

Technology Plan: Dog Daycare Resort

Business Description

Oakley's Pet Resort is a communal boarding center for dogs located in Windermere, Florida. The center would be a day care facility for dogs and could house up to 150 dogs per day. Windermere is a small city in Florida with a population of 2,503 inhabitants with 47% of homes owning dogs. Windermere is a high traffic area in Orlando for commuters working at Walt Disney World; this shall bring more customers wanting their dogs cared for whilst at work. The business will function on high quality care and respectable treatment of the dogs without use of kennels or cages. In order to be successful we need an advanced technology system to track which dogs are in our care at anytime, any special requirements and which dogs do not get along, as safety is a priority. Therefore, we shall have around 2-3 staff at any time working in the resort and a total of 10 employees.

Strategy

B2C e-commerce would be the best way to communicate with customers through social media such as Facebook, Twitter, web advertisement and magazine advertisement. These devices will provide a platform to market the brand as well as give updates to current customers of deals and upcoming events. The online website is important to manage the intake of dogs through an online booking system and market the resort, this would be called oakleypetresort.com. This will also be another way of B2C e-commerce as customers will be able to contact the resort via the website with questions or other concerns. Most importantly, for a successful business strategy the in store technology must be robust. The data processing system must allow us to have information on each dog as well as allow us to know about the owners and when they are next booked in at the resort. This will give us competitive advantage as we will know intricate details about the pets we house unlike kennels who shall put all dogs in cages or segregated areas which make the dogs unhappy.

The information collected about each dog is important for the customer and the business. I would collect name of dog, age of dog, compatibility with other dogs, medical needs and owner's details. These will be used to ensure we are putting dogs in the most appropriate rooms and know before the dog arrives what they need and owner information in case we need to contact them. The medical information will be used to make the owner aware of upcoming vet appointments and we will keep close contact with the local vets so if they need any medical information we will have it readily available about each dog. We will use the owner's details to send them a text when to pick up their dog and to email special offers. The age can be used to send birthday cards if the date of birth is known as well as the general age.

Data Processing Needs

The two systems I compared were most compatible to provide a platform for B2C e-commerce communication with customers and provide the tools needed to

store the information for multiple customers. An important factor is accessibility for customers, so by having an online booking system it makes it easy for customers to book their dogs in advance in a matter of seconds. The two systems provide extensive records for each dog including vet checks and compatibility with other dogs, this is important to be able to maintain high levels of safety and a more personal experience for our customers. Furthermore, this information can be used to market the resort and indicate when to offer deals during quiet seasons. Both systems provide simple tools to input large amounts of data with intricate details which we need for a business with such a high turnover of clients.

Software Requirement	PawLoyalty	PetExec
Accommodate for over 100 dogs	Yes	No
Offline capabilities	Yes	No
CRM Application	Yes	No
Manage appointments	Yes	Yes
Manage customer accounts	Yes	Yes
Accommodate payment capability	Yes	Yes
Reporting & Business Analysis	Yes	Yes
Managae medication and Vet checks	Yes	Yes
Make systems available on multiple devices	Yes	Yes
Price is Below \$80	Yes	No

Overall, I would choose PawLoyalty software over PetExec as this software is lower priced by \$15, but includes more features. PawLoyalty’s appointment manager and customer accounts as well as other feature are accessible offline which is necessary to be able to run the business in the case of a power shortage or loss of internet connection, PetExec does not have this feature. Furthermore, PawLoyalty is simpler to use and allows images for the dogs on their information pages, which is useful as with such a large amount of dogs it is important the right information is linked to the correct dog.

Two processes that would be streamlined through PawLoyalty would be online booking systems and veterinary and medical information.

Process 1: The online booking system is integral to the business strategy as makes the business accessible and easy to use for customers as well as accessible to members of staff to track in advance how many dogs will be in the resort and the most appropriate room for each pet due to compatibility with other dogs.

Process 2: Medical information reporting is important to identify dogs with special needs such as tablets or injections for example, diabetic dogs and a process to send this data to the customer and the veterinary practice as well as provide reminders for upcoming veterinary visits. This ensures the safety and wellbeing of the dogs, which is integral to loyalty.

Operating Environment

PawLoyalty requires a couple of general system requirements. The system can be run on either Microsoft or Apple hardware although they recommend using Apple hardware. The hardware I will use will be the 2015 Apple MacBook Air, as it is small and lightweight, it is easy to carry around no matter where the employees in the resort are located. However, I will choose the 13inch MacBook as it has a larger screen to perform multiple tasks and contains better battery life. They are also durable and simple to use, as well as are suitable for the PawLoyalty software. The Apple MacBook Air has the following features, which suit the requirements of the software:

- 128GB Flash storage memory
- Intel Core i7 Processor
- 4GB memory
- Intel HD Graphics 6000
- 54-watt hour lithium polymer battery
- 1440 x 900 pixel resolution
- 2.96lbs
- 12 hour battery life
- OS X El Capitan

Sources

A modern software solution. Web-based dog daycare software that is a fresh alternative to traditional kennel software. Retrieved November 28, 2015, from <http://www.petexec.net>

Dog Daycare Software. Retrieved November 28, 2015, from <https://www.pawloyalty.com>

Windermere, Florida (FL 34786) profile: Population, maps, real estate, averages, homes, statistics, relocation, travel, jobs, hospitals, schools, crime, moving, houses, news, sex offenders. Retrieved November 28, 2015, from <http://www.city-data.com/city/Windermere-Florida.html>