



 **just for pets**

Membership *2023*



- The Group -

Who we are

Just For Pets is **Australia's largest group of independent pet retailers**. We proudly represent over 40 stores around the country who trade under their original shop names and actively support their local communities.

We love pets and it is our passion and purpose to help Australian pet owners have the best relationship with happy and healthy pets all their lives long.

So we believe in empowering pet owners with the knowledge, services and quality brands they need to take great care of their pets.



Our Mission

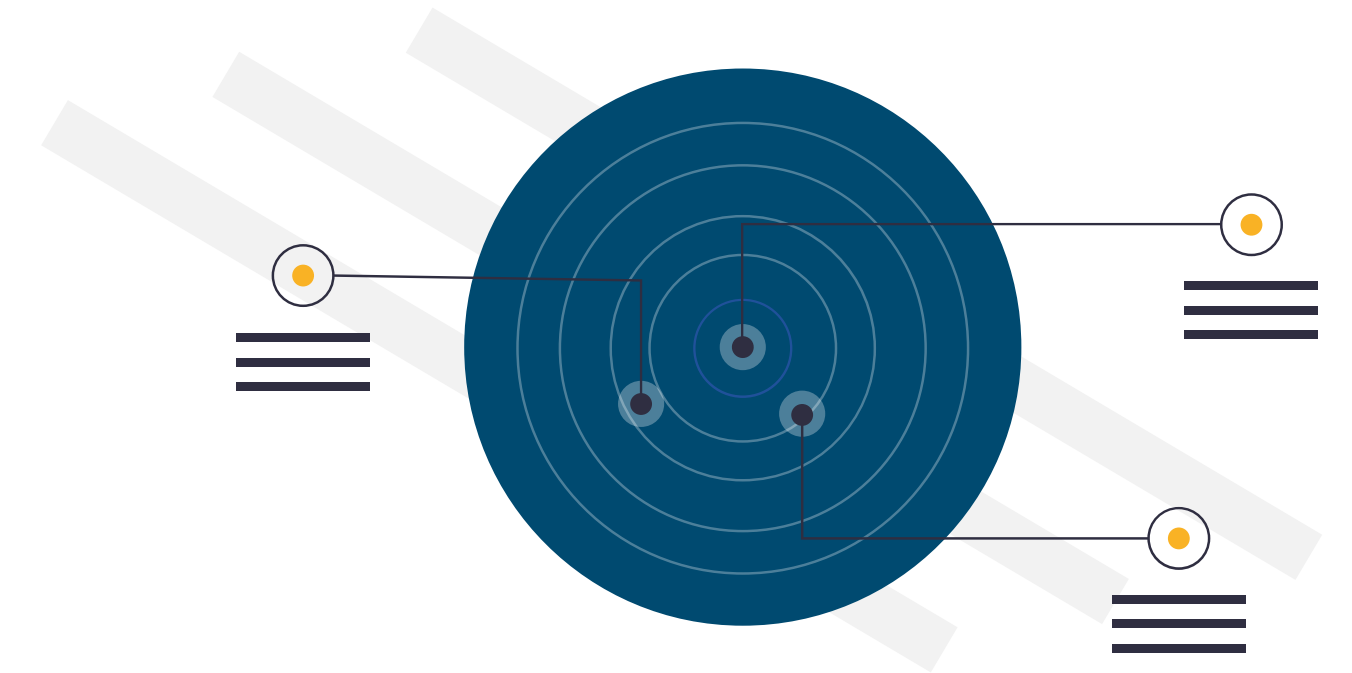
To empower JFP to support our Members' Independent Pet stores to thrive, prosper and excel.

Our Values

- To create and support inter-dependence
- To navigate change effectively
- To welcome innovation
- To consistently ensure trust
- To communicate effectively
- To develop respectful, accepting relationships
- To give and receive support
- To ensure professionalism

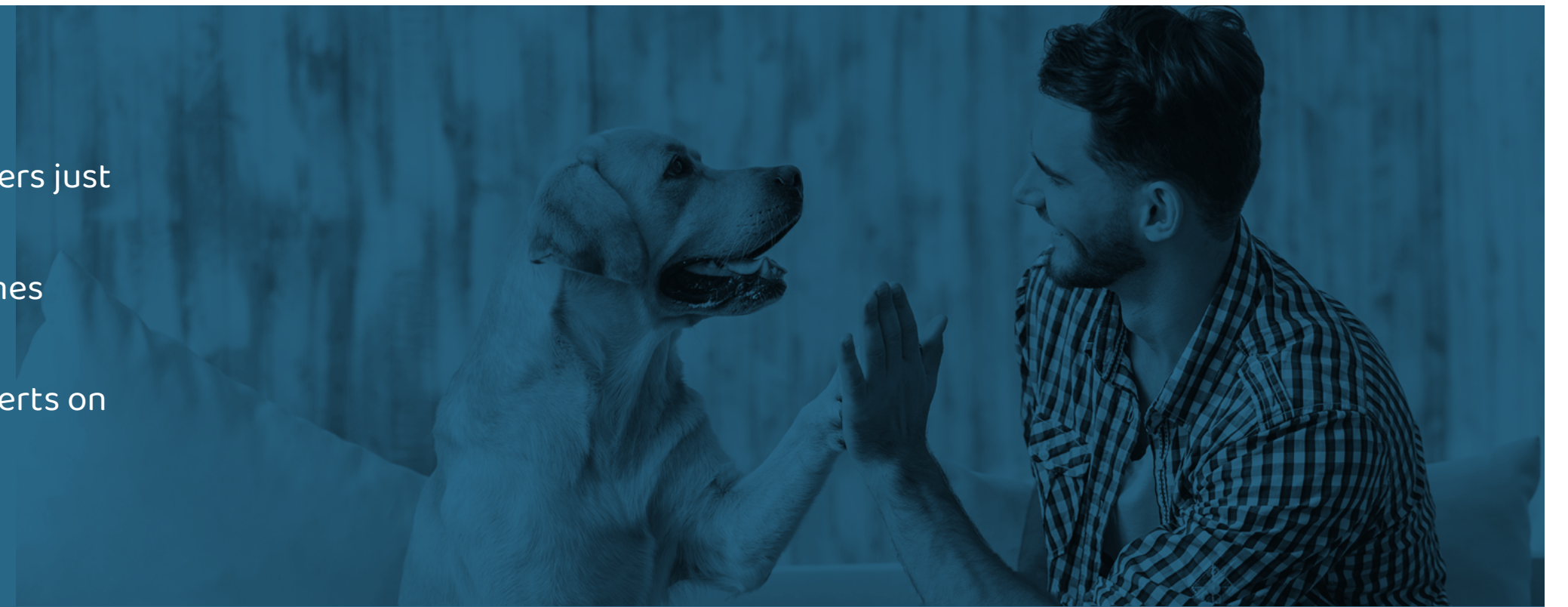
Our Purpose

- Leading the way for independent pet stores to thrive through supplier negotiating and partnerships
- Empowering pet owners with the knowledge, services and quality brands they need to take exceptional care of their pets
- Collaborate with industry influences, continuously raising the standards of pet care
- Advocating welfare and industry excellence



advocate

- We continually work hard to show suppliers and wholesalers just how great it is to work with independent pet stores.
- We're here to be the voice of independents as it's sometimes hard to be heard over the corporates and their needs.
- We're contacted regularly by media outlets as the pet experts on behalf of independent pet stores.



