



**PET DEPOT®**

*Natural* PET FOOD HEADQUARTERS™



RETAIL  
**FRANCHISE INFORMATION**  
2023

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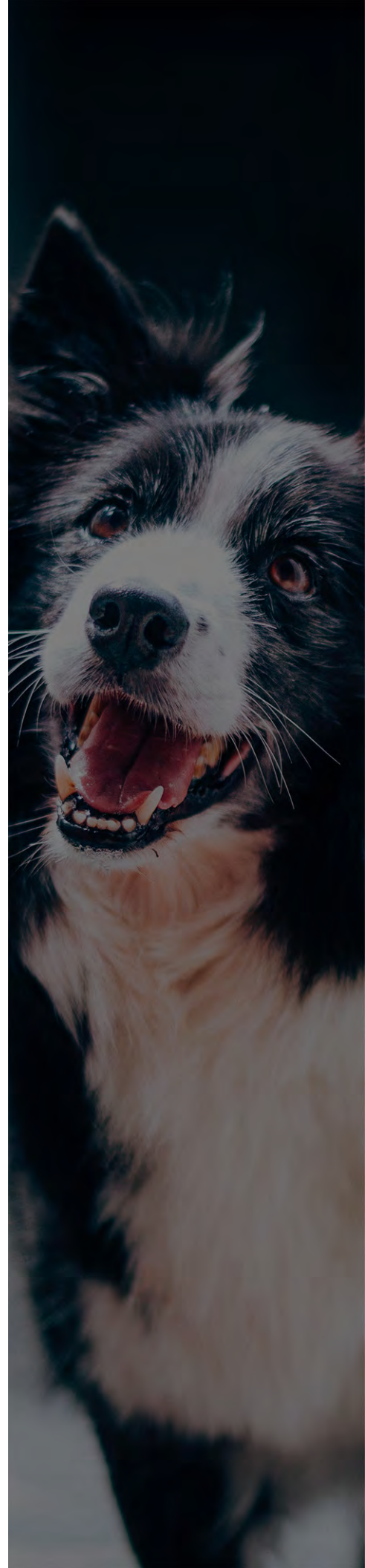
# WHY PET DEPOT

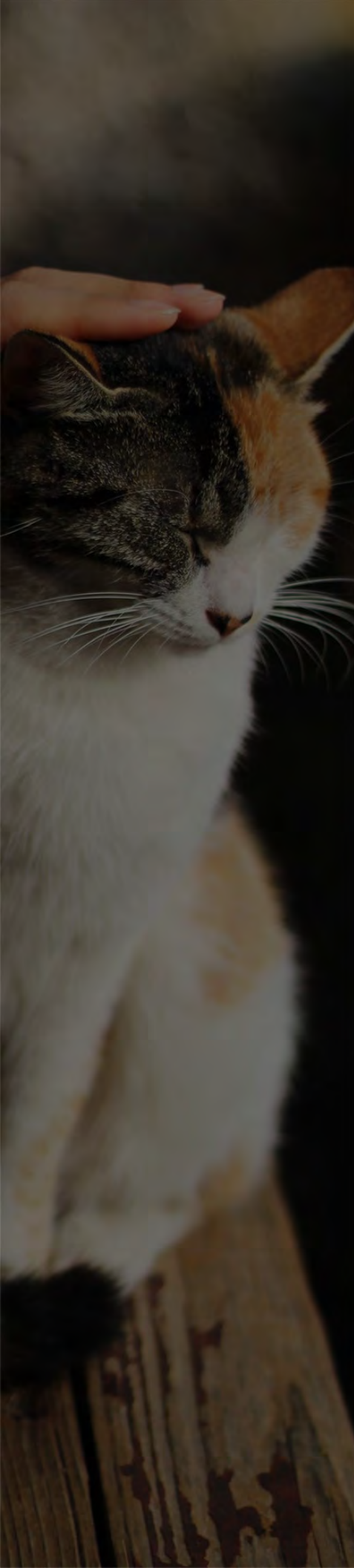
When it comes to making a choice in where you want to invest and spend your next chapter of your career, choose the franchise that operates on the principals of Freedom and Respect.

- It's your money, your asset - you are the owner, that's why we put your name on it.
- We are a people based organization, with great franchise owners from many different previous careers.
- You make daily decisions without having to check with us.
- You are your own boss. Once you are trained, we don't meddle in your day to day operations.
- We are here to assist you any time as you need.
- We take business and your success seriously. We negotiate savings for you in many different areas from buying equipment to inventory to credit card processing discount rates. Our franchise platform and franchise operations system is strong and supported by the best in legal, intellectual property, and banking; so much so, PET DEPOT® was selected by Bank of America as a business success story to share with other business owners across the country.

## **The pet industry is an aggressive industry, but a warm & fuzzy business.**

- Because it's a multi-billion industry, you have to play to win. We are organized and work with you to build serious market share when you open your store.
- If you love pets and people, PET DEPOT® is a great place to own. It's a fun business, with the potential of serious sales revenue. People buy from People - and you are the secret weapon over the big box competition.
- Your success potential increases if you are a hobbyist - if you are into pets, your customers will buy products you use at your own home.
- Your store is customized for you. Our store formats are flexible to accommodate your preferences and pet hobby enthusiasm.





- We have the tools you need to be successful. Proven business procedures to help you run your store like a business and maintain control so you enjoy owning it.
- We have the relationships with the manufacturers and vendors to help you compete on pricing and promotions to drive sales and keep customers coming back to your store.
- In-House marketing department that reacts fast to your needs. We are very cost efficient, maximizing your ad dollars and consumer contacts. Advertising that drives sales!
- Some Pet Franchise operations exploit animal sales. At PET DEPOT®, we don't believe in keeping dogs or cats behind glass window cages.
- We promote responsible pet care: spay / neutering and adoption.
- Animals we have on premises are kept with the highest regard to their lives and comfort; along with proper living essentials of their natural environments.

## Mission Statement

Leverage our industry experience to help entrepreneurs pursue their dreams of building successful PET DEPOT® locations.





# FRANCHISE ADVANTAGE

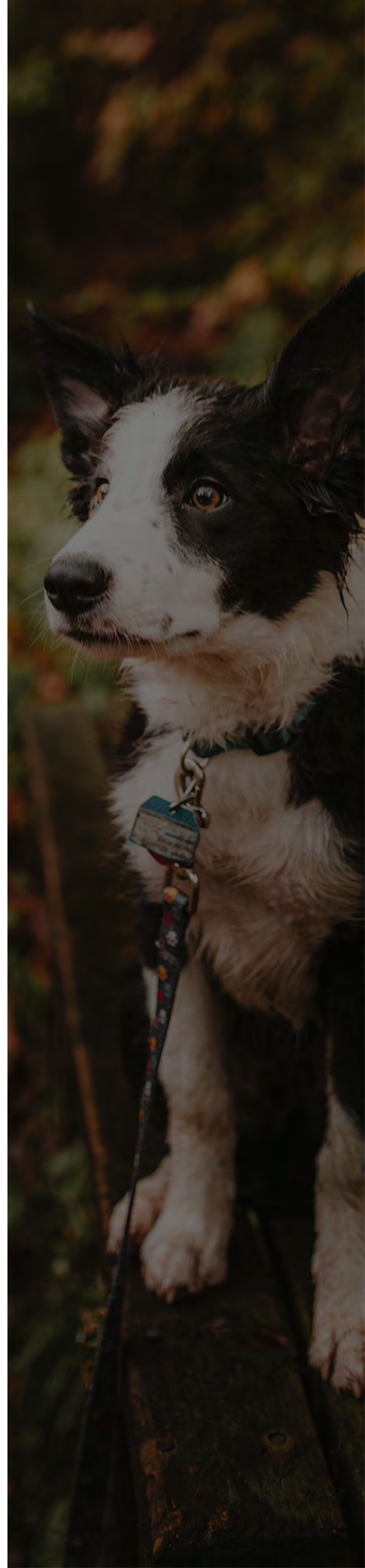
PET DEPOT® opened its first store in Santa Monica on February 1, 1991. We've been serving pet owners since, with quality pet products that make life better for our pets. We've been competing and growing our business each year and now help people like you operate stores from California to Massachusetts and Canada to Texas.

