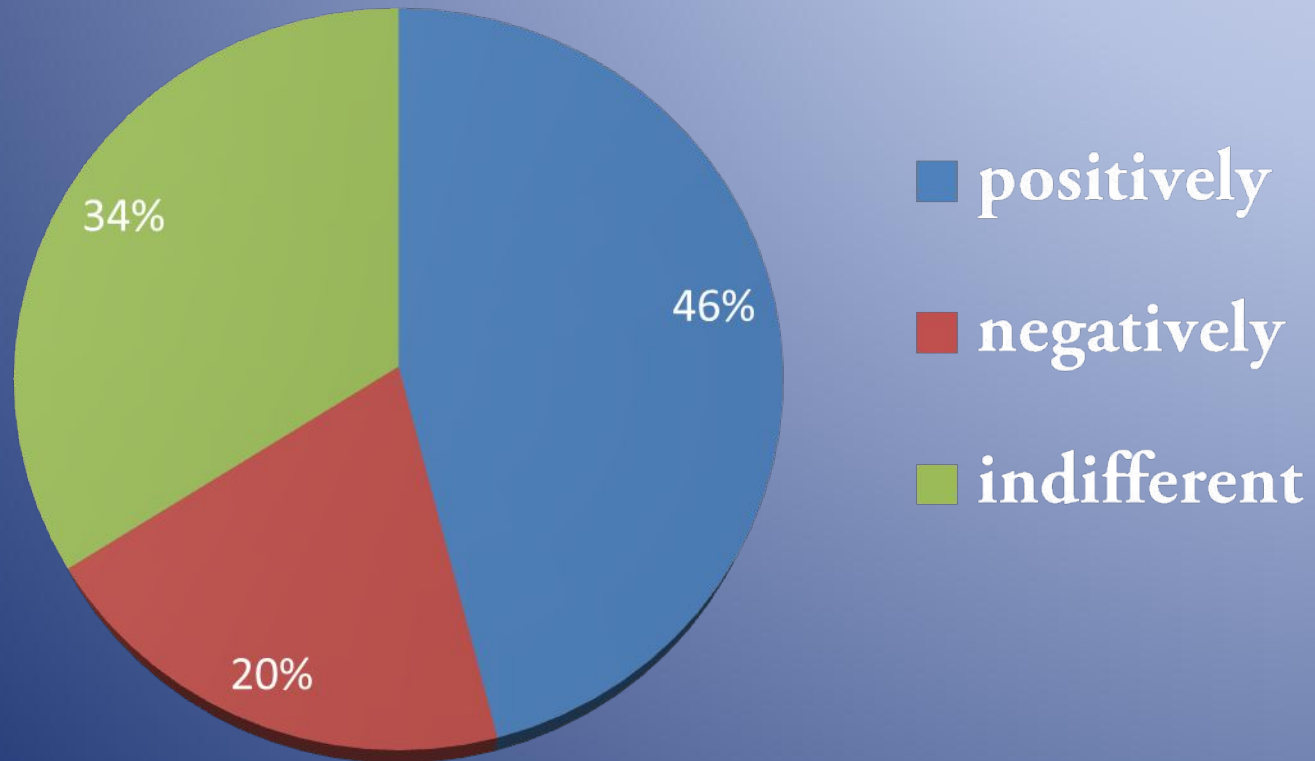
How much is spent for pet per month:

- ✓ 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!**