

# Sniffing Out Opportunities at PetSmart



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# Sniffing Out Opportunities at PetSmart



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- Selective hiring and training process

- Innovation
- Keeping the brand strong
- Patent opportunities

## Industry Solutions.com

have a pet.  
have almost tripled since

second-fastest growing  
in the 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