## **Some advantages to Franchise Business in general are:**

- National Statistics indicate that franchises make up a majority of private sector business growth and job creation.
- Franchise operations as a general rule have higher success rates over individual business due to stronger business and operating plans and procedures.
- Power in numbers. Versus going at it alone, there are many functions that have group synergy; buying power, advertising, vendor support, etc.

## **Our PET DEPOT® Industry Advantage:**

- Our business is built on PEOPLE. We focus on user friendly operating philosophy; employee training and customer communication.
- We have built relationships with all the major brand manufacturers and vendors so in addition to our assistance, you also get the support you need from our vendor partners in your local market.
- 32 years in business, started franchising in 2003, we have the experience and relationships you need to succeed in the aggressive pet industry.
- In-House advertising department to assist you in building your sales to your customer base. We have fast, efficient advertising media to keep your name in front of pet owners.
- We own PET DEPOT® stores and PET DEPOT® Pet Hospitals so we have actual industry experience you can count on and use to your advantage: We wear the same shoes that our franchisees do, and can give good solid advice from an experienced perspective. We can advise you as you need it, and train you to help prevent problems that often occur in the learning curve of any new business.





- Training programs designed to make your staff pet experts.
- Growth History: Our business has grown each and every year since we opened; despite the economic headwinds. Why? Because people buy from people, and PET DEPOT® is made up of good people like you that care about our customers and their pets' health.
- We save you money. Because we open many stores, we get better deals on everything and pass savings onto you. We negotiate savings for you on everything from fixtures, to inventory; from helping you negotiate a good lease to monitoring your build out expenses. We have built many locations and know that when we help you save as you enter the business, you have more operating capital to grow your business.
- Team Support: In addition to the 32 years of PET DEPOT® ownership, many of our staff has been in the industry for decades longer. Our combined pet industry experience is well over 125 years in all areas of the pet industry; first hand experience to assist you in your store.

## Our Philosophy

We operate on the golden rule principles of what is right and wrong. We treat people like we expect to be treated and help them to be successful as this philosophy comes back to us in our success.

- We know it's your money and it's your asset, so that's why we put your name on it.
- We don't meddle in your day to day operations. If you wanted a job, you would be working for somebody else. You own your store and you operate it. We advise you as we note critical items that need attention, and as you contact us for assistance.
- Animals make life better. We strive to educate pet owners on how to better care for their pets, enhancing the well-being of the pet and making life better for their pet parents.

PET DEPOT FRANCHISES ARE AVAILABLE TO QUALIFIED PROSPECTIVE FRANCHISEES ONLY IN CERTAIN STATES. LABRADOR FRANCHISES, INC. WILL NOT OFFER OR SELL A FRANCHISE UNLESS REGISTERED (OR EXEMPT) IN THE STATE WHERE THE PROSPECTIVE BUYER RESIDES OR WHERE THE FRANCHISE WILL BE LOCATED. THIS OFFER IS NOT BEING DIRECTED TO ANY RESIDENT OF ANY STATE, PROVINCE, COUNTRY OR JURISDICTION WHERE LABRADOR FRANCHISES, INC. IS NOT EXEMPT. THE INFORMATION ON THIS WEB SITE IS NOT AN OFFER TO SELL, OR A SOLICITATION OF AN OFFER TO BUY A PET DEPOT FRANCHISE. AN OFFER TO BUY A PET DEPOT FRANCHISE IS MADE BY OFFERING CIRCULAR ONLY.



# PET INDUSTRY SALES

## \$123 Billion and Growing

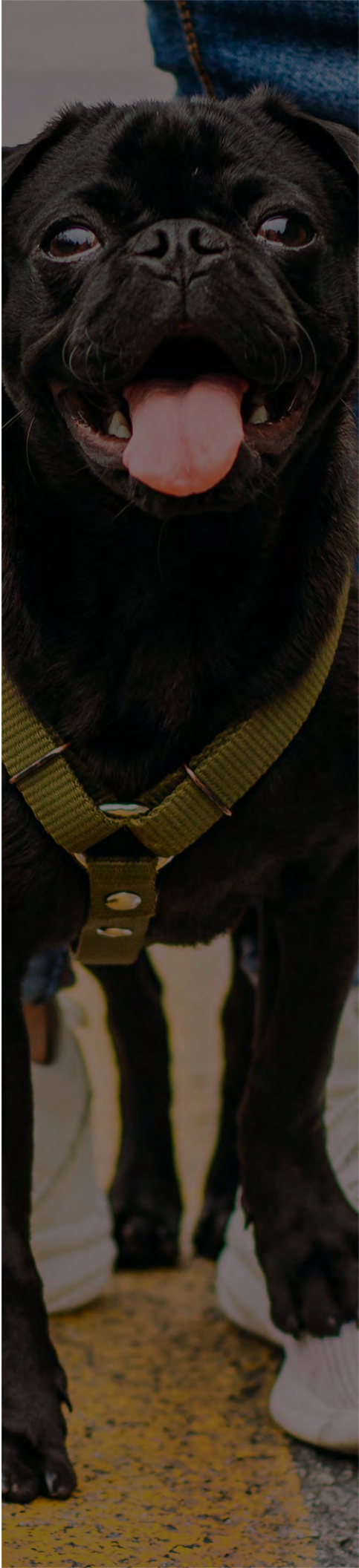
The industry is an aggressive industry, and being part of an organized group of owners has benefits:

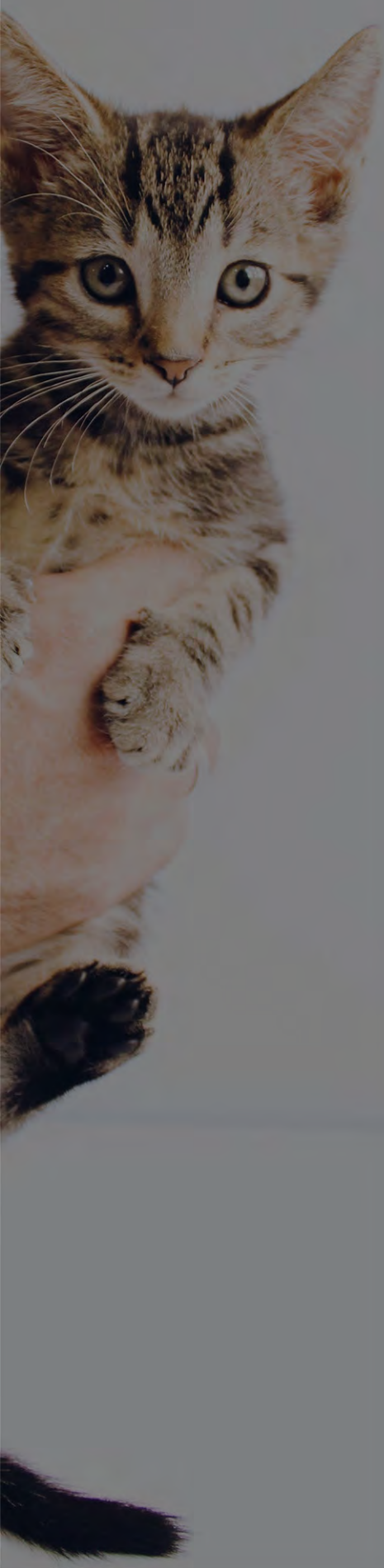
- **Competition** PET DEPOT® helps you compete in this aggressive industry by having better buying power and an operating plan for you to implement. This helps you compete in today's aggressive pet industry.
- **Advertising** You need to promote to your customers and cultivate new customers. We maintain an in-house advertising department that efficiently gets the word out to help you build sales for your store.
- **Organized** There are 2 sides of any business - the front where customers are shopping and the office. It's important to have good retail skills, customer service and a method to cause people to buy products, but it's also critical to have a good understanding about the business side of your store. We train you to understand both sides and help you understand the core reasons why and how to be successful in the pet business.

