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## HAPPY ANIMALS CLUB

# HAPPY ANIMALS HOSPITAL

## EXECUTIVE SUMMARY

Happy Animals Hospital is a planned 24/7 veterinary clinic and animal rehabilitation hospital based in Davao City, Philippines. The hospital will combine full-service veterinary care, advanced diagnostics ( for animals), and animal rehabilitation and shelter support under one facility.

Our key differentiators are:

- Deep credibility as an established animal shelter and rehabilitation organization
  - Proven hands on experience in rescuing, treating, and rehabilitating animals, not just clinical care
  - A large 3 storey rented facility with lot capable of housing and rehabilitating a high volume of animals
  - 24/7 operations supported by multiple veterinarians and trained animal-care staff
  - Strong public trust built through our active social media presence as Happy Animals Club
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## OVERVIEW

**Business Name:** Happy Animals Hospital

**Location:** Davao City

**Business Type:** Veterinary Hospital & Animal Rehabilitation Center

**Operating Hours:** 24/7

The hospital will serve:

- Private pet owners
- Rescue animals and shelter cases
- Referrals from smaller veterinary clinics

We will charge standard Davao veterinary rates to remain accessible while generating premium revenue from advanced diagnostics.

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## MARKET OPPORTUNITY

### Demand

- Davao City has a large and growing population of pet owners and animal caregivers
- Many animals do not receive continuous or long-term veterinary care due to cost, capacity, or limited operating hours of existing clinics
- There is strong demand for a facility that can provide 24/7 care, extended monitoring, and rehabilitation under one roof

### Target Market

- Pet owners seeking reliable, 24/7 veterinary care
- Animal rescuers, shelters, and independent caregivers
- Community members who already support or follow HappyAnimalsClub and trust its work

## COMPETITIVE ADVANTAGE

### Shelter & Rehabilitation Credibility

Unlike traditional veterinary clinics, Happy Animals Hospital is built on years of direct animal rescue and rehabilitation work. Our team has hands on experience with:

- Neglected and abused animals
- recovery and rehabilitation cases
- High volume animal care under limited resource conditions

This background establishes strong public trust and demonstrates operational resilience.

### Facility Size & Capacity

- 3 storey building + adjacent lot allows:
  - Separate wards for dogs, cats, isolation, and recovery
  - Long term rehabilitation housing
  - Training, storage, and staff quarters

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## Trust & Recognition

- Existing public trust from Happy Animals Club social media presence
  - Known as an animal shelter and welfare focused organization
  - Strong emotional connection with the local community
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## SERVICES OFFERED

### Core Veterinary Services

- Consultations
- Vaccinations
- Laboratory diagnostics
- Surgery
- Emergency and critical care

### Diagnostics & Support Services

- Laboratory diagnostics
- Imaging referrals (X-ray, ultrasound, CBC)

### Rehabilitation & Recovery

- Post surgical rehabilitation
- Long term recovery cases
- Rescue animal rehabilitation

## OPERATIONS PLAN

### Facility & Rent

- Monthly rent: ₱100,000
- Already paid:
  - 3 months advance rent: ₱300,000
  - Utilities (light & electricity): ₱20,000

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## Staffing (24/7 Operations)

- Multiple licensed veterinarians
- Veterinary technicians
- Animal handlers & caretakers
- Compliance officer

Staffing will scale gradually as operations grow.

## Marketing & Growth Strategy

### Social Media

- Use Happy Animals Club's social media to:
  - Share rescue and recovery stories
  - Build trust before launch
  - Advertise the launch of Happy Animals Hospital

### Referrals

- Partner with smaller non-24/7 clinics for referrals
- Reach out to adopters of animals from Happy Animals Club

### Community Engagement

- Encourage people to visit the cat petting zone and offer clinical fee discounts for adopters
  - Shelter and rescue collaborations
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# Financial Overview

## Major Capital Requirements (Estimated Ranges)

The following figures are estimates intended for investor discussion and planning. Final numbers will be confirmed prior to contract execution.

Item	Estimated Cost (PHP)
Building renovations (3 floors)	2,000,000 - 3,500,000
Medical equipment & supplies	3,400,000 - 4,850,000
Staff wages (3-4 months)	1,200,000 - 1,800,000
Working capital buffer	1,200,000
Estimated total capital buffer	7,820,000 - 11,350,000

## Medical equipment & supplies budget

Equipment	Quantity	Estimated cost (php)
Digital X-ray system	1	900,000 – 1,100,000
Ultrasound machine	1	350,000 – 400,000
CBC / Hematology Analyzer	2	600,000 (total)
Blood Chemistry Analyzer	1	400,000
Gas Anesthesia Machine	1	350,000 – 450,000
Infusion Pumps	10	400,000 – 800,000
Autoclave (Sterilization)	1	150,000 – 300,000
Incinerator (Medical Waste)	1	150,000 – 400,000
Veterinary Dentistry Set	1	120,000 – 400,000

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## Revenue Streams

- Standard veterinary consultations and treatments
- Emergency and 24/7 care services
- Surgical procedures
- Rehabilitation and recovery care
- Support from rescue partnerships and donations

## Investment Tiers (Indicative)

To encourage participation from local individuals, OFWs, animal advocates, and small business owners, the following accessible investment tiers are proposed:

- ₱100,000 – Small Investor
- ₱250,000 – Community Investor
- ₱500,000 – Major Investor
- ₱1,000,000 – Anchor Investor

These tiers are indicative and non-binding. Final terms, returns, and participation limits will be discussed individually with each investor.

## Return Structure – Revenue Share

A proposed return model focuses on overall hospital revenue, aligned with the hospital's sustainability and growth.

example:

- Investors participate in the general funding of hospital setup and operations
- Investors receive a percentage share of net operating revenue
- Revenue sharing continues until the investor has received 110%–140% of their original investment

This structure:

- Aligns investor returns with hospital performance
- Encourages long-term operational stability
- Avoids dependence on a single service line

All revenue share percentages, timelines, and caps will be finalized during formal investment negotiations.

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## Alternative Structures

Depending on investor preference, the following structures may also be explored:

- Equity partnership
- Hybrid equity + revenue share
- Strategic partnerships tied to specific equipment or services

## Vision & Impact

Happy Animals Hospital aims to become:

- The leading veterinary referral hospital in Mindanao
- A sustainable bridge between animal welfare, rescue, and professional veterinary care

Our long term goal is to raise the standard of animal healthcare in Davao City and the wider Mindanao region, while operating as a financially sustainable and scalable institution.

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