- We're a committed bunch of passionate business people as well as pet owners, just like you.
- We don't just want to see business survive, we want to see you thrive, and we can help you do that.
- We've been doing this for 10+ years and we've seen a lot, we'll be here another 10+ years.

commit

engage

- We engage pet owners all over Australia with facts and knowledge.
- Through pet events, media and socials we reach Australia's pet loving population to educate our love of pets.
- We encourage our members to engage with each other and offer support, it can be hard in business, but you aren't alone when you are with Just For Pets



Independent Business

Advantages:

Freedom

The greatest advantage of owning your own independent business is calling the shots. Because you don't report to anyone, you have complete freedom and can make all the decisions.

Cashflow

Ongoing support, training, help with fit out, stock, marketing, supply chain management, operations, HR and so much more.

Disadvantages:

Limited Support

Even if you do have a background in the sector and you're taking over an existing business that has already had some success, you're on your own from the start.

No Manual

In your own business it's up to you figure out the best way to do things and there's no manual to follow for what will and won't work.

Franchise

Advantages:

Tested Model

Start trading as soon as you enter the business and don't need to spend time figuring out the best way to do everything.

Ongoing Support

Ongoing support, training, help with fit out, stock, marketing, supply chain management, operations, HR and so much more.

Brand Recognition

Joining a well-known brand means your business will have brand awareness from day one. Having an established reputation can be a huge advantage.

Disadvantages:

Limited Control

Signing a franchise agreement means you're committing to following the franchisor's guidelines. This can mean less flexibility and creativity in the way you run your business.

Ongoing Fees

While sharing the profits with the franchisor gives you access to benefits, they're also costs you need to factor in, deduct from your own profits and pay even if you run into tough times.

Buying Group

Freedom

Cashflow

Tested Model

Ongoing Support

Brand Recognition

A *Buying Group*, like **Just For Pets**, gives your business all the advantages of owning your own independent business and all the advantages of owning a franchise.

JFP Objectives

Just For Pets has been formed with the objective of professionally **assisting its members to grow in both profitability and revenues.**

It provides an environment in which all members can enjoy the **advantages of collective negotiation** without having to sacrifice their own unique identity, business style or culture.

We do this by:

- Increasing margins
- Accessing exclusive discounts and rebates that independent stores do not have access to
- Provide up to date, affordable marketing
- Increasing customer traffic
- Providing non-trade benefits





-Pet Industry-

Competitors

Our Competitors

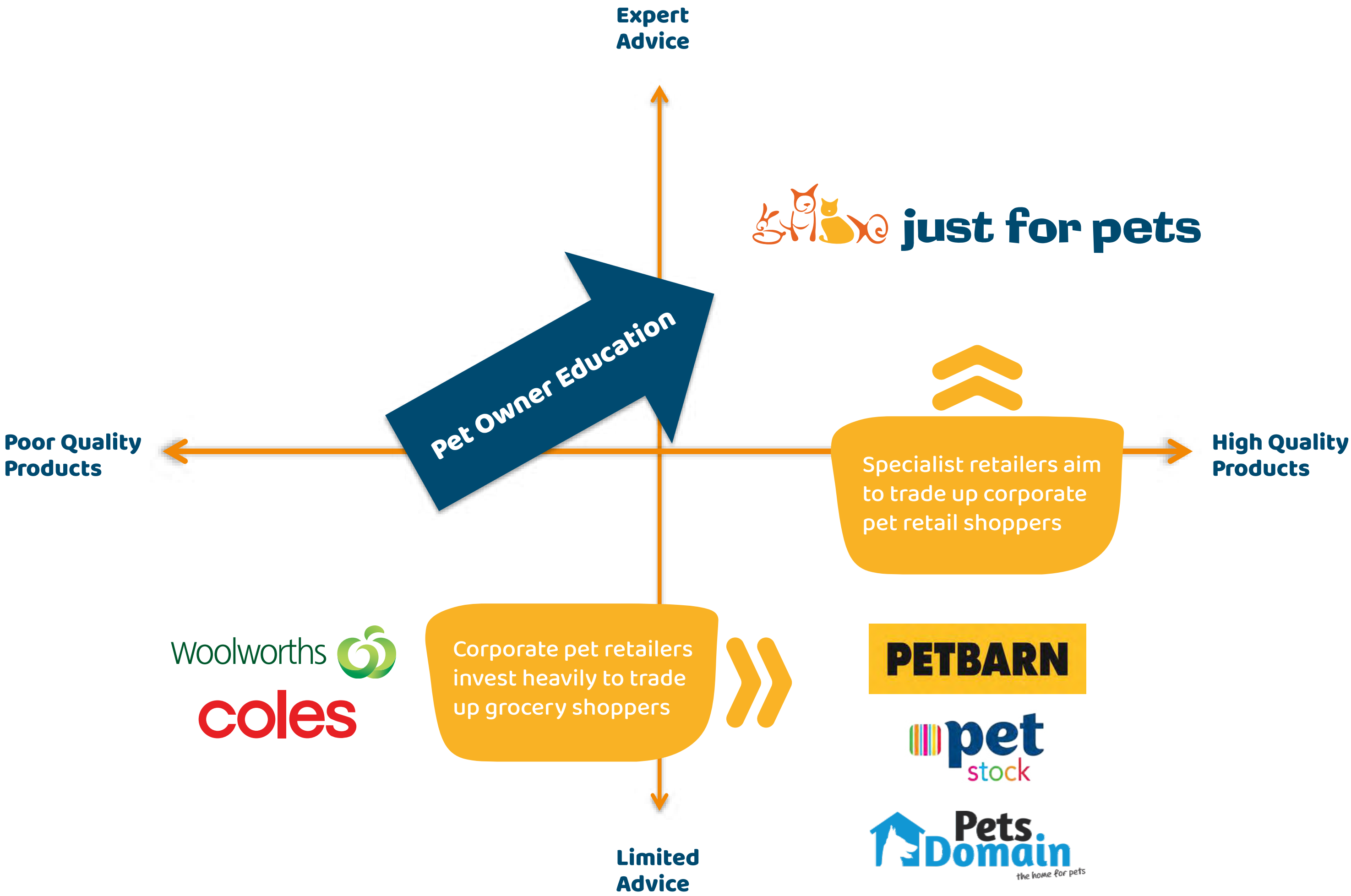
Corporate groups are accessing deals that have not previously been accessible to independent retailers. Collective negotiating is allowing us to gain access to these.

Supermarkets still have 72% of the pet market. JFP marketing initiatives are proving to access these shoppers and get them through your doors.

Just For Pets is the only group of pet stores offering significant national scale, excellent quality and expert advice.



How JFP impacts the market



A blue-tinted photograph of two men in work attire (caps, t-shirts, and work pants) standing in the back of a white van. They are both focused on handling a large cardboard box. The man on the left is wearing a cap, glasses, and a lanyard with an ID badge. The man on the right is also wearing a cap and a watch. The scene is brightly lit, suggesting an outdoor setting. The overall tone is professional and industrious.

- Participating -
Suppliers





- Charity -

Partners

Our Charity Partners

We're proud to support these amazing charities, incorporating pets and children. Raising funds and awareness and creating life changing skills.



RuffTRACK is a youth program based at RuffTRACK Farm in Western Sydney.

They take on young people aged 13-17 years old who have disengaged with school and the community to give them skills, education, a sense of self-worth and reconnecting them with their community by partnering them with a farm dog.