### Pet Industry Sales Breakdown

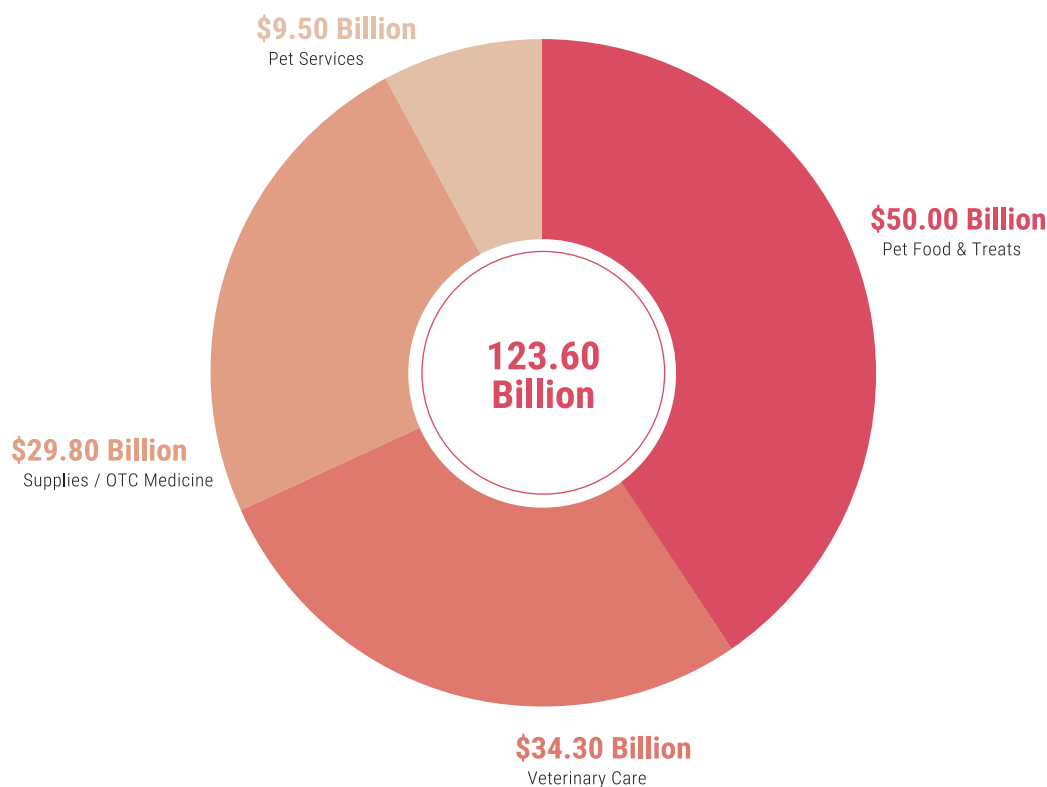
### 2021 Sales

Pet Food	\$50.00	Billion
Supplies / OTC Medicine	\$29.80	Billion
Veterinary Care	\$34.30	Billion
Pet Services / Grooming / Boarding	\$9.50	Billion
	<b>\$123.6</b>	<b>Billion</b>





## Pet Industry Sales



### PET DEPOT® History

- Our first store opened in Santa Monica, CA in February of 1991 and was located directly across the street from a big box competitor.
- We added our second store in 1993 located in Westwood, CA.
- We acquired our third store, located in Mar Vista in 1994.
- We acquired our fourth store, located in West Los Angeles in 1997.
- After preparing our operating procedures and going through the franchising legal process, we began to franchise in 2003.
- As of July 2022, we operate 31 locations in the USA and Canada, including various full-service PET DEPOT® Veterinary Group Hospitals.

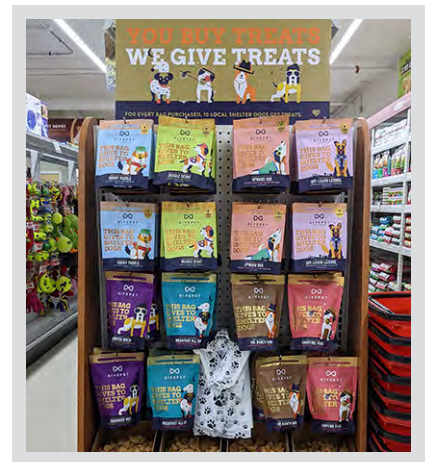
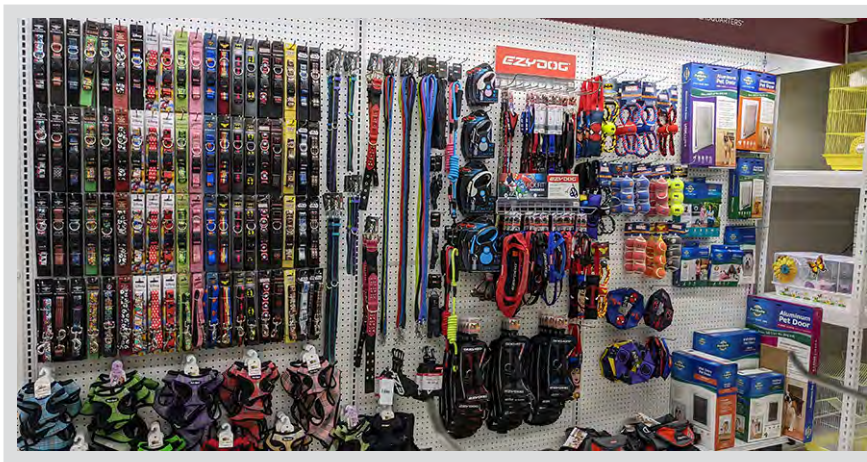
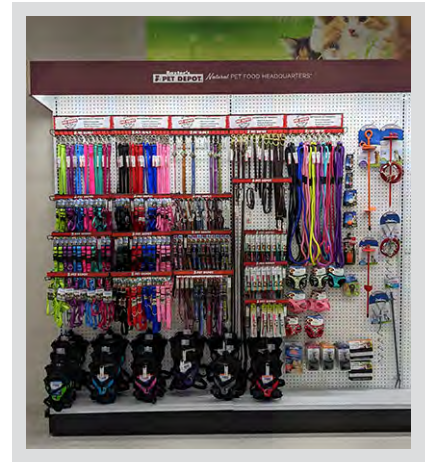




