Pet Business Is Big Business

Why consider a pet business?
- Singapore consumers spent S$100 million on domestic pets in 2005
- Up-trend for pet services
- Pampering pets means big business. Services include massage therapists, pet sitters, pet bakery, etc.
- Sales for pet services are set to climb in 2006

Date
May 6, 2006 (Saturday)

Time
9 am – 5 pm

Venue
SIM Management House
41 Namly Avenue
Singapore 267616

Enquiries
E-mail: noorlelaa@sim.edu.sg or call Lela at 6248 9445.
Register online at www.sim.edu.sg under the ‘SIM Calendar’.
Pet Business is Big Business

Do you know that in 2005, Singaporeans spent a total of S$100 million on their dogs and cats, not counting other pets? That’s a lot of money, you say. But, it’s going to be much more if the trend and fashion of owning and keeping of pets continue. As a comparison, in America: sales of pet products topped US$34.4 billion in 2004, more than 69 million U.S. households, or 63%, own a pet, households spent an average of US$1,571 on their pet dogs, and an estimated 139 million freshwater fishes are swimming in 14 million homes.

From a “hotel” to “grooming” services to “designer apparel” to a “restaurant” to cleaning of fish tanks... take your pick.

Attend this workshop to hear from those who are currently enjoying the lucrative pet business market.

Speakers

Ms Goh Ai Yat / Mr Ee Kow Keang
SBF Entrepreneurship Development Centre Pte Ltd

Both Ms Goh and Mr Ee are former bankers who left their comfortable and secure jobs to become their own bosses and set up several small businesses. They are the managing consultants of the SBF Group of Companies. They have counselled and assisted many aspirant entrepreneurs venturing into their own business.

Pet Biz Info Pack

9am – 10.30am • Pet business is big business – some statistics
10.30am Morning Tea Break
10.45am – 12.30pm • Pet business – some types and categories
12.30pm – 1.30pm Lunch
1.30 pm – 3.30pm • Why I chose the business and how I got into it
The business I am in – what exactly does it involve?
The nature and scope of my business and the market that I operate in
How do I reach my clients?
The problems and difficulties in starting up
An idea of monetary and other resource commitments needed
Some advice on the requirements to be in the business and to stay in the business

3.30pm – 4.35pm Afternoon Tea Break
3.45pm – 5pm Sharing of experiences by successful pet shop operators and entrepreneurs

Mr Paddy Tan / Mr Christopher Chan • BAK2u Pte Ltd
PETBAK service, a lost and found service for pets, was launched November 2005.

Ms Jennifer Lim • Pets' Chomp Chomp
An ex-civil servant for the last 27 years, Ms Lim founded and established Pets’ Chomp Chomp in October 2004, a home-made pet food (cookies, rice, jerky and confectionery) business to offer quality food for pets.

Ms Sheryl Claire Chen • Ashbury Pte Ltd (www.petvalley.sg)
Pet Valley is a revolutionary community pet portal offering services for animal lovers and pet owners in Singapore to stay connected and meet people who share a similar interest in animals; from pet watch programme to pet adoption.

Mr Eric Tan • Sanric Trading – SAVA Holistic
Eric Tan is the sole-proprietor of Sanric Trading, an importer, exporter, and distributor of SAVA pet food and KORDON aquatic treatment products. He is also the wholesaler and manufacturer of pet shop supplies.

• Question and answer session

Administrative Details

Date May 6, 2006 (Saturday)
Time 9 am – 5 pm
Venue SIM Management House
41 Namly Avenue, Singapore 267616
Fee S$88
(Accompanying spouses will pay the same rate)
S$188 (Non-members)
Inclusive of 5% GST
(SIM Membership Event Pass not applicable)
Register by April 17, 2006
Enquiries Noorlela Abdullah
(Tel) 6248 9445 (Fax) 6462 5751
(E-mail) noorlelaa@sim.edu.sg

Registration and Payment

Reservations can be made by telephone/fax but will only be confirmed upon receipt of the relevant registration form(s) and payment. All cheques should be crossed, marked ‘A/C payee only’ and made payable to Singapore Institute of Management with the title of the programme ‘Biz Start-up @ SIM’ indicated at the back of the cheque.

Refund of Fees

If notice of withdrawal is given in writing:
• Less than 2 weeks before commencement – 25% of fee chargeable
• Less than 1 week before commencement or no show – full fee chargeable

Cancellation

SIM reserves the right to cancel the workshop due to unforeseen circumstances.

Online Registration

Visit our website at www.sim.edu.sg for more information and online registration.

Register online @ www.sim.edu.sg
Enquiries: Call Lela @6248 9445 or e-mail noorlelaa@sim.edu.sg