A partnership that takes them on a journey of learning responsibility, caring for others and communicating without violence.



Who Gives a Cluck is an Australian charity that rescues hens from the egg laying industry and from being culled.

Upon rescue, they provide any necessary veterinary care to the hens and rehome them to loving families.

They also provide advice to owners on all things hens!

A top-down view of a group of people's hands stacked in a circle, symbolizing teamwork and unity. The hands are of various skin tones and are wearing different styles of clothing, including plaid shirts, sweaters, and a watch. The background is a light, textured surface. The overall image has a blue tint.

- Non Trade -

Benefits

Non Trade **Benefits**

- **Pet Industry Association**
- **Group Merchant Facility Rates**
- **Electricity: saving approx. 20%**
- **Point of Sale Software Group Discount: Tower**
- **Discounted Catalogue Distribution**



FREE PIAA Membership* as a Just For Pets member

Membership offers:

- A voice for the Pet Industry

There are also many animal welfare and animal rights groups within the community that want to influence or prevent us doing legitimate business. It is becoming more important that the operators within the Australian Pet Industry take greater control of their own destiny. As such, the Pet Industry Association regularly makes formal submissions on pet industry issues at the request of Government agencies and industry regulators.

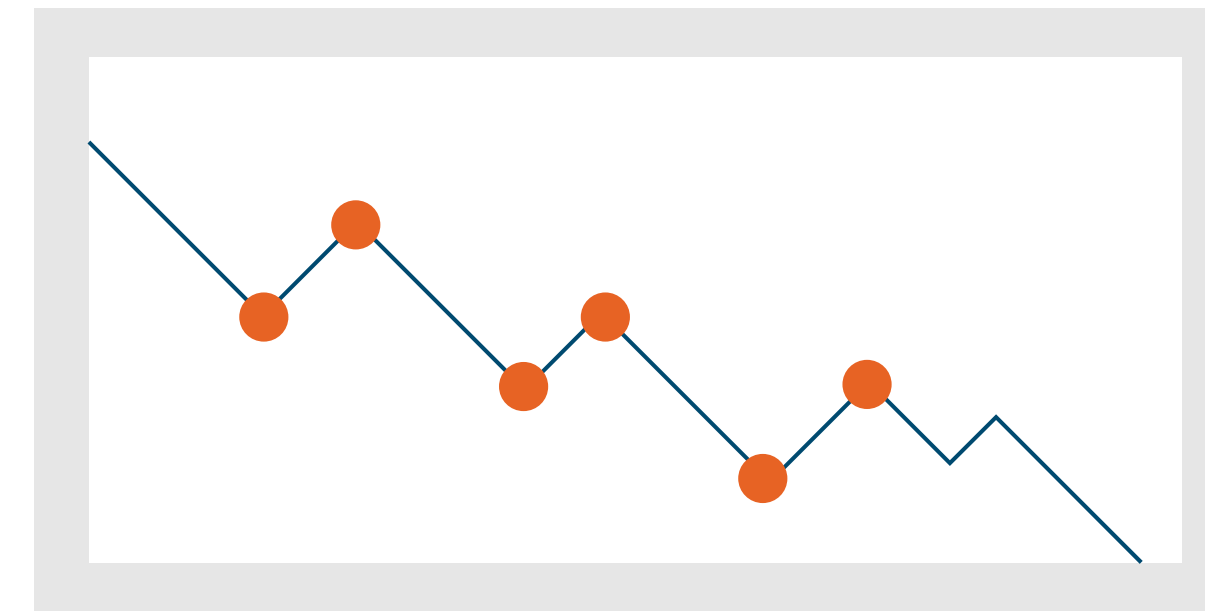
The main benefit of Pet Industry Association membership is the ability of an individual business operator to be able to make a comment through a "Peak Industry Body" to almost any regulator of the industry – and be heard!

(* Estimated cost of membership per store is \$500



Electricity Savings

- **Avg. Savings 20%**
versus current electricity costs.
- **Comprehensive audit**
of your electricity usage by a qualified auditor.
- **Savings improve each year,**
therefore not static at the original % saved.



- Trade -

Benefits

Trade **Benefits**

- **On Invoice Discounts**
unique to Just For Pets members.
- **Rebates**
unique to Just For Pets members.
- **More “buy in” opportunities**
On top of your regular promotional calendar with selected manufacturers, you get the deals that Just For Pets negotiates too!
- **More “promotional dollars”**
Independent retailers receive promotional dollars to run in store promotions with select manufacturers eg. Royal Canin.



Trade Benefits

- **More “promotional dollars”**
As a Just For Pets store you still receive those PLUS the promotional spend that Just For Pets negotiates too. For some retailers this could mean that 9 promotions are funded by manufacturers instead of just 3.
- **Consistent Trading Terms**
Using our Central Billing program.
All payments are 21 days EoM.
- **Unique Catalogue Supplier Deals**
3 times per year
- **9 eDeals per year**



A blue-tinted photograph of three women in a professional setting, likely a meeting. They are gathered around a tablet computer, looking at the screen with interest. The woman on the left is pointing at the screen. The woman in the center is looking directly at the camera. The woman on the right is looking towards the screen. The background is slightly blurred, showing office equipment and papers.

