Dog Daycare Business Plan Worksheet

Structured planning template for lenders, landlords, and independent facility owners. Pair with dog-daycare-business-plan.csv for financial modeling.

1. Executive Summary

- **Business Name and Legal Entity:** [Insert LLC or Corp name]
- **Location and Facility Size:** [Square footage, indoor yards, outdoor turf or gravel area]
- **Core Services:** Full-day daycare, half-day daycare, temperament assessments, and optional add-on services (boarding or grooming in Phase 2).
- **Target Capacity:** [Maximum daily dog cap based on square footage and local kennel limits]

2. Local Market and Positioning

- **Service Radius:** Commuter corridors and residential neighborhoods within 10 to 15 minutes of the facility.
- **Local Competitors Checked:** List 3 to 5 nearby daycares, their full-day drop-in price, 10-day pack price, hours, and current waitlist status.
- **Operating Differentiation:** Structured playgroups by size and temperament, clear vaccine enforcement before check-in, and quick phone-based online booking.

3. Operations, Capacity, and Staffing Plan

Operational Area	Standard Target	Your Facility Plan
Space Per Dog	70 to 100 sq ft of usable play space per dog	_____
Staff-to-Dog Ratio	1 handler per 10 to 15 dogs by play style	_____
Intake Screening	Mandatory vaccines, signed waiver, and temperament assessment	_____
Daily Schedule	Morning drop-off, structured play, midday rest, afternoon pickup	_____

4. Pricing Model (Packs, Passes, and Memberships)

- **Drop-In Daycare:** Full day ($_____) and half day ($_____)
- **Prepaid Packs (Punch Cards):** 5-day pack ($_____), 10-day pack ($_____), 20-day pack ($_____)
- **Monthly Memberships:** Predictable recurring billing for 2x/week, 3x/week, or unlimited weekdays.
- **Additional Dog Sibling Rate:** Discounted rate for second dog in the same household ($_____).

5. Licensing, Zoning, and Risk Management

- Confirm commercial zoning and any Conditional Use Permit requirements before signing a lease.
- Confirm state agriculture kennel licensing and local county health or animal control permits.
- Carry general liability, care custody and control (bailee) coverage, and workers compensation insurance.
- Establish a written veterinary emergency protocol and sanitation log.

6. Startup Budget and Break-Even Summary

Fill in your local numbers in the companion spreadsheet (**dog-daycare-business-plan.csv**) to calculate startup capital, monthly fixed costs, variable payroll costs, and daily dog count required to break even.

Printable business plan outline from Tato (usetato.com/templates/dog-daycare-business-plan). Sample figures are illustrative planning benchmarks, not financial advice.