# RECENT STORE BUILDS

*We can open your store in as little as 45 days. Ask for details.*

Baxter's PET DEPOT® located in Woodstock, IL

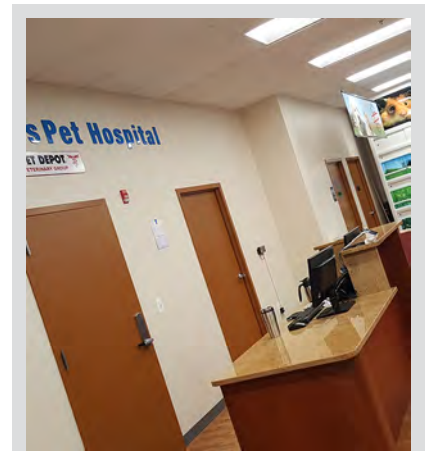
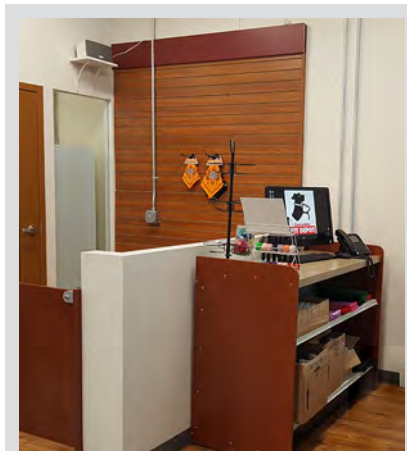
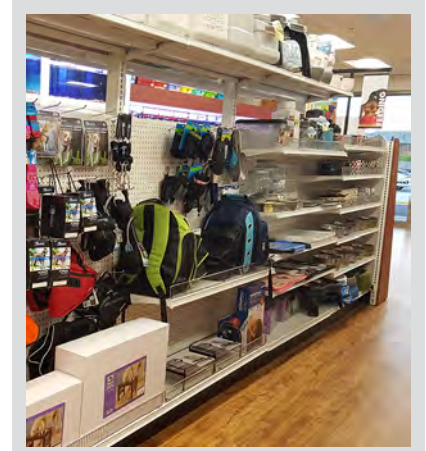
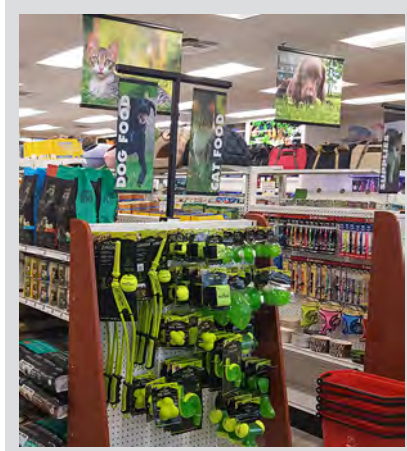
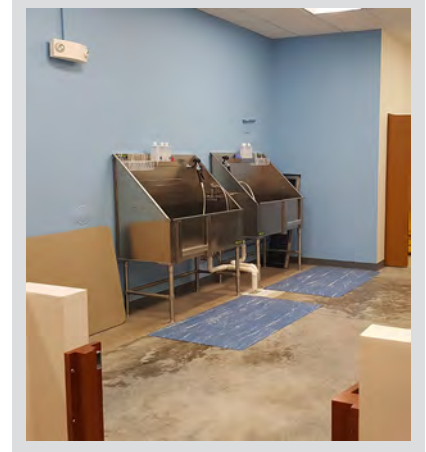




# RECENT STORE BUILDS

*We can open your store in as little as 45 days. Ask for details.*

Cascades PET DEPOT® and Cascades Pet Hospital located in Sterling, VA

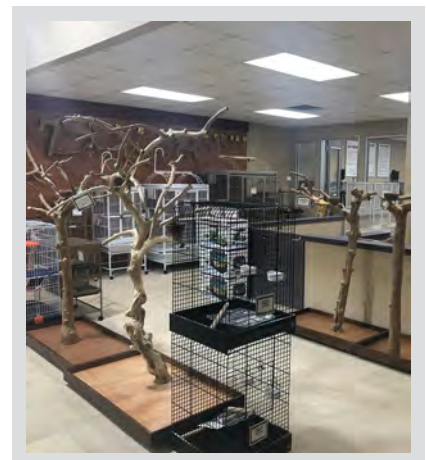
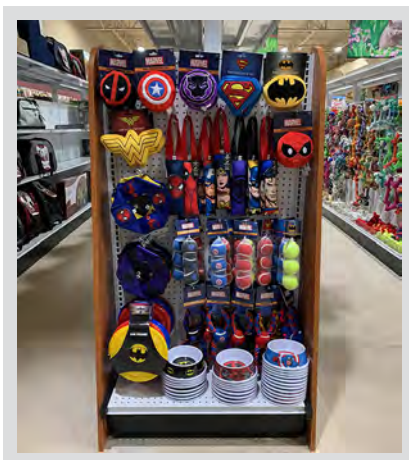
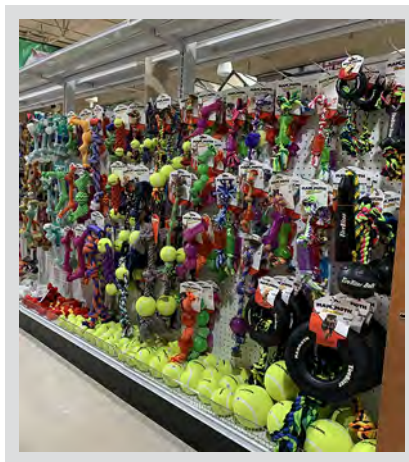
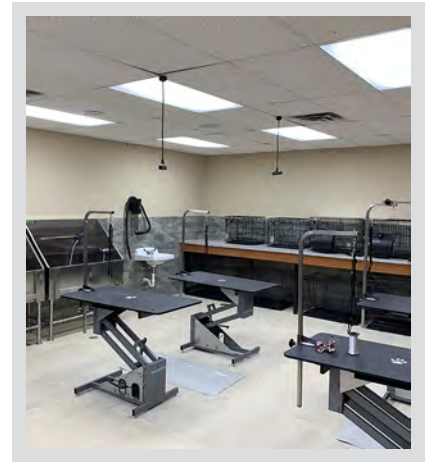
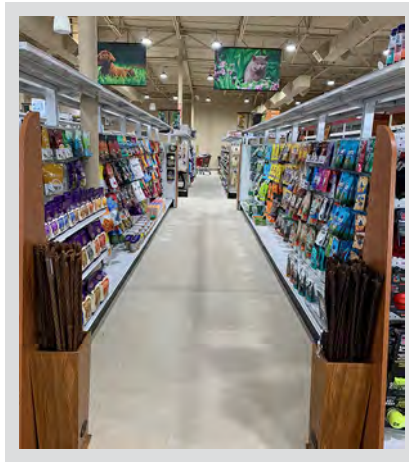
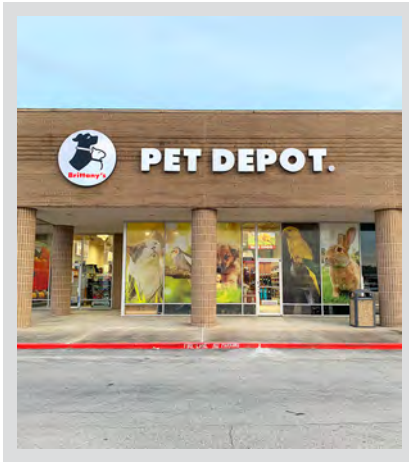




# RECENT STORE BUILDS

*We can open your store in as little as 45 days. Ask for details.*

Brittany's PET DEPOT® located in Katy, TX





## All PET DEPOT® stores are customized to fit your interests & your community

Market Street PET DEPOT® and Market Street Pet Hospital  
*Complete Property and Retail / Hospital Buildout*





