



OFF THE LEASH Dog training and care

ABOUT THE COMPANY

we are a privately owned and operated full service animal care facility, we have been in the business since early 2016. We specialise in:

- Multi-level training sessions
- 1 on 1 attention with your pets
- 100% satisfaction guaranteed care
- 24/7 monitoring for safety.

We are here every step of the way to ensure you and your pets well being. We have training sessions (1 on 1 or singles available) for beginners all the way to advanced training,

at Off the leash, we know your pets are part of the family! We will take every measure to make them happy and comfortable just as if they were at home. They can take advantage of our 24/7 doggy day care while you are away. your pets will feel like they are on their own mini vacation! From daily exercise all the way to 100% puppy pampering.

You'll Rest easily knowing your little loved ones are in the care of professionals!

COMPETITION

<http://www.petsmart.com/>
<http://kaybeesk9.com/>

WHY CHOOSE US?

What we have here at off the leash is grade A customer service, we are here to answer any question with a smile, around the clock hours for your busy schedule, the best care for your pets with background checked employees who have learned from the best. You can always stay up to date and worry free with our state of the art technology and security systems.



WEB SITE GOAL

- educate people of services
- Make use of easy online registration
- Connect with social media platforms for advertising
- Get a better understanding of services and trust
- Spread the word for growth

This will be the launch of the website, our goal is to make it fresh and easy to navigate.
The idea is:

- image galleries of the facility,
- Comments from current customers
- Videos of experience

TARGET AUDIENCE

Late 20's to early 50's

Animal lovers who demand the best for their loved ones.

20's and 30's

Make it easy to connect with instagram and twitter, quick but intuitive access on mobile devices.

40's and 50's

Connect with your facebook page, simple but smart navigation.

DISCOVERY!

Almost 50% of all households in the United States have a dog.

What those households do not like about current companies

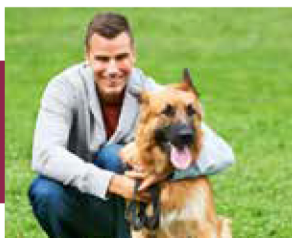
- contacting help is impossible
- Your website design is complicated
- You're being vague about products
- customers aren't promoting you

USERS



TERRI - 44

info	Tendencies	likes/wants
Single - divorced	Constant worrier	Wants her dog to be cared for while she is at work
Lives in troy Mi	Needs to trust the company	Must be able to check in
Member of wwf & aspca	demands a high customer service standard	Easy and fast drop off
Dog's named daisy.		



JAKE - 27

about	Tendencies	likes/wants
In an on again off again relationship	Hard time Keeping a schedule/ never on time	Help with training his mischievous friend
Lives in frasier	No free weekends/late nights	Care on a moment's notice
Will do anything for his Dog	Forgetful	Specialised treatments for his dog
Dog's named angelo		



CONTENT

H1	<section> under Header with text
H2 - about us	 modal gallery
H2 - register	Accordion and form
H2 - contact	Drop down and form

FEATURES

Ecommerce	For taking payments online
Log in-able account	To save preferences
Social networking connection	To share with friends & for reviews

H1 off the leash —
Im ready to go!

