

# 2027 VIVID VISION



STAY • PLAY • TRAIN

## ELITE DOG TRAINING RESORTS

You will never reach your destination if you don't define it, just as a business cannot succeed without defining what success looks like. What follows is our vision for DogiZone in 2027 - from snout to tail, front-of-house to back. It captures our growth, evolution, and remarkable results. This is not a road map, but a vision to align and excite our staff, clients, vendors, and partners. It aims to spark imagination, ingenuity, and drive. This is how we will reach our destination and achieve continued success.

*Andrew Fraser*



### Overview

By December 31, 2027, DogiZone is a premier Dog Training Resort, the ultimate destination for dog owners both in-person and online. Unlike any other pet company on the planet. Our brand stands for trust, excellence, and convenience, with a core purpose to enhance the lives of dogs and their owners. We farewell on our way to becoming America's Favorite Dog Brand, setting the industry standard across all lines of business. Our values are evident in every aspect of our operation, creating a positive impact for clients, employees, and communities.

## Core Values

Safety  
First

Amazing  
Service

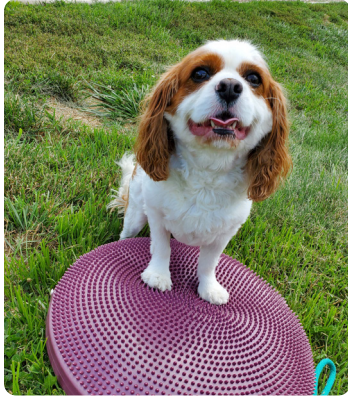
Team &  
Family Spirit

Continuous  
Improvement



**Our headquarters in Rockville, MD, showcases the latest advancements in dog training, pet care and customer service. With multiple locations, DogiZone offers an unparalleled experience, keeping us at the forefront of the pet care industry.**





## DOGITRAINING

By 2027, our dog training resort drives our vision forward, influencing every aspect of our company. Our training programs are known globally, with online programs and at-home training expanding our reach. Our market-leading programs, built on the Perfect Dogi Model of Exercise, Nutrition, and Training, achieve incredible off-leash results. Fitness has become deeply embedded into our programs and philosophy. We offer a popular podcast and a top-selling dog training book, with report card VLOG style videos shared enthusiastically by clients on social media.

## DOGIDAYCARE

DogiZone's daycare services are safe, educational, and stimulating, integrating exercise, social interaction, and learning. Dogs enjoy curated playgroups and expertly managed learning activities, ensuring a fun and engaging experience. Our facilities prioritize safety and health. Our trained staff, convenient pick-up/drop-off, regular updates, exciting playrooms, thorough cleaning, and seasonal events & enhancements make every visit a joy, with activities that create captivating viral content.

## DOGIBOARDING

Unmatched in safety, comfort, and enrichment, our boarding options range from cozy cabins to luxurious suites, ensuring a safe, happy and healthy stay. Dogi's enjoy learning and themed seasonal activities, daily health updates, and go-home baths delight clients. Low-stress facilities with state-of-the-art enclosures, advanced cleaning systems, and expansive activity yards ensure every dog receives the best care from our dedicated staff.



## DOGIGROOMING

Our grooming services deliver pampering plus a dogi who looks great, smells fresh and has less hair. Seamless scheduling and popular DIY wash stations simplify appointments, while our salons create an enjoyable environment for dogs and staff. Our skilled team ensures every dog looks and feels their best, welcoming walk-ins and delivering top-notch grooming experiences that inspire client trust and loyalty.



## DOGIMARKET

DogiMarket is the premier destination for all dogi product needs, offering the highest quality nutrition, unique products and popular custom DogiProduct lines. Our online subscription and delivery service is highly convenient, growing nationally and gaining market share. The beautifully merchandised store and knowledgeable advisors provide an educational shopping experience both in person and online. Leveraging our volume for competitive pricing, every purchase enhances the lives of dogs and their owners.



## DOGICULTURE

Nobody loves dogs more than the DogiZone team. Our success is defined by our core values. Our meritocratic environment rewards excellence and fosters growth, with continuous professional development and high standards. Employee well-being is prioritized with competitive benefits and a healthy work-life balance. Deeply engaged in communities, we participate in local events and charity drives, united by a shared vision and creating a vibrant workplace.

## THE CLIENT DOGI EXPERIENCE

DogiZone delivers consistently outstanding client and dogi experiences with personalized service and exceptional convenience. Dog training is part of every dog's service experience. Clients enjoy our 24 hour call center, easy online booking, frequent updates, and swift transactions and engaging interactions keep clients delighted. Events, seminars, and educational content on our YouTube channel and podcast foster a strong community. Client's and dogs enjoy each other more because of the learning that they both receive and are raving fans of our work.





## MARKETING

DogZone's marketing and community impact are insanely successful. The referrals pour in the door and our captivating content tells the stories of the dogs and owners we serve. Social media channels overflow with vibrant photos, engaging videos, and educational posts, fostering a strong community. At local events, the excitement is through the roof as dog owners gather for seminars, fun runs, and adoption events. Every interaction reflects our dedication to enhancing the lives of dogs and their owners, establishing DogZone as a beloved and trusted brand.

## FACILITIES & TECHNOLOGY

State-of-the-art facilities and innovative technology set us apart, creating safe, comfortable, and stimulating environments for dogs and inspiring workspaces for our team. Our advanced training centers, luxurious boarding suites, and next-generation facilities reflect our commitment to excellence. Sustainability is prioritized with energy-efficient practices and eco-friendly materials. Continuously evolving, our facilities and technology keep DogZone at the forefront of the pet care industry, delivering the best experience for clients and their pets.



## 2027, IN A LEAGUE OF OUR OWN

We stand as a beacon of excellence and innovation for the pet care industry, a self-funded zero debt company, driven by our commitment to enhancing the lives of dogs and their owners. Every aspect of our business—from our state-of-the-art facilities and comprehensive service offerings to our passionate team and vibrant community engagement - is reflected by our core values. Walking through our doors, you'll feel the welcoming and energetic atmosphere that defines DogZone. We are more than just a pet care provider; we are a trusted partner in dog ownership, creating lasting memories and fostering lifelong bonds while positively impacting the growing number of communities we serve.