



Dream Green ECO Group Eco Pet Houses

By Stephanie Stoyanova, Daniel Isuski



Our company goal is:

- ✓ To find suitable house for every pet
- ✓ To popularize old Bulgarian architecture through pet houses

We want to do our part in preservation of the planet by starting a sustainable eco-friendly business. Our plan is to start by building pet houses and in the future extend our business to introducing new ecologically tested construction materials. Thus, our strategy is to start from a small underdeveloped segment of Bulgarian market and later penetrate the big industry.

Please, buy me an
ECO house !



Our product



Our houses are made of natural building materials:

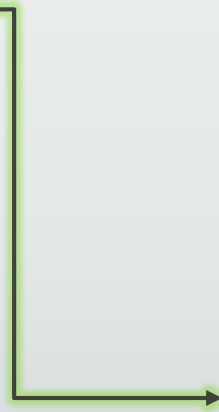
- Sand;
- Clay;
- Wood;
- Recycled paper, plastic and glass;

We are also researching for new ecological materials on the market and will be developing new products.

As the technology develops we are switching to recycled plastic bricks.

Know-how and Market

- The technology for our ECO houses is based on knowledge and experience from previous versions of the technology, while taking into consideration modern trends.
- Our task is difficult, but we think that there is a big need for our product, so our pets can feel comfortable in their own houses, while the owners invest in sustainable ecological solutions.



Competition and customers

There are no houses like this on the market. Most of the pet houses are made out of wood, which is not so long-lasting and does not have the needed qualities for insulation. The sizes of the houses are up to the customer's preference.

Our beachhead customers are going to be wealthy well-educated Bulgarians who need neat, practical and exquisite houses for their dogs.



Team Roles and Responsibilities



Marketing and Advertising



QUIZ

By company "Dream Green Eco Group" AD

Questions and answers:

1. Our company is involved in building pet houses, while using bricks made by us.
Would you use our service ?

☐ YES ☐ NO ☐ I CAN NOT DECIDE

2. Which kind of service would you choose/prefer ?

☐ 0.60x0.60m ☐ 1x1m ☐ I CAN NOT DECIDE

3. Do you think that our price is eligible?

3a 0.60x0.60m - 250лв. (€127.72) ☐ YES ☐ NO ☐ I CAN NOT DECIDE

3a 1x1m - 400лв. (€204.35) ☐ YES ☐ NO ☐ I CAN NOT DECIDE

4. Would you use our service personally ?

☐ YES ☐ NO ☐ I CAN NOT DECIDE

5. Would you buy our service for your family and friends ?

☐ YES ☐ NO ☐ I CAN NOT DECIDE

6. Would you recommend our company to your family and friends ?

☐ YES ☐ NO ☐ I CAN NOT DECIDE

(More than one answer is possible.)

OUR CLIENTS RESPONDS!

1. YES- 69% NO- 24% I CAN NOT DECIDE – 7%
2. 0.60x0.60m-47% 1x1m-48 % I CAN NOT DECIDE –5 %
3. YES- 74% NO-23 % I CAN NOT DECIDE-3 %
YES- 75% NO-22 % I CAN NOT DECIDE-3 %
4. YES-86 % NO- 8% I CAN NOT DECIDE–6 %
5. YES- 60% NO- 25% I CAN NOT DECIDE– 15%
6. YES- 85% NO- 10% I CAN NOT DECIDE –5 %



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DREAM GREEN ECO GROUP

BUILDING THE FUTURE, RESTORING THE PAST

STUB FOR DISCOUNT WITH 20%

01.02.2018 - 10.03.2018

LOCATION

BUL. EVROPA 135, 137 SU "ANGEL KANCHEV", ROOM 203

For the unveiling of our company, we decided to make a present for our clients, by making a discount to every person who buys a house for his pet during the period of 01.02.2018 to 10.05.2018. We will be happy to help you to find your pet their perfect house.

FOR MORE INFORMATION CONTACT: STEPHANIE STOYANOVA +359 87 942 9395
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Future Development

Our company will start production in October 2018. For the development we are going to need resources like a place, materials, workers, machines and others.

As a beginning we are estimating that we are going to need 50 000 leva. For the first months we are going to use our own resources, and maybe resources from our family and friends. We hope that 5 months after the beginning of the company, we will find sponsorship.

Only in Sofia there are more than 200 000 pet dogs, and half of them are big breeds and live outside. They need a comfortable place to live, and we will have houses that are comfortable and good looking.



for contacts

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