

Re-Framing Opportunities: Design Thinking in Action



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Re-Framing Opportunities: Design Thinking in Action



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- Selective hiring and training process

- Innovation
- Keeping the brand strong
- Patent opportunities

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have a pet.
ave almost tripled since

ond-fastest growing
he US.

What is PetSmart?

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Largest specialty pet retailer

Stores in US, Canada and
Puerto Rico

Founded in 1986

About 52,000 employees in 1300
stores

196 pet hotels

Stocked with more than 10,000
SKUs.

Alternative Course Activities

- Pet toys as
- Convenient w
- Unique servic
- Do nothing

Pet toys are priority
• Loading order in the
store, followed by food


Video Highlights

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- How new an inventory - add value
- Employee habits to help us move
- Products made in the US and elsewhere
- How to use our products
- Paper bags
- Pet hotels

Explore the Store

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Explore the Store

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Video Highlights

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- “Fresh, new, and interesting” = added value
- Employee huddles to keep up morale
- Products made in the US and all-natural
- “Never before seen” products
 - Pooper Scooper
- Pet Parents

Pet Care Industry

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- 62% of households have a pet.
- Pet expenditures have almost tripled since 1994.
- Pet care is the second-fastest growing retail category in the US.

Sustainable Competitive Advantage

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- First company to capitalize on pet humanization.
- Create relationships with customers with loyalty programs
- Go-to pet care store.
- Hold themselves to a higher standard with high-quality products
- Selective hiring and training process

Pet Smart's Target Market

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- People who consider pets to be a part of their family!

Key Issues

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- Capitalizing on trends efficiently
- Innovation
- Keeping the brand strong
- Patent opportunities