H2
Take the tour

H2
Beginner
Intermediate
advanced

H2
Ask us a question

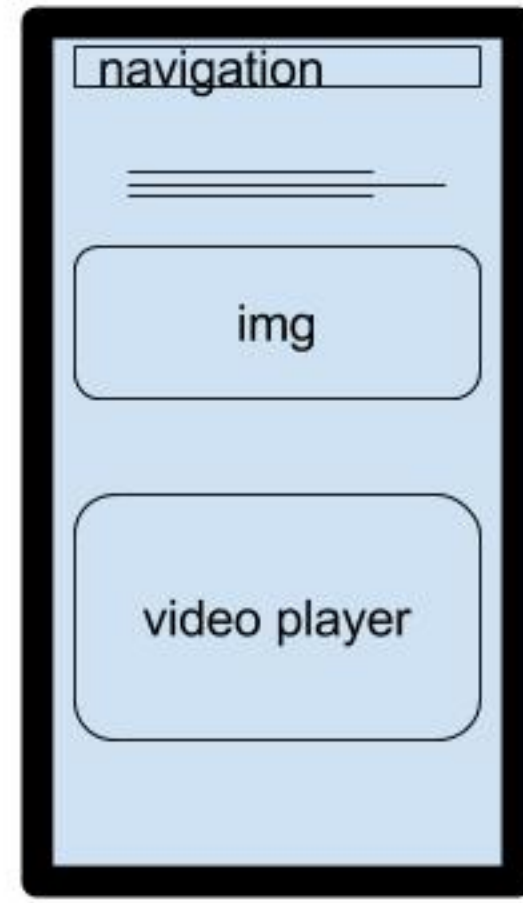
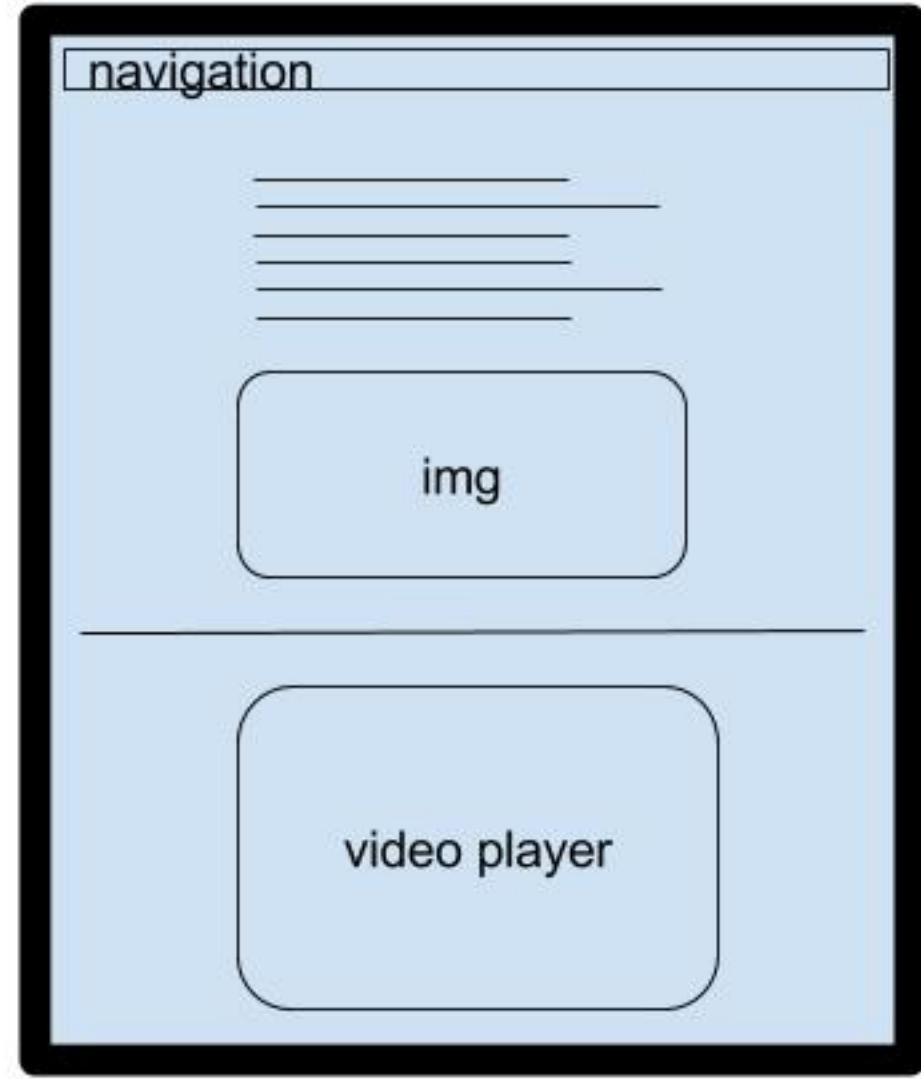