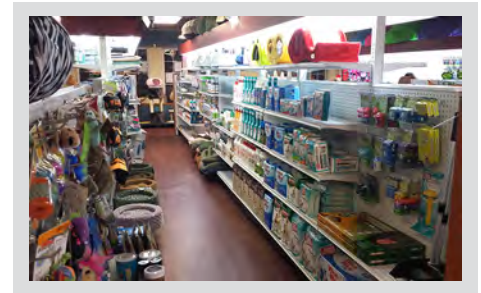
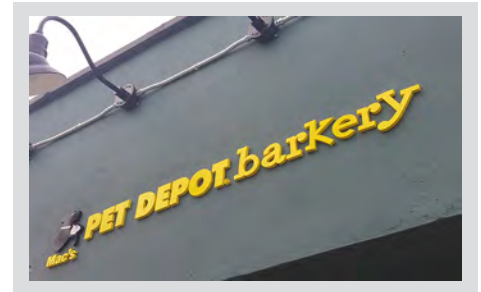
# FRANCHISE MODEL OPTIONS

## PET DEPOT® Barkery

Initial Franchise Fee **\$45,000**

Total Investment **\$177,500 - \$441,500**

Our Barkery is a boutique style operation focused on toys, chews, treats and accessories, with some limited premium pet food brands. Typically the boutique is 1,500 s.f. in size, and located in high density urban / downtown setting. It caters to localized communities in a small geographic radius. Often in revitalization zones, the stores are smaller in size, inventory offerings and investment. In some cases, self-wash or full grooming services may be added. Typically, no live animals are offered in this format. Locations must have high pedestrian traffic and easy access.

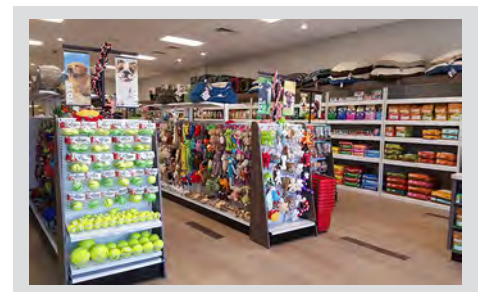


## PET DEPOT® Pet Store

Initial Franchise Fee **\$45,000**

Total Investment **\$293,000 - \$821,500**

Our full line pet store format caters to homes typically outside city centers, with established neighborhoods. Typically retail stores are 2,500 s.f. - 5,000 s.f. in size, the market area is typically a 3 - 5 mile radius with higher income / household density. These stores offer multiple premium brands of food, extensive supply selections, grooming services, pet adoptions and compete with all big box retailers in the pet industry.



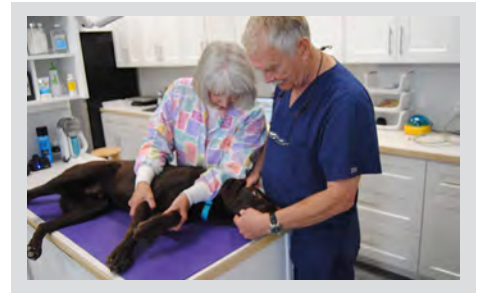
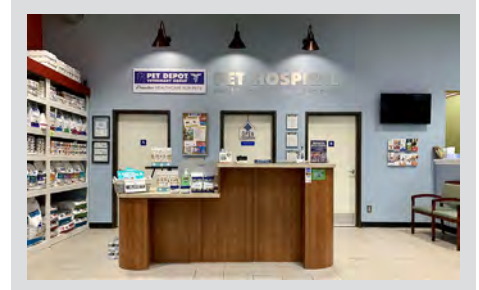
# FRANCHISE MODEL OPTIONS

## Veterinary Hospital

Initial Franchise Fee **\$45,000**

Total Investment **\$241,000 - \$913,000**

Ownership may require you to be a practicing veterinarian in the state you choose to open. Hospitals are custom designed to your specifications, with function and medical standards integrated. From outpatient clinics to specialty practices, we can assist in all aspects to make entry into your own hospital a reality.

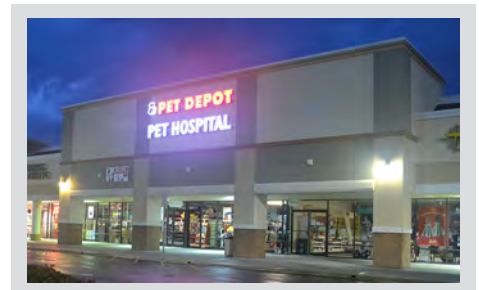


## Veterinary / Retail Hybrid

Initial Franchise Fee **\$90,000**

Total Investment **\$534,000 - \$1,734,500**

Total animal care is a strong consumer format, where you can have any services and supply needs met for your clients pets. Ownership may require you to be a practicing veterinarian in the state you open. Leverage high consumer visits to the store to help accelerate client trials to build a strong veterinary practice for yourself.







*Proactive* HEALTHCARE FOR PETS.

## Leverage the power of owning a PET DEPOT® Retail / Hospital hybrid.

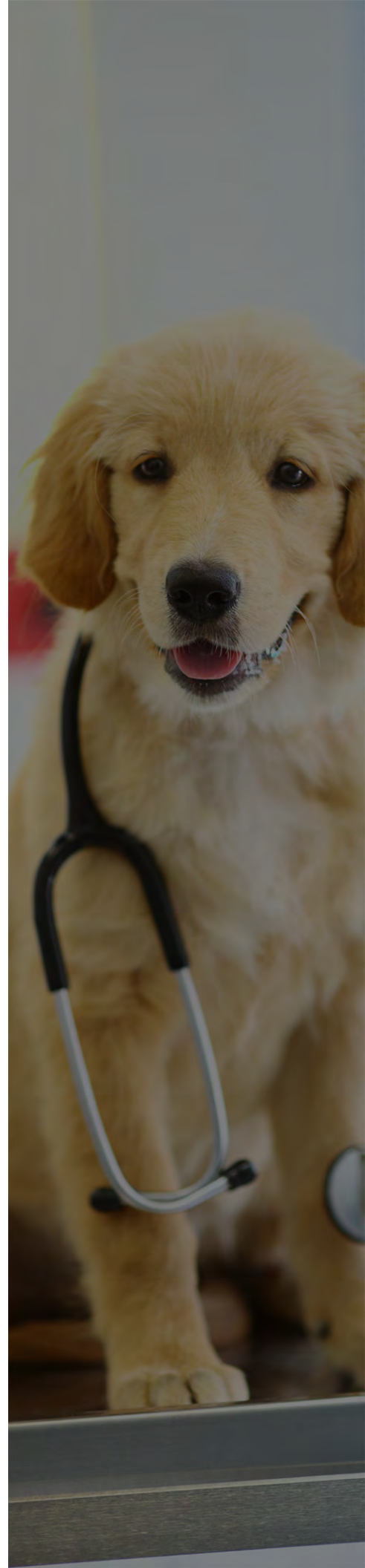
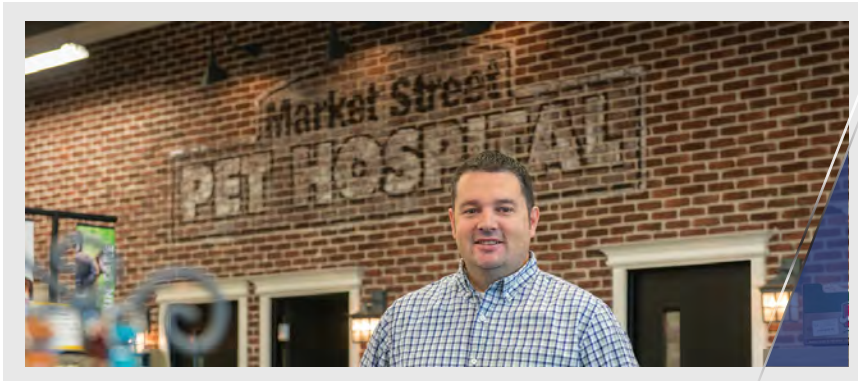
Any combination of hospital or retail operation is available. Exclusive hospital / wellness clinic, or blended with retail; or dominant retail with a hospital operation to match the demographics.