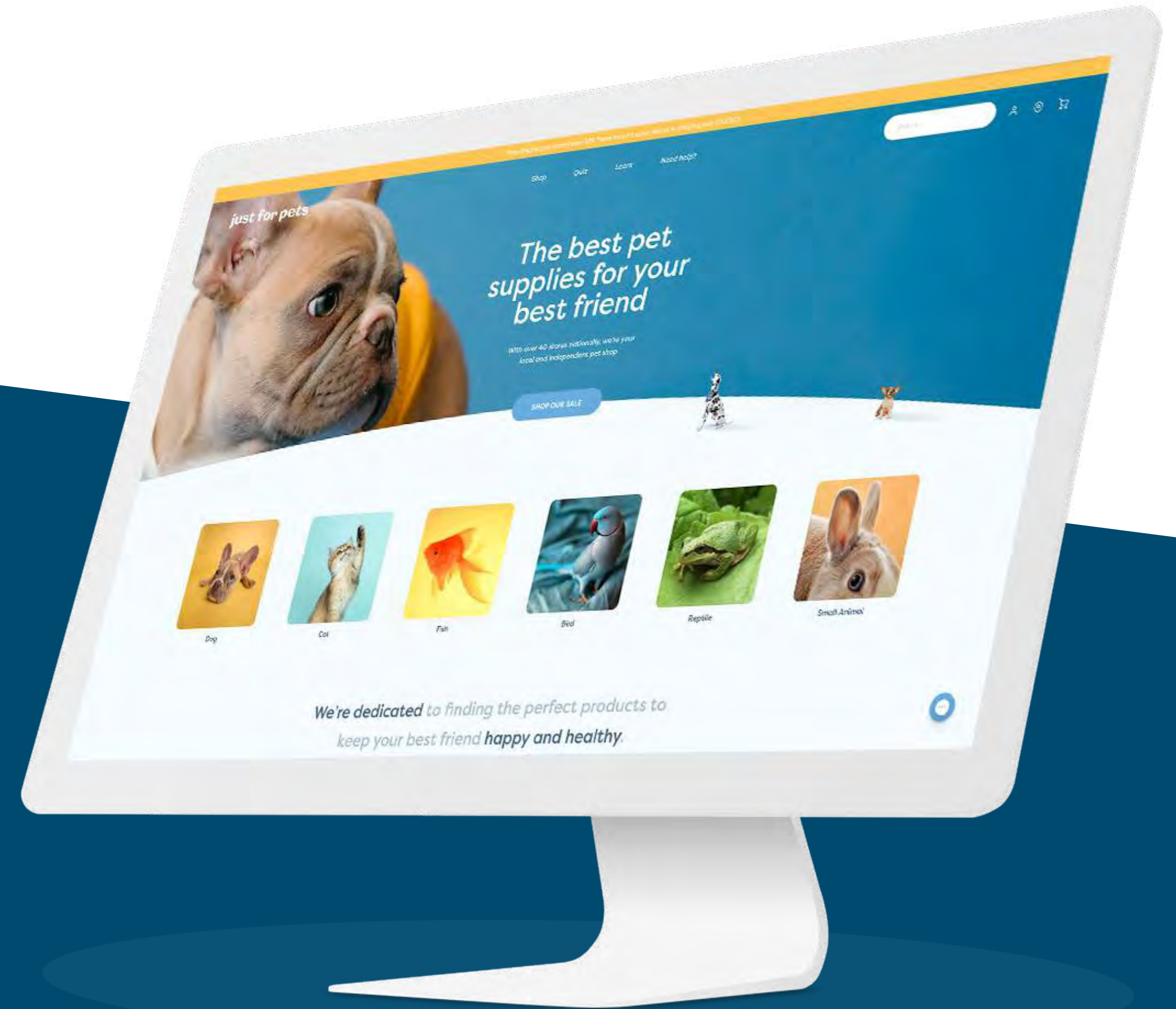
- Opportunities -
Marketing

JFP Website

Just For Pets is proud to promote our **eCommerce** site.

**Made for Members,
with profits going back to Members.**

The Just For Pets custom built online store is a tool that assists members to **have an endless aisle**, with the opportunity for **increased basket spend, click and collect, subscription services** and **buy now pay later** payment.



JFP Website

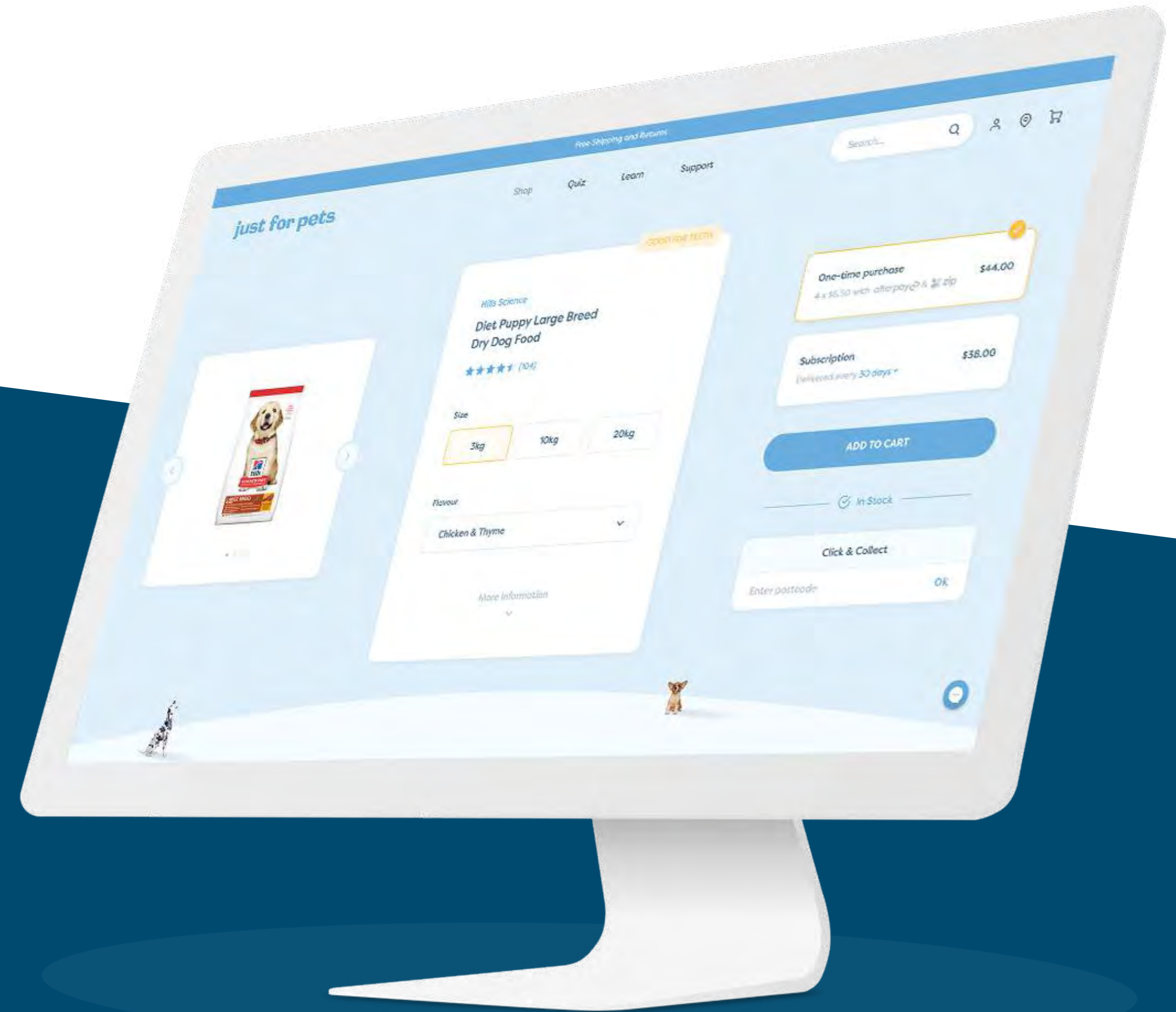
**Made for Members,
with profits going back to Members.**

- **Offering shipping from our 3PL partner, Eastern Distributions**

justforpets.com.au offers the functionality for shoppers to click and collect from their chosen Just For Pets store, with live stock on hand data to ensure no product is ever over sold.

- **We all know you can't stock everything, but having the Just For Pets website means you don't have to lose sales.**

Don't have what the customer is asking for? That's ok, it's likely we do at **justforpets.com.au** You can process the sale in store for the customer via the site and have it delivered to the customer either at home or in store for them to collect.



