

The Smart Grid



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The Smart Grid



Pet Care Industry
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- 52% of households have a pet
- Pet expenditures have almost tripled since 1995
- 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

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
24% pet hotels
Stocked with more than 10,000 SKUs

Alternative Courses of Action

- Pet toys as priority
- Convenient website navigation
- Unique service offerings
- Do nothing



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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

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