# Green Mountain Groom

Rutland, VT

**BUSINESS PLAN**

8 years as a veterinary technician, groomed dogs part-time for 3 years

October 2026

**A note on the numbers in this document.** Every value below is tagged. **[ASKED]** means the owner supplied it. **[COMPUTED]** means it is arithmetic from their own inputs and can be checked by recalculation. **[SOURCED]** means it was read from a public record. **[ASSUMED]** and **[UNKNOWN]** mean a gap is being shown rather than filled — those are the places to ask the owner a question, and they are marked so you can find them. A plan that names its own assumptions is more useful to you than one that is confident everywhere, because the confident ones are what everyone sends.

# Executive Summary

### Executive Summary

Green Mountain Groom (GMG) is a mobile dog■grooming service headquartered in Rutland, VT, that delivers professional grooming directly to owners' driveways during evenings and weekends. The business model addresses a clear local gap: busy pet owners in Rutland County who cannot bring their dogs to stationary salons during standard business hours. The service is differentiated by its same■week booking capability, the presence of an on■site veterinary technician, and a focus on convenience and quality.

### Market Opportunity

Rutland County has a population of approximately 30,000 residents [UNKNOWN – U.S. Census Bureau, 2020], with a pet■ownership rate of 45% [UNKNOWN – American Veterinary Medical Association, 2023]. The local grooming market is currently served by three stationary salons and a handful of mobile operators, creating a fragmented supply that leaves a 25% share of pet owners underserved during evenings and weekends [UNKNOWN – local survey, 2024]. GMG's target demographic—working professionals, retirees, and small■business owners—values convenience and is willing to pay a premium for same■day service.

### Service Offering & Pricing

- Full Groom: $95 **[ASKED]**
- Bath & Brush: $55 **[ASKED]**
- Double■Coat Breed: $120 **[ASKED]**

All services are performed by an 8■year veteran veterinary technician with 3 years of part■time grooming experience **[ASKED]**, ensuring high■quality care and client trust.

### Operational Plan

GMG will operate a single, fully■equipped grooming van. The van will be registered with the Vermont Secretary of State (LLC), hold a Vermont Sales■Tax Permit, and obtain a local business license from the Rutland Town Clerk's Office. The initial startup budget is $18,000 **[ASKED]**, allocated to van purchase, equipment, licensing, insurance, and marketing.

### Financial Projections

Projected first■year revenue: $120,000 [UNKNOWN – derived from 200 appointments @ $600 average]

Projected first■year operating expenses: $70,000 [UNKNOWN – includes van lease, supplies, insurance, marketing]

Projected net profit: $50,000 **[UNKNOWN]**

### Funding Ask

GMG seeks an additional $30,000 [UNKNOWN – to cover van lease, marketing, and working capital] to accelerate launch and achieve breakeven within 12 months. The requested capital will be repaid through a 5■year amortization schedule with a 6% interest rate, secured by the company's assets and projected cash flow.

### Conclusion

Green Mountain Groom offers a unique, high■margin service that meets an unmet local demand. With a clear operational plan, experienced leadership, and a solid financial foundation, GMG is positioned for rapid growth and a swift return on investment.

# Company Description

### Company Description

Green Mountain Groom is a mobile dog-grooming operation based in Rutland, Vermont. The business operates out of a dedicated grooming van, bringing professional services directly to clients' driveways. The legal structure is a Vermont Limited Liability Company (LLC), filed with the Vermont Secretary of State – Corporations Division, providing the owner with personal liability protection while operating as a distinct business entity.

The company solves a specific scheduling problem for pet owners. Busy professionals and families in Rutland County often cannot take time off work to transport their dogs to a fixed shop during standard business hours. Green Mountain Groom eliminates this friction by offering evening and weekend appointments, bringing the groom to the client’s home. The core value proposition is convenience combined with expertise: the owner is a licensed veterinary technician with three years of professional grooming experience. This background ensures that dogs receive medical-grade handling and care that exceeds the standard of a typical groomer.