JFP Website

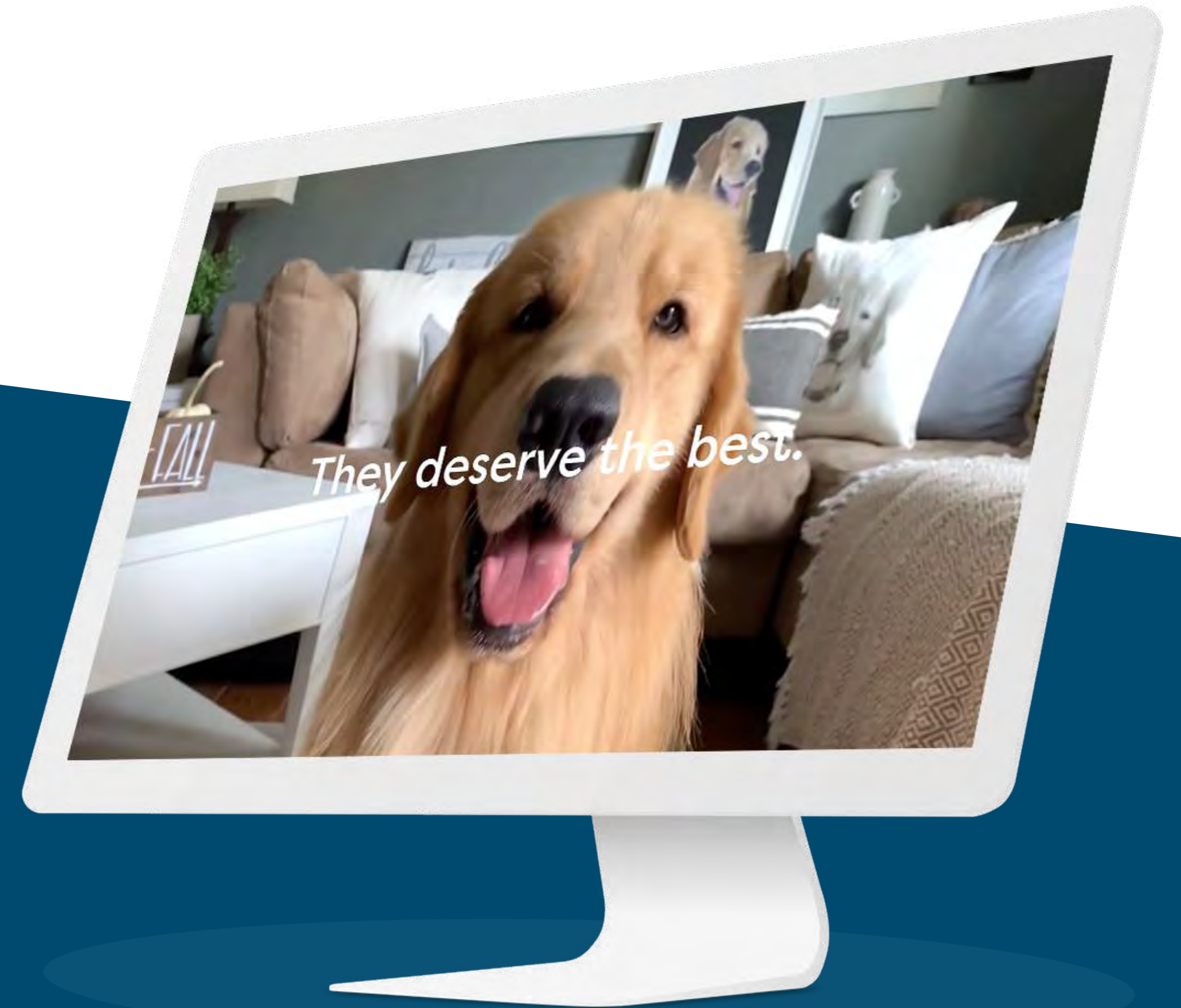
**Made for Members,
with profits going back to Members.**

- **All members receive a profit share of the website and you don't need to do anything!**

Click and Collect sales and orders placed in store for shipping are owned by the store, you don't share any profit on the sale.

- **A detailed marketing strategy**

Advertising AUS-wide shipping as well as click & collect around each store location radius Australia wide, the Just For Pets brand will be in front of Australian pet owners like never before. **It's a great time to be part of [justforpets.com.au](https://www.justforpets.com.au)**



JFP Website



- **Store locator**

Each member store is listed on the **'find a store'** map on the Just For Pets website and their listing links back via google maps.





2 x Magazines per year:

- A FREE 32 page publication for pet owners available in all Just For Pets Stores
- Filled with information to keep pets happy and healthy.
- Advertising of our supply partner brands
- Digital version available for stores to share online



KINGDOM ANIMALIA

Pets and Things to Avoid

We've all heard by now how chocolate is toxic to our pets and how we shouldn't be giving our pets any of our family-sized block no matter how much their eyes are begging us to!

This got us thinking; just what else is bad for pets that we may not know about? We've compiled a list of things that could be harmful to your beloved furry pal and what you can do to avoid problems and alternatives you as their owner can offer to ensure their safety.

Chocolate
Chocolate poisoning is a problem that occurs mainly in dogs but also occurs occasionally in cats or other animals. Chocolate contains cocoa. Cocoa contains a compound called theobromine. Theobromine is poisonous to dogs and other pets in certain dosages. It is vital not to give your pets chocolate and to guarantee they can't by chance access any of your chocolate stash over the Easter period.



You can still give your dog some yummy cookies or choc-drops with a chocolate-like smell and taste, without the danger of chocolate.

Carob is naturally sweet and has a chocolaty flavour that dogs love! Carob is easy and safe for you to use in homemade dog treat recipes as well as products available from your local Just For Pets store.

Avocado
Avocado contains a toxin called persin, but only certain species of animals are poisoned by persin. While dogs and cats are rarely affected by persin, avocado poisoning can be deadly to birds and large animals (such as cows, goats, sheep). The bigger risk to dogs and cats is a foreign body obstruction in the oesophagus, stomach, or intestinal tract if part or all of a large avocado seed is swallowed. Pancreatitis is also possible due to the high fat content in avocados.

Pet birds, including canaries, parakeets, cockatiels, and large parrots, should never be fed avocado as they are extremely susceptible to persin. Signs of poisoning in birds include inability to perch, difficulty breathing, fluid accumulation around the bird's heart and lungs, liver and kidney failure, and sudden death.

Coconut and Coconut Oil
The flesh and milk of fresh coconuts contain oils that may cause your pet to have an upset stomach or diarrhea. When ingested in small amounts, coconut and coconut-based products are not likely to cause serious harm to your pet. Caution should be used when offering your pets these foods. Coconut water should not be given to your pets as it is high in potassium.

Citrus
Citrus stems, leaves, peels, fruit and seeds can be dangerous for our pets as citrus plants contain citric acid and essential oils that can cause irritation and issues with their central nervous system if consumed in substantial doses. Small quantities, such as eating one piece of fruit, is not likely to produce any considerable issues aside from a possible upset stomach.

Grapes and Raisins
Grapes and raisins can cause your pet to have kidney failure. It is unknown why these are toxic to our pets. This unknown toxin can cause vomiting, diarrhea, abdominal pain, anorexia, and acute renal (kidney) failure.



Milk and Dairy
We do not possess significant amounts of the enzyme Lactase which is essential to the complete digestion of whole milk. It breaks down lactose, a sugar which gives milk its sweetness. Due to this dairy-based products cause our pets to suffer from diarrhea or other upset digestively.

Nuts
Nuts contain high amounts of oils and fats. These oils and fats can cause vomiting and diarrhea and worst-case scenario - pancreatitis in pets.

Macadamia Nuts
Macadamia nuts are highly toxic to your dog and can cause weakness, vomiting, tremors and hyperthermia in dogs. Signs that your dog has ingested macadamia nuts usually appear within 12 hours and can last up to 72 to 48 hours.

Onions and Chives
These herbs and vegetables can cause gastrointestinal irritation and could lead to red blood cell damage. Cats are more vulnerable. However, dogs are still susceptible to risk if a large amount is ingested.

Salt and Salty Snack Foods
Large amounts of salt can cause your pets to become thirsty and to drink excessive amounts of water. Signs that your pet may have eaten too many salty foods include vomiting, diarrhea, tremors, elevated body temperature, seizures and worst-case scenario, even death.