We assist in all the effort from 3rd party financing, site demographics, lease negotiation, hospital or clinic design, equipment acquisition, vendor relations, business training, medical diagnostic / client management / fee schedules and follow up support until the Doctor is comfortable in running their business. We are always available to advise the owners on all business related issues and medical guidelines. Each Doctor is free to practice medicine as they see best, but we do teach about the economic balance or business / practicing. We have vendor relationships that save each hospital costs in diagnostics, meds, banking fees, payroll fees, etc. We have excellent promotional vehicles to help ethically build a practice for the Doctor. Each hospital is customized to fit the ability of the Doctor. Each Doctor is interviewed to discover their interests and ability. It is our objective to not overbuild a practice for newer doctors, so as not to saddle them with unnecessary debt; and it is a way for a doctor of almost any level of experience to open a practice that fits their ability; both financially and manageability - from a simple wellness operation to general practice, to specialty medicine. The sizes are from 1,500 s.f. to 8,000 s.f. leased property or ground build up.

Management and personnel issues are part of our training and our procedures help to streamline, but not eliminate this issue. As you know, in a viable practice - people are the product and clients make loyalty decisions based upon the staff; but we do help doctors understand and train receptionists to assist running the hospital and follow a simple but important management plan. We do assist in training of the business side of the hospital - which is something very important to the fiscal health of an operation.

Existing practices may join the PET DEPOT Veterinary Group, or experienced doctors concerned about a heavy debt load to buy a practice due to high costs are welcome to start their own practices.

Please see our **vet site** [www.petdepot.net/vet](http://www.petdepot.net/vet) or our **retail site** [www.petdepot.net](http://www.petdepot.net) for more information.





*Proactive* HEALTHCARE FOR PETS.



Dr. Michael Baer  
Mashpee Location



Dr. Jaswinder Saini  
Sterling Location



Dr. Sree Reddy  
North Tampa Location



Dr. Juan Castro  
Fairfax Location



Dr. Teri Clark  
La Verne Location



Dr. Bruce Vernon  
Gilbert Location



Dr. Casey Jennings  
Gilbert Location



Dr. Andi Rosado  
Gilbert Location



Dr. Michael Picard  
Gilbert Location

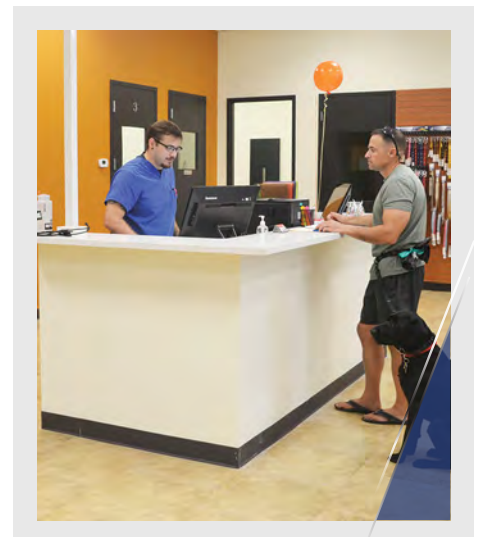
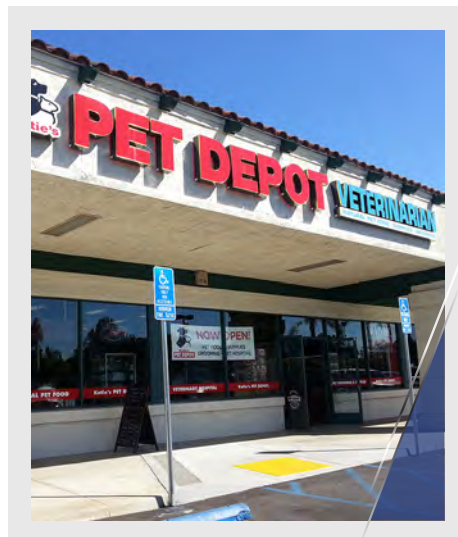
Veterinary Care makes up 25% of the expenditure of having an animal in the USA.

PET DEPOT® offers many combination opportunities of retail stores / veterinary care; from outpatient clinics to full service specialty hospitals.

We maintain a team of credible and accredited Doctors on staff to assist in any needed consultation and management of your hospital.

We can assist in the total project to help build your customized hospital / clinic to meet your experience level and financial goals.

Please see [www.petdepot.net/vet](http://www.petdepot.net/vet) for more information on this unique opportunity.



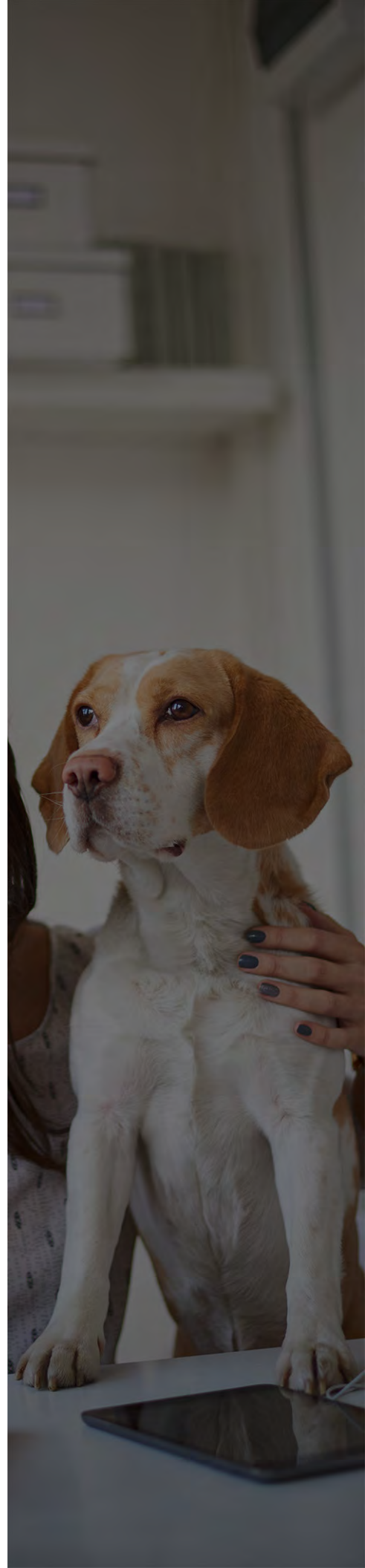


# ADVERTISING DEPARTMENT

At PET DEPOT® we have a full time, in-house ad department dedicated to helping you build your business. We have the knowledge, experience and know-how to bring people into your store and keep them coming back. Our office is equipped with the latest software and technology to create everything you need from email communication, social media, flyers, magazines, business cards, in-store signage, staff uniforms and pretty much anything else you can imagine.