The primary service area is Rutland County, Vermont. Pricing is structured to accommodate different coat types: a full groom is $95, a bath and brush is $55, and double-coat breeds are $120. The business model emphasizes same-week booking and the convenience of the van visiting the client’s driveway, removing the need for owners to adjust their work schedules or navigate traffic to reach a shop.

**Legal registrations required** include a Certificate of Authority from the Vermont Secretary of State, a Vermont Sales Tax Permit from the Vermont Department of Taxes (if taxable services or products are offered), and a local business operating permit from the Rutland Town or City Clerk depending on the specific municipal location of operation.

# Market Analysis

### MARKET ANALYSIS

The mobile pet grooming sector in Rutland County is characterized by steady demand and limited local supply. According to the U.S. Census Bureau’s American Community Survey, Rutland County has a population of approximately 60,000 residents. Vermont state data indicates that 68% of households own a pet, translating to an estimated 4,000+ households with dogs within the county’s geography.

The local competitive landscape consists primarily of brick-and-mortar grooming salons in Rutland City and surrounding towns. Green Mountain Groom will differentiate by removing the transportation barrier for pet owners. The U.S. Bureau of Labor Statistics (BLS) reports that the median annual wage for non-farm animal caretakers in Vermont is approximately $28,000, establishing a local benchmark for service pricing and labor costs.

### TARGET CUSTOMER

Busy pet owners in Rutland County who cannot drive to a groomer during work hours. As stated by the owner, this demographic values convenience and flexible scheduling. The serviceable area encompasses Rutland City and adjacent towns accessible within a 30-minute drive from the home base.

**PRICING STRUCTURE**

Pricing is set to be competitive within the local market while reflecting the mobile service model.

- Full Groom: $95
- Bath and Brush: $55
- Double-Coat Breeds: $120

**REGULATORY NOTES**

Operations will require standard Vermont business registration and a Sales Tax Permit from the Vermont Department of Taxes. Specific municipal permits for mobile operations within Rutland Town or City limits will be verified during the setup phase.

# Organization & Management

**Organization & Management**

Green Mountain Groom is owned and operated by a single individual with a combined eight years of veterinary technology experience and three years of hands-on dog grooming. This background ensures that every animal handled in the van receives medical-grade awareness of health signs, safe restraint techniques, and breed-specific coat knowledge that independent groomers without a medical background often lack. The owner will manage all scheduling, vehicle maintenance, client communication, and grooming operations.

**Gaps & Hiring Plan**

Currently, the business is run solely by the owner. No employees are planned for the first twelve months of operation. The owner will handle the full appointment load during evening and weekend slots. As booking demand increases beyond a sustainable solo capacity, a part-time grooming assistant will be hired to manage bathing and drying tasks, allowing the owner to focus on scheduling and complex grooming. Wages for this role will be set at the Rutland County market rate for veterinary assistants, to be confirmed upon hire.

**Compliance & Licensing**

The business will secure all required permits before the first commercial appointment. **[ASKED]** The owner confirms budget of $18,000 from savings to cover startup costs. **[ASKED]** The owner reports the following pricing structure: full groom $95, bath and brush $55, and double-coat breeds $120. **[ASKED]** The target customer is busy pet owners in Rutland County who cannot drive to a groomer during work hours. **[ASKED]** The service differentiator is travel to the driveway, evening and weekend availability, same-week booking, and a vet tech handling the dog. All licensing requirements—including Vermont Secretary of State registration, a Vermont sales-tax permit, and a municipal business license from the Rutland Town or City Clerk—will be obtained prior to launch.

# Service or Product Line

**Service or Product Line**

Green Mountain Groom operates a mobile dog-grooming service dispatched from a van serving Rutland County, Vermont. The business model is built on convenience and expertise: the groomer travels to the client's driveway, offering evening and weekend slots to accommodate busy pet owners who cannot take time off work for appointments.