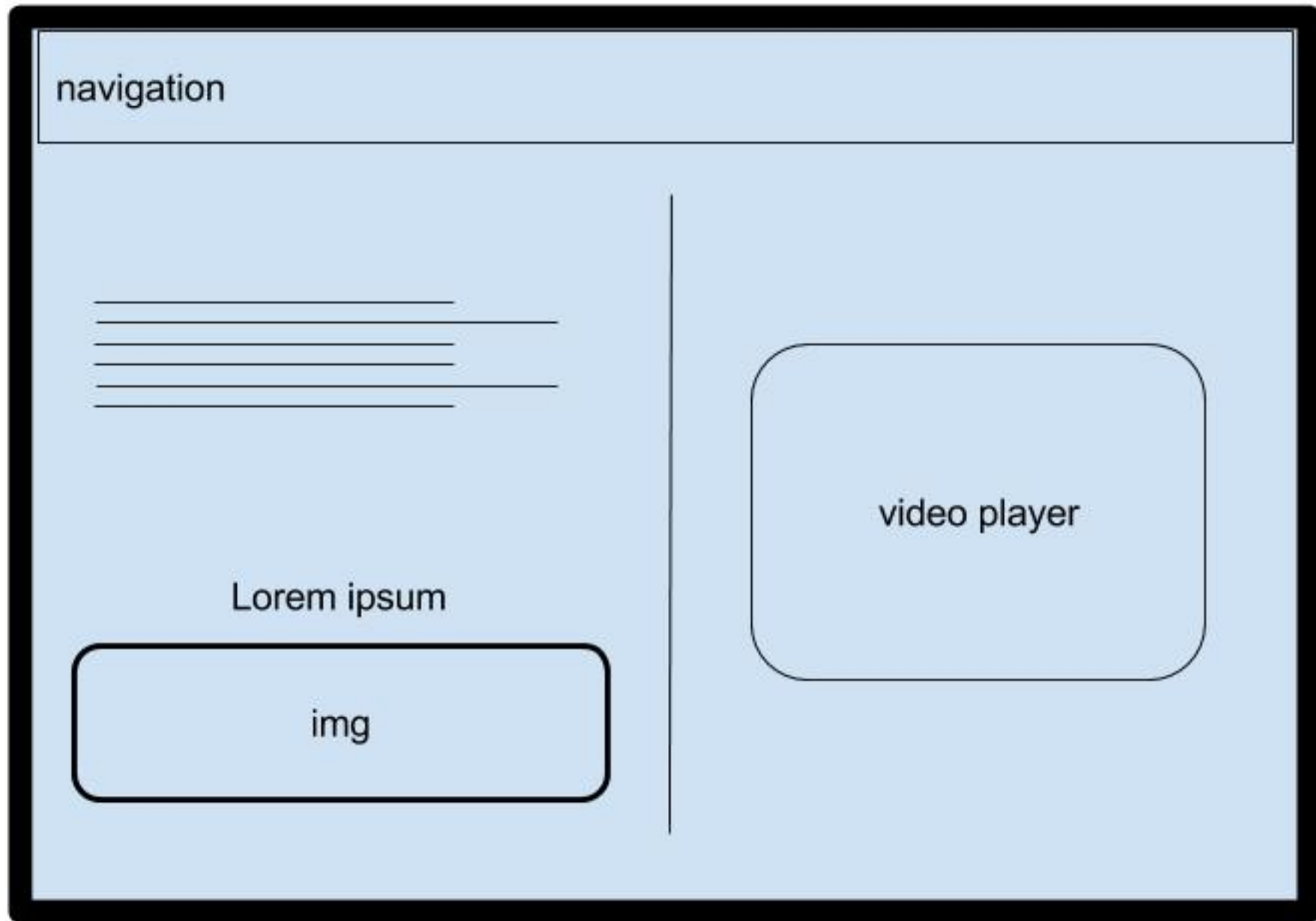
H2
Payment methods

H2
Common question

H3
copyright



Heading <H1>
text <p>



Unleash me!