Yeast Dough
Yeast dough can rise and cause gas to accumulate in your pet's digestive system. This can be painful and can cause the stomach to bloat and potentially twist, becoming a life-threatening emergency.

Tips:
Be mindful when feeding your pet table scraps or leftovers, many of your favourite foods may contain toxins that you don't realise are in there. Your local Just For Pets store has so many safe treat & healthy treats for your pet. Even an AMAZING range of Easter cookies!

If you think your pet may have ingested a toxin in or around your home, don't delay, seek Veterinary assistance immediately.



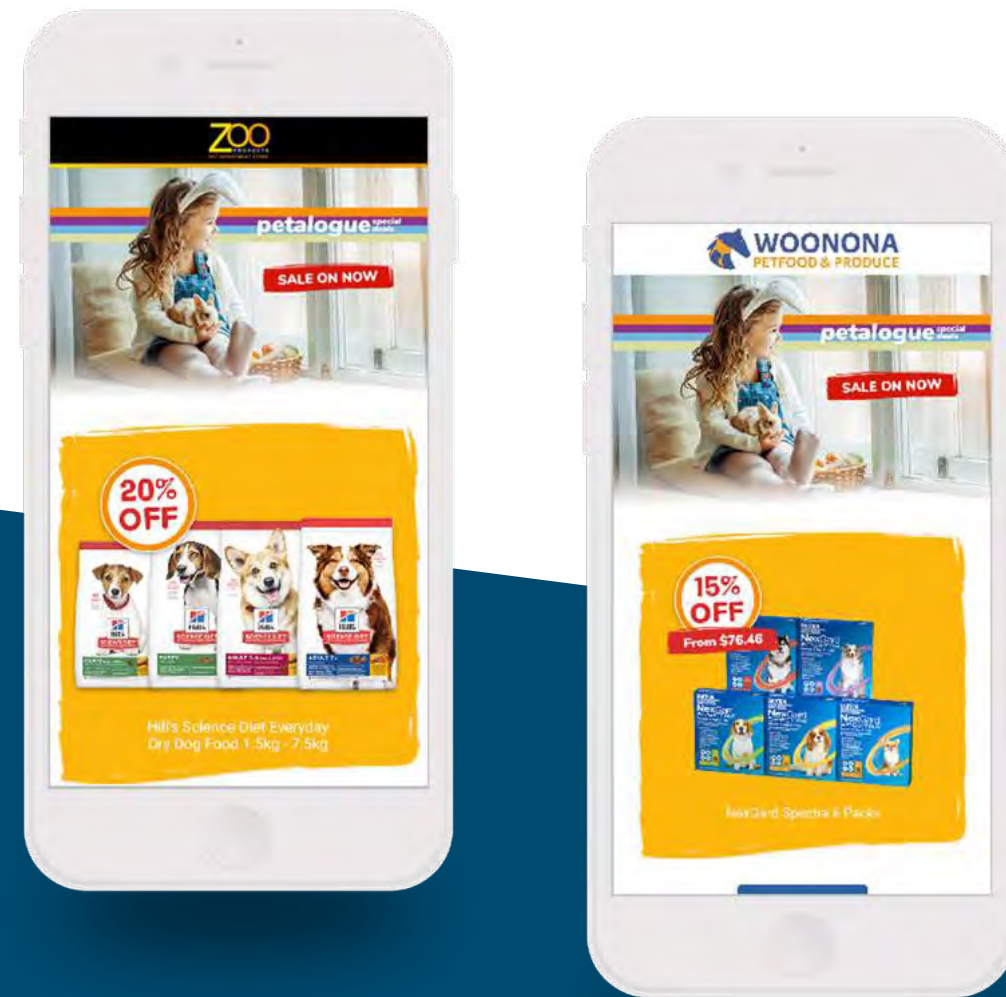
NEW ADDITIONS

KINGDOM ANIMALIA



ADULT 11+
+ and 11+

eDMs



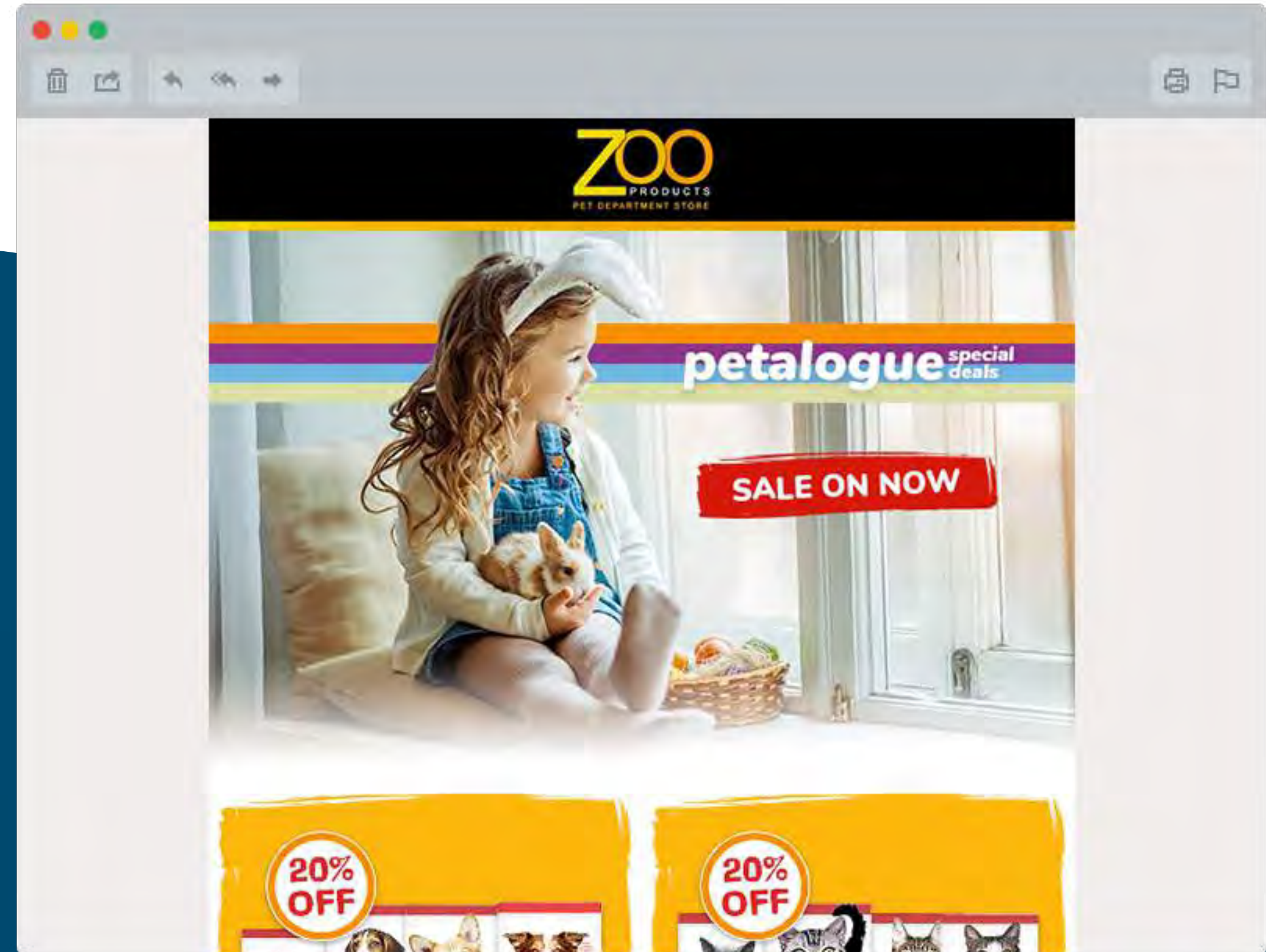
Up to **9 e-Offers** per year including:

- Design (customised to your own brand)
- Send

Up to **12 e-News** per year including:

- Design (customised to your own brand)
- Send

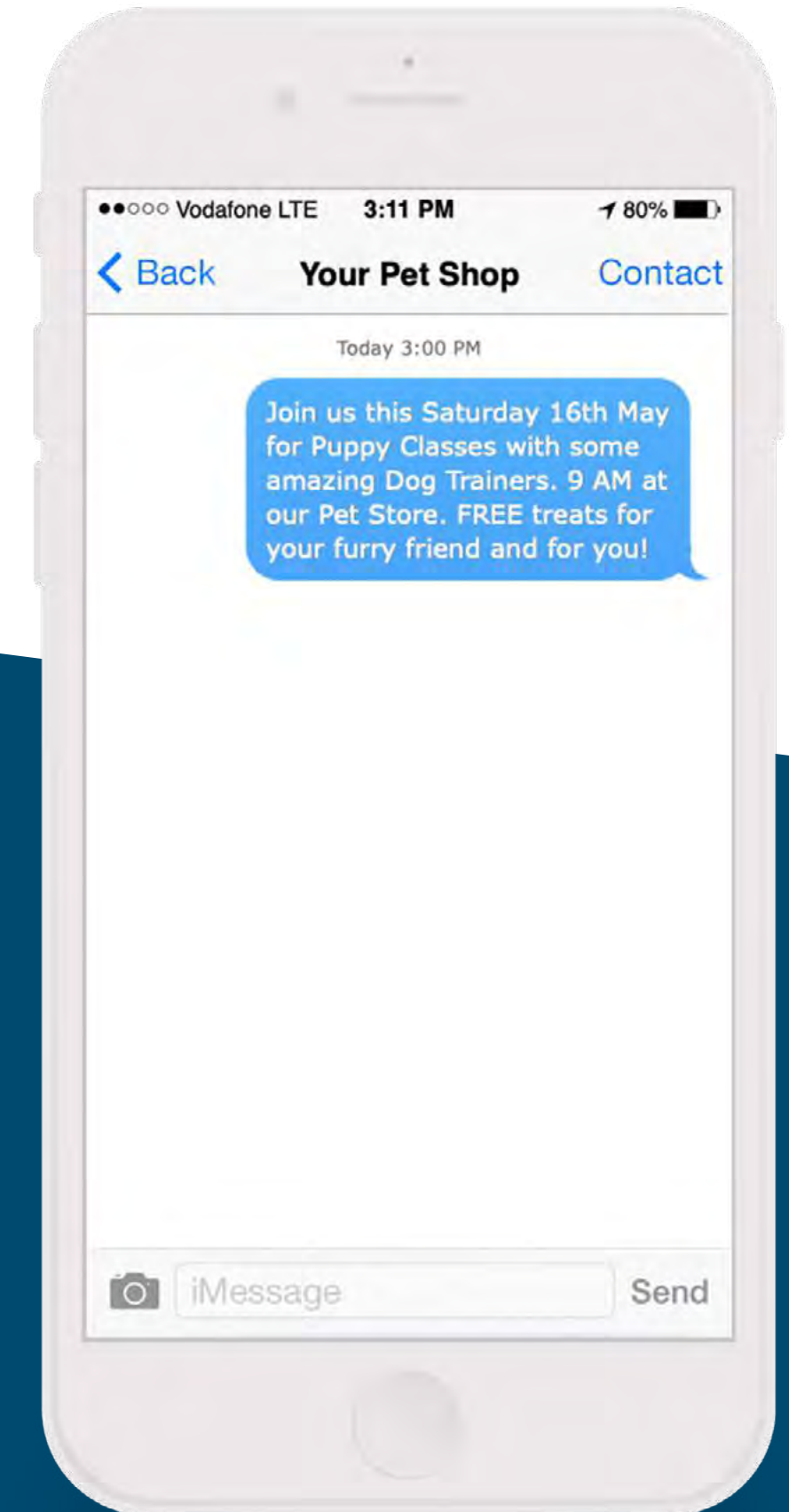
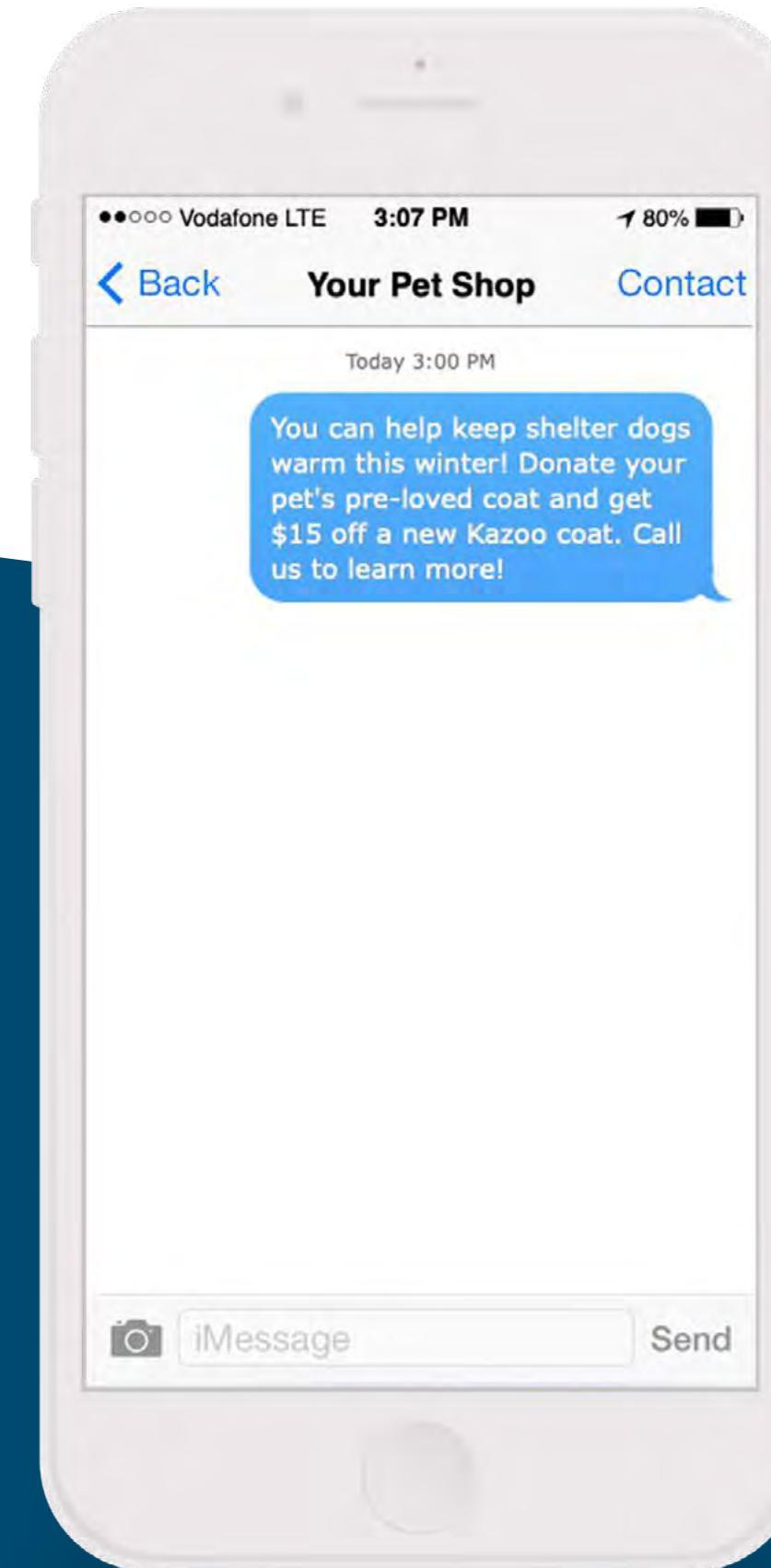
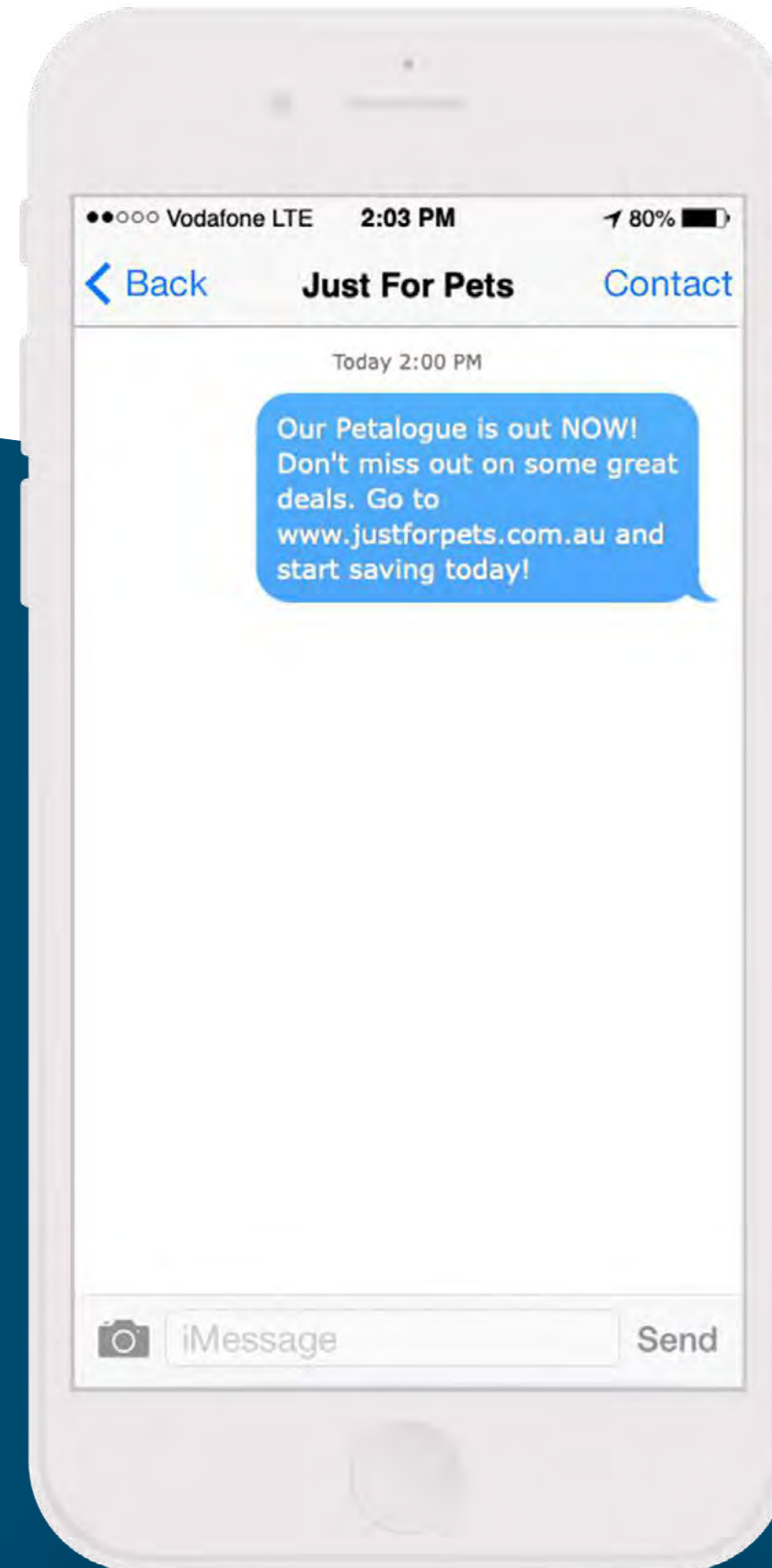
Plus: Ability to increase email data base using the facilities and promotions offered by Just For Pets.