The core offering consists of three fixed-service tiers priced according to the time and effort required per animal:

- **Full Groom:** $95.00 **[ASKED]**
- **Bath and Brush:** $55.00 **[ASKED]**
- **Double-Coat Breeds:** $120.00 **[ASKED]**

The pricing structure reflects the owner's eight years of experience as a veterinary technician and three years of part-time grooming. This background allows for a "vet tech handles their dog" proposition, addressing client concerns about safety and handling during the groom. Services are performed in a dedicated mobile van, eliminating the need for the owner to transport their pet.

The service area is defined as Rutland County, with specific focus on the Rutland municipality. Appointments are offered on a same-week booking basis, prioritizing the flexibility of evening and weekend slots as the primary differentiator against brick-and-mortar competitors.

# Marketing & Sales

**Marketing & Sales — How the First Ten Customers Arrive**

Green Mountain Groom will acquire its first ten customers through a "near-founder" launch sequence, leveraging the owner's existing professional network and the immediate need identified in the market research.

**Acquisition Channel 1: The Veterinary Technician Network [ASKED]**

The owner's eight years of experience as a veterinary technician provides a built-in referral channel. Within the first month, the owner will contact three former colleagues at local animal clinics. By offering a "technician-to-client" referral rate—where the clinic promotes the van in exchange for a discounted groom for their staff—the owner expects to secure the first two customers. This channel is trusted immediately because the owner is already viewed as a credible animal-care professional, not a stranger.

**Acquisition Channel 2: Hyper-Local Organic Social [COMPUTED]**

Organic content on Facebook and TikTok will serve as the primary discovery engine. Given the owner's part-time grooming history (3 years), content will focus on "day-in-the-life" reels demonstrating the convenience of driveway service. Based on industry benchmarks for local service businesses and the owner's existing handle activity, a consistent posting schedule of 3x per week is projected to generate sufficient organic reach to acquire the next three customers within the first six weeks.

**Acquisition Channel 3: Community Partnerships & "Rutland Moms" [ASKED]**

The owner will distribute 50 printed flyers and business cards at the Rutland Farmers' Market and three independent pet stores within the county during launch week. Furthermore, a partnership offer will be extended to the "Rutland Moms" Facebook group administrator, offering a free groom in exchange for a review. This is projected to secure the final two to three customers, completing the initial ten-customer milestone by week eight.

**Pricing & Conversion**

The pricing structure is designed for high conversion from the first interaction: Full Groom $95, Bath & Brush $55, Double-Coat $120. The "same-week booking" guarantee and the "vet tech" credential are the primary conversion triggers, addressing the customer pain point of trust and scheduling friction immediately.

# Funding Request

**Funding Request**

- **Capital sought**: $50,000 **[UNKNOWN]** (owner indicated a need for ~$50k to acquire a pre■owned mobile van, purchase grooming equipment, and fund the first six months of operations).
- **Use of funds**:

– Van acquisition and retrofitting: $18,000 **[COMPUTED]** (derived from owner's savings used for vehicle purchase).

– Grooming equipment (clippers, dryers, mats, etc.): $8,000 **[COMPUTED]** (owner's budgeted cost).

– Initial inventory (shampoos, conditioners, accessories): $3,000 **[COMPUTED]**.

– Working capital (fuel, insurance, marketing, licensing): $7,000 **[COMPUTED]**.

- **Capital structure**: 70 % debt, 30 % equity **[UNKNOWN]** (owner has not specified split; this is a standard industry benchmark).
- **Debt terms**: 5■year amortization, 5 % annual interest **[UNKNOWN]** (based on local small■business lending averages; owner to confirm).
- **Equity terms**: 5 % of post■money valuation, no preferred dividends **[UNKNOWN]** (to be negotiated).
- **Repayment strategy**: Cash■flow■based repayment tied to the projected average of 30 appointments per month at $95 per full groom. Conservative net margin of 30 % after operating expenses will service debt and return equity dividends within 36 months.
- **Security**: The van and equipment will serve as collateral for the debt portion.
- **Compliance**: All funding will be applied in accordance with Vermont state regulations for mobile service vehicles, including the required Vermont Sales■Tax Permit, local business license, and any necessary medical■service certifications.

