Discussion

Student’s Name

Institutional Affiliation

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**Problem Statement**

The primary problem that this organization will attempt to solve is to provide pet lovers with various pet supplies. In the recent past, the number of people who keep pets has been increasing. Such an increase has taken place despite the fact that no increase has taken place in the number of firms that provide pet food and other supplies. Some of the pet lovers are being forced to prepare food at home for their pets whereas they could easily buy such pet supplies from their local stores. Meeting this primary need requires the firm to produce to provide pet food that is nutritious and in line with the needs of pet lovers. There are very few firms that provide pet food in the market today. With this in mind, there is a great opportunity for the business to be successful in the market.

Meeting the primary problem in the market is the most important aspect of the business plan. This is mainly because all the operations of the business will be aimed at ensuring that the firm is in a position to meet the needs of the customers. The pet supplies business is also important since it meets or addresses several secondary problems. One of the secondary needs that is met is providing cheaper pet supplies for consumers. Pet supplies in the current market are too expensive and can only be afforded by the rich. Such a situation has happened since there are few suppliers who provide pet food into the market. Another secondary problem that will be provided is nutritional information to pet lovers. The need is one that is yet to be met in the market. Addressing the problem means that pet lovers will be well-positioned to ensure the health of their pets with relative ease.

The identified problems will have several ramifications both in the short-term and in the long-term. One of the main short-term ramifications is that pet lovers will have put food and pet supplies in the market. The need is one that has not been addressed by some of the companies that provide pet supplies in the market. A direct impact of meeting this need is that there will be increased demand for pet food in the market since more people will want to keep pets since food is readily available in the market. The second ramification is that pet lovers will get to learn about the nutritional aspects of some of the supplies that are provided into the market. When this happens, pet lovers will demand more of the product and this could lead to increased sales for the business.

The third ramification is that the needs of customers or pet lovers would be met. Meeting their needs is a prerequisite for the success of the business in the marketplace. If these needs are not met, the business can never be in a position to be sustainable. The business could also reduce the level of competition in the market through meeting the needs of pet lovers in the community. Competition in the industry has been low since very few companies provide pet supplies. Even when they do, prices charged are exorbitant and this is the market gap that the business or venture aims to exploit over the coming years. The problem statement is important since it will guide the business on the needs that it must meet in the market to remain competitive and successful over the coming years.