SMS Marketing to your customer data base:

- Up to 12 a year (one per month)
- Promotions
- In-store events
- Announcements
- And much more



Social Media



Just For Pets on Social Media:

We pride ourselves on keeping up with the latest in technology and marketing. We see more opportunities for social media to play a more important role in sales and marketing.

- Cross promote stores' events, VIP days, etc.
- Target ads to specific demographics to increase foot and online traffic into JFP stores
- Promote all catalogue activity during catalogue period
- Promote articles of relevance (available for stores to cross promote on their own pages).





– Our Member's –
Testimonials

Testimonials

“I absolutely love and appreciate everything JFP and it's vision have done for me over the last 10 years. Thank you for helping me realise my calling.”



Rob
Owner of Claws'n Paws Pet Supplies



“Conferences allow us to interact with everyone, learn what Just For Pets has to offer, so you can take advantage of all the things that JFP can do for you, that you don't fully realise until you attend conference. JFP share innovations, they keep us up to date with suppliers, offers, new suppliers that we often don't hear ourselves”



Jen
Owner of Warragul Pet Emporium




Testimonials

“To see independents working and interacting together so strongly. You see JFP preparing its members to carry them forward to have a sustainable business for the future”



Gavin
Key Account Manager Elanco



“I love the comradery, the ability to talk one on one with both store owners and suppliers. If you don’t attend conference, you are missing out on a lot of action, fun and a great opportunity to learn more and build your business”



Joel
Former Owner of Port Stephens Pet Barn



- What's included -

Membership

Membership

- **Use of Central Billing Facilities**
- **3 x up to 20,000 Catalogues**
ability to apply own pricing to every product
- **1 x SMS per month**
to unlimited database size
- **1 x eDM Newsletter per month**
to your unlimited database
- **Exclusive supplier / manufacturer rebates**

- **Exclusive supplier discounts**
- **Access to Non-Trade benefits**



INVESTMENT | AU\$500 INC. GST / MONTH



KAREN JUSTICE
Chief Executive Officer

D +61 (0) 2 6685 3011
M +61 (0) 413 429 913
E karen@justforpets.com.au

KEN McPHERSON
Group Support Officer

D +61 (0) 2 6685 3011
M +61 (0) 409 290 118
E members@justforpets.com.au

JANINE YEATES
Marketing Manager

D +61 (0) 2 6685 3011
M +61 (0) 438 999 491
E marketing@justforpets.com.au