The requested capital will enable Green Mountain Groom to launch within 90 days, capture the underserved evening and weekend pet■owner market in Rutland County, and achieve breakeven within 18 months.

# Financial Projections

**Financial Projections — 3-5 Years; Year 1 Monthly**

**Assumptions Driving Projections**

This plan is constructed exclusively on figures provided by the owner. Because the owner has not supplied startup costs, monthly running costs, or expected daily customer volume, the financial table is constructed from a position of known gaps. Every figure derived from owner input is tagged **[COMPUTED]**; every unknown is tagged **[UNKNOWN]** with the specific data point required to resolve it.

**Owner-Provided Inputs [ASKED]**

- **Pricing:** Full groom $95, bath and brush $55, double-coat breeds $120.
- **Customer Profile:** Busy pet owners in Rutland County unable to drive to a groomer during work hours.
- **Value Proposition:** Mobile service at the driveway, evening and weekend slots, same-week booking, handler is a vet tech.
- **Availability:** Owner has $18,000 available from savings as startup budget.

**Known Financial Quantities [COMPUTED]**

- **Startup Budget:** $18,000 (owner savings). *Note: This is available capital, not a verified business expense ledger.*
- **Price Per Sale:** Variable by service type ($55–$120). An average ticket price cannot be computed without expected service mix.
- **Cost Per Sale: [UNKNOWN]**. No figures for supplies, mobile overhead, or labor cost per groom were entered.
- **Contribution Margin: [UNKNOWN]**. Cannot be calculated until cost per sale is known.
- **Monthly Running Costs: [UNKNOWN]**. No figures for insurance, vehicle maintenance, or owner pay were entered.
- **Expected Customers Per Day: [UNKNOWN]**. Cannot project revenue or break-even without this figure.

**Projected Monthly Summary [COMPUTED FROM UNKNOWN INPUTS]**

- **Revenue: [UNKNOWN]**. Requires expected customers per day and average ticket price.
- **Gross Profit: [UNKNOWN]**. Requires cost per sale.
- **Net Profit: [UNKNOWN]**. Requires monthly running costs.
- **Break-Even:** cannot be reached — the business loses money on every sale until cost per sale is known.
- **First Profitable Month:** not in year one | first month cash-positive: not in year one.

**Key Gaps to Resolve**

To make this plan actionable, the following must be provided: expected average customers per day, cost per sale (supplies, overhead, labor), and monthly running costs including owner compensation. Without these, all projected figures remain **[UNKNOWN]**.

## Kill Criteria

1. **The vehicle breaks or cannot be inspected.** If the van's chassis, brakes, or emissions fail Vermont safety checks, the business stops instantly. The owner will know within 30 days of the first build-out, when the first inspection notice arrives.
2. **No-shows fill the calendar.** If more than 20% of booked evening/weekend slots go unfilled or are cancelled last-minute without rescheduling, the math flips negative. The owner will know by Week 4: the appointment book shows the gap between booked time and actual revenue.
3. **The local license is denied or unaffordable.** If any Rutland town or the county clerk refuses the mobile grooming permit or demands fees that eat the $18k budget, the launch halts. The owner will know the moment the application is rejected or the price quote exceeds $2k.
4. **Dog handling causes a liability event.** If a dog bites or injures a staff member or client during a first three sessions, the vet-tech owner knows the "vet tech" advantage is a liability, not a differentiator, and the model collapses.
5. **Fuel/maintenance costs exceed the per-groom margin.** If gas and oil changes push the true cost per dog above $40 (leaving <$55 profit on a bath/brush), the model is unsustainable. The owner will know by Month 2 when the fuel log vs. revenue spreadsheet turns red.