If you ever need help with ideas for ads, we maintain an online marketing gallery full of all the work we produce. Here you can see examples of successful ads requested by other stores that can most certainly help you build your business.

Our ad department is here for you. If you take advantage of our advice, programs and deals we have to offer, you will be sure to see your sales grow.

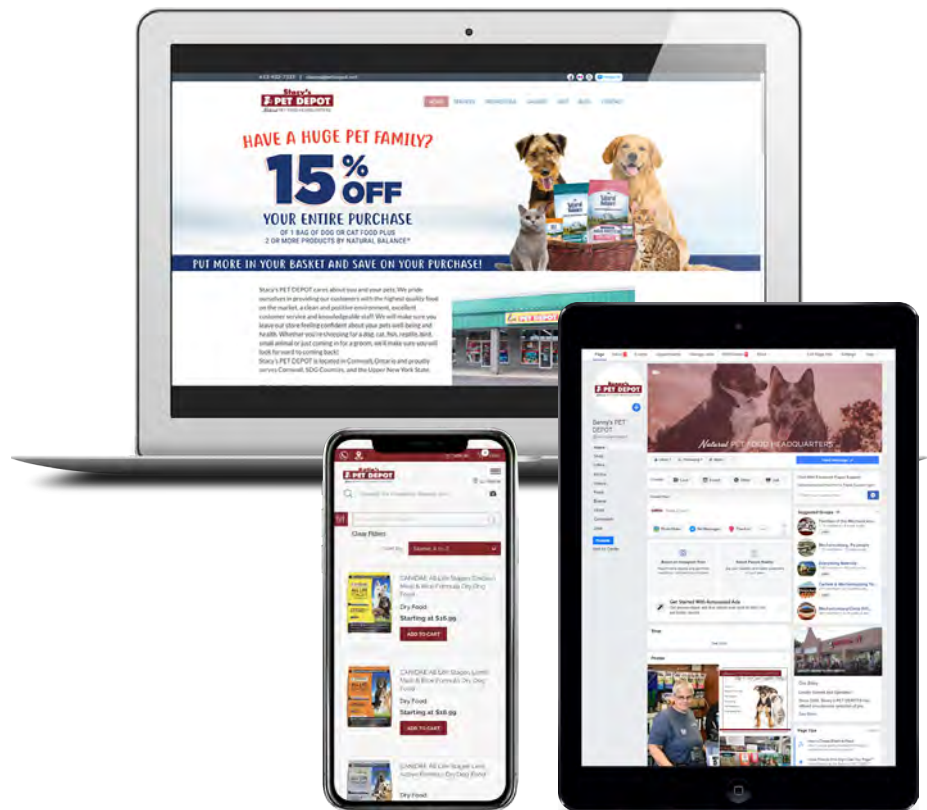


In addition to all the things we can produce, we also have good relationships with printers and distributors to help you save money and get ads out fast and efficiently. We also work with pet food companies to provide co-op funds for the PET DEPOT® ad fund and to provide your customers with money saving coupons on popular pet foods.

Before you open your store, we'll set up all of your social media pages, including facebook, instagram, yelp, google and many others. A website dedicated to your location will also be created. We maintain every aspect and can add/change any information you'd like.

We have also recently partnered with a company to offer your inventory online so your customers can shop and pickup in-store same day. This program syncs automatically with your POS so your inventory will always be up to date.

Everything we produce digitally is rendered to fit your customers desktop, mobile or tablet.





# FRANCHISE SUPPORT

## Franchise Support - through every step of the way

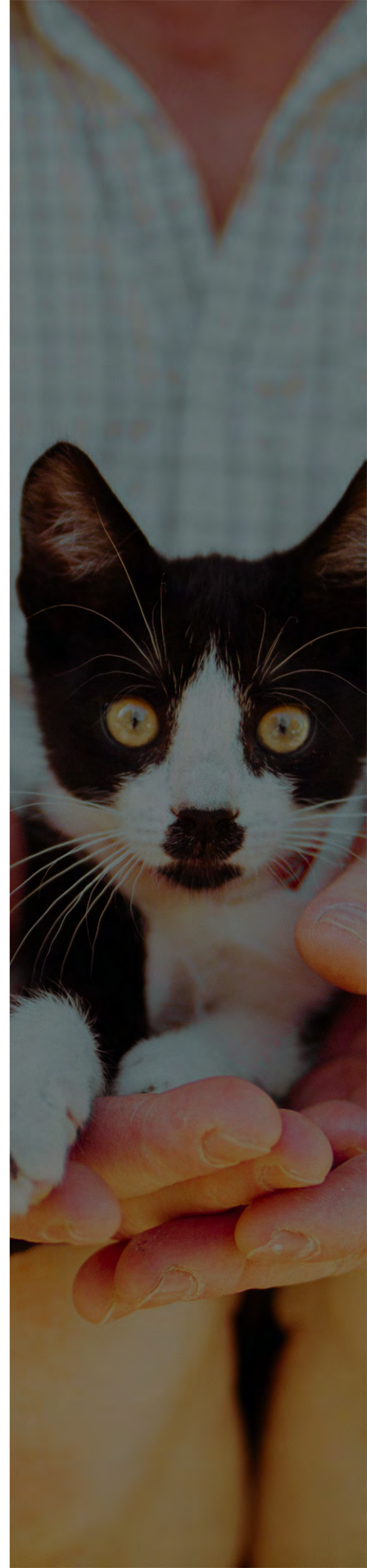
We have a complete training program to help you understand how to run your store. You will come to California to train at our corporate store and learn about the business administration side to run a healthy business, plus the retail merchant side to grow your sales.

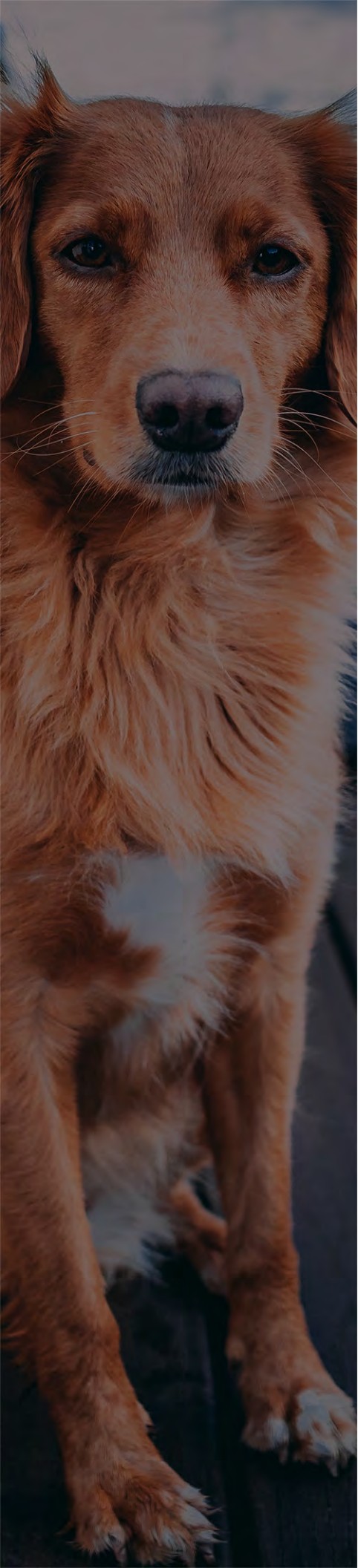
We also come to your store to set up the computers and help you stock your store, providing additional training for you and your staff. We follow up closely with you during the first few months of your new store opening; daily if need be. We have the technology to log on to your computer from our offices and work with you until you can follow the system comfortably. Past that, we are here everyday to assist our store owners on an as needed basis.

