

(TWO DOO DUDES)

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Oahu

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Executive Summary

People live busy lives which means that they sometimes don't have time to do the simple things like wash their own cars, clean their own houses or even pick up their own dog's poop in their yard. Our Service will be picking up and cleaning people's yards from their dog's poop We think this is a good idea because there are many dog owners in hawaii. According to the Hawaii Humane society, approximately 40% of families on Oahu have a dog. A lot of these people probably don't like doing this dirty chore and would pay to not deal with it. This business could be very successful with the right marketing and getting our name out there. This is a very reasonable and practical service that would benefit people here on our island.

The Business

We were trying to come up with a funny name and there were many names that were catchy but we wanted to make sure it wasn't too disgusting since our business literally deals with poop.. Our company name is Two Doo Dudes because we are two dudes (guys) and we are the "dudes" who will be picking up our customer's dog poop. Our service to pick up people's dog poop is a good idea because it is something we can do as kids. It doesn't take much money to start and we can do it after school and on the weekends. There are also a lot of people out there who would use us.. If you have a dog and a yard, you could be one of our customers. Our mission is to "let us help you" as a service who does the dirty work so you can stay clean. Our vision: Two Doo Dudes will one day grow into a full service lawn and garden business that will give students just like us an opportunity to work and learn how to run a business.

Idea for the Product or Service

Our idea to clean up people's dog poop came from brainstorming services that would be low budget start ups. Doing a car wash is too basic and overdone so we thought about what people need that there might not be a lot of. It's my job at home and my older brother is supposed to do it and he hates it so he pays me five dollars. This got me thinking, wow this would be a good way to make money doing something that really isn't that bad. For people who don't have the time to clean up every mans best friends poop. We'll compete against other local companies but it was hard finding local businesses on the web that do this.

Marketing

Our main customers are dog owners. Who doesn't have the time to clean up their dogs poop due to work or something important. We'll first make an Instagram and Facebook page even though it would be weird for people to be tagging or hashtagging "poop". We need to think about the types of people who have dogs, yards and extra money to spend. We'll have to advertise in more wealthy areas of Oahu like Nu'uuanu, Manoa, Kahala, and Hawaii Kai because these would be the people who would most likely use us.

We will charge using a formula with two main factors: the number of dogs as well as the size of their yard. A typical lot size in Hawaii is under 5,000 square feet. For these yards with a single dog we will charge \$10 per weekly clean up. We will then try to get monthly contracts with these people and charge \$40 per month. If they have two dogs we will charge \$12 per visit and for the month we will charge \$45. Lots larger than 5,000 square feet will be \$15 per visit with one dog or \$18 per visit for two dogs and \$55 per month.

We will promote our business by making flyers that we can put on people's doors in the more rich neighborhoods. We will talk to other dog owners that we see walking dogs and give them the flyers that we make. Since we don't have a car we have to ask our parents for rides and drop us off. Because that will be work for them, we will look into local laws about taking the bus with our poop cleaning equipment.

We don't want to make anybody mad and we will have to make sure to clean our tools before getting on the bus so they don't smell like poop.

Finance

Our startup cost will be around \$200 to get our equipment for the clean up. We need to buy garbage bags and two crane like poop scoopers. We will get those from home depot. We can get our funds from our own bank accounts. This will be easy to start because we don't need much money. We will charge per yard and do this based on how many dogs the home owner has. We think \$12 per yard is fair and if they have multiple dogs we will charge \$15 per yard per trip. Monthly service will start at \$40 per month but we need to base it on the size of the yard because if there is a big yard, it will be harder to locate poop and remove it, that will take us more time.