Our support programs are simple and executable to produce results. We will train you and coach you to use the system to build your sales.

We have a simple, user friendly system to run your store that includes point-of-sale for customer tracking, inventory management and business finance management. We have a team of specialist for specific help in advertising, in-store sales building a managerial consultation. We have all the tools you need at the push of a button.

We email you a monthly owners update with advertising ideas and an owner's toolbox with links to everything you need to stay ahead of your business; to help lead your staff and build your customer base.

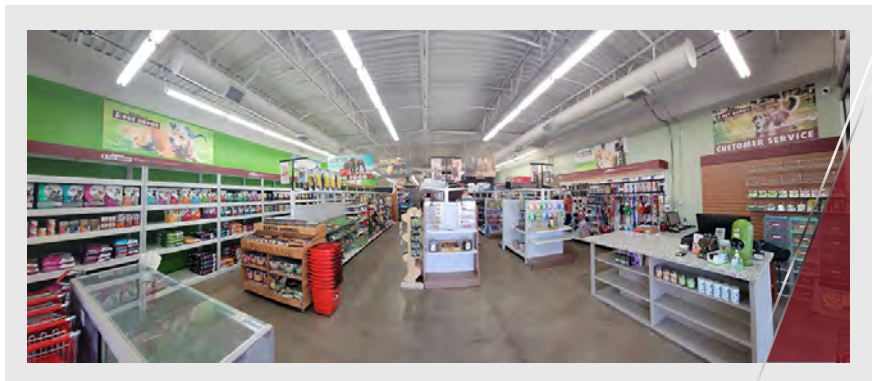




## **We have additional services that are part of what we do to help you when you decide to join PET DEPOT®**

- **Advertising** we have an in-house crew that does nothing but help our franchises run promotions for their stores. This department offers a broad range of media products to keep your store fresh in the mind of your customers.
- **Point of Sale** we maintain data and point of sale software and hardware to pinpoint your path to success. We know exactly what people are buying for their pets. Your inventory dollars are allocated to match department sales.
- We assist in all aspects of helping you build your store from:
  - o 3rd party financing for qualified applicants
  - o Store lease negotiation
  - o Store design
  - o Contractor monitoring – keeping your interests first
  - o Fixture and equipment set up
  - o Stock buying and Inventory stocking
  - o Employee training programs
  - o Administrative procedures to help you run your business
  - o Grand opening planning and advertising
  - o Operating procedures training
  - o Growth planning of your store
  - o Advice / consultation on daily operations as needed

It's your store, so you run it. We work with you as much as you need to be sure that you understand your store and how to grow sales. We are here to support you as you need it. We don't just sell franchises, we own and operate PET DEPOT® stores and hospitals ourselves; so we can give you solid advice on how to stay on track to build a strong, healthy business.





# FREQUENTLY ASKED QUESTIONS

## What do I get with my PET DEPOT® Franchise?

PET DEPOT® is a turn-key Franchise business that includes assistance in all areas of opening a new business.

Site selection assistance	Demographic Analysis
Store Design	Fixtures
Inventory	Point of Sale Computers and Software
Administration Training	Staff Training
Selling & Merchandise Training	Working Capital
Advertising Department	

On going assistance and support as you need it

## What makes PET DEPOT® different from other pet retailers?

YOU! We have all the tools you need to be successful in this industry.

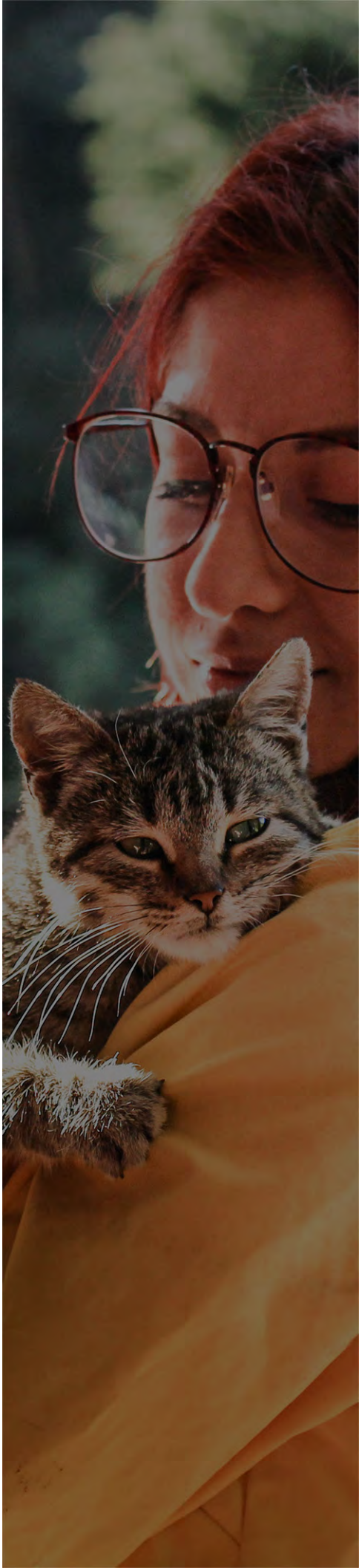
- Support from our vendor / distributor partners. We have all the support from the main brands to help you compete on pricing and promotions.
- In house advertising to communicate with your customers weekly about your deals and events.
- A proven system to help you run your business like a business.
- A team of owners like you that care about pets and people and give expert advice on caring for your pets.

## Territory Availability

PET DEPOT® has many territories still available in all 50 states as well as Mexico and Canada.

## How much does it cost?

The actual cost becomes clearer once a demographic analysis is done where you would like to open. This helps us to understand what size store the community can support. Generally, figure about \$100 per sq. foot. In larger store formats, the cost per s.f. drops.





## How much sales and profit will my store make?

Your store sales & profitability may vary depending upon numerous factors, including your demographics, competition, gross profit margin and ability to sell.

## How long will it take to open my store?

4 - 6 months: The process goes as fast or as slow as you need. Sometimes the financing process, location search and permit process can add to this timeline.

## Does PET DEPOT® sell animals?

YES - if you expect to sell bird cages, it helps to have birds. Bringing pets and people together are part of the enjoyment of being in the pet business. We also do dog & cat adoptions with local rescue groups.

## What are the fees associated with this franchise?

**Barkery** \$45,000      **Full Retail** \$45,000      **Retail/Vet Combo** \$90,000

- A PET DEPOT Franchise License is good for 10 years
- 2% advertising fee; debited weekly and used to promote stores to customers
- 5% royalty on gross sales

## What type of assistance do we provide?

We are here to help in all early stage requirements to help you get up and running as quickly as possible. You come to California to train in our corporate store for a week. We then come to your store to help in the Point of Sale and stocking of your store. We provide on going assistance as you need it - simply contact us for immediate results. Once you know how to run your business, we do not meddle in your day to day operations.

## Contact us

Please contact Mark Lanza to see if you have any questions or would like to be contacted personally to discuss the business.  
[mark@petdepot.com](mailto:mark@petdepot.com)





# APPLICATIONS

To fill out a retail franchise application, please visit  
[www.petdepot.net/franchising/retail-franchise-application](http://www.petdepot.net/franchising/retail-franchise-application)

To fill out a veterinary franchise application, please visit  
[www.petdepot.net/franchising/veterinary-franchise-application](http://www.petdepot.net/franchising/veterinary-franchise-application)

Or visit our site for more information  
[www.petdepot.net](http://www.petdepot.net)

