COMPANY PROFILE 2018

THE PETTIGE CO.,LTD.

www.pawsandclawsbangkok.com

PAWS & CLAWS

The Pettige Co,. Ltd. has been established since 2015 by Meerungraung sisters, Ms Kamolwan and Ms Kanteera and their best friend Ms Pirada Kaoch o. Fuel by their love toward their dogs and passion on fashion, PAWS & CLAWS premium pet clothes were born.

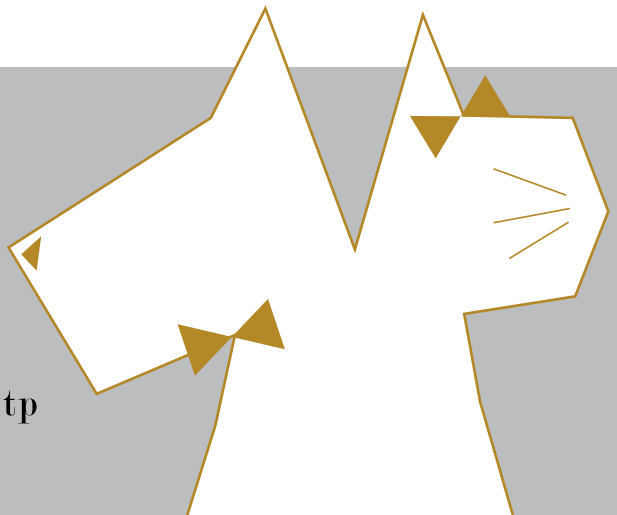
Stem from the believe that “everybody is unique”, PAWS & CLAWS strikes to provides several designs that will appeal to most styles and preferences. To make it even better, quality is always our first priority. Neatly cutting, soft fabric, and distinct decoration are carefully put together to create trendy clothes, which are comfortable to wear because there is no point if your furry friend does not happy wearing our clothes! Our motto is “Every piece is made with love” and we are truly keeping it.

LINE @pawsandclaws

095-364-3650-1

pawsandclaws_bytp

https://www.facebook.com/pawsandclawsbytp



Product

1. Clothes

Launchplan

- January-June: The 1st collection 25-30 designs
- June-December: The 2nd collection 25-30 designs
- SALE

- Various designs; from playful Jean jacket to elegance tweed dress decorated with bow and crystal. For the minimalist, our classic t-shirt is a good choice.
- Several patterns; Dogs and Cats have different body structures so we creatively made different patterns to suit different bodies and preferences. However all patterns can be worn by both Dog and Cats without causing any discomfort.
- High quality product; neatly cutting and sewing

2. Accessories

Launchplan

- January-June: The 1st collection 15 designs
- June-December: The 2nd collection 15 designs

- Various designs and colours from plain bow tie to princess-like necklace
- Adjustable size; each necklace will come with adjustable chain that allow you to lengthen the size by 1 inch.

Price

PAWS & CLAWS practices premium pricing that is reasonable and sustainable for business growth. The potential market is middle-income people who love shopping high quality clothes for their pet. With wild price range, 300-1,500 THB (retail price), the potential customer found that the products are affordable resulting in continuous repurchase.

Place

In Thailand the brand has been heavily focused on online sale since online market has been continuously and dramatically growing since 2015 due to the change in customer behaviour. The brand also plans to expand the product to other countries since pet market is increasing across the globe. Currently, the brand has authorised Japanese resellers that focus on online market. The brand is looking forward to working with international resellers/distributors who have both online and in-store channel.

Promotion

Resale condition and discount rate

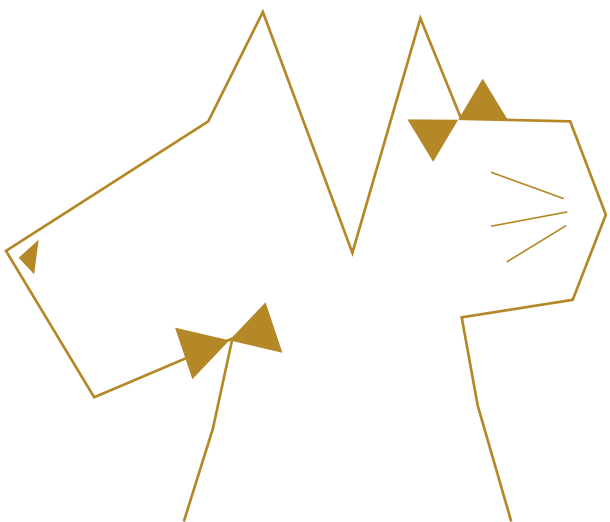
Amount (pieces)	Discount rate	Conditions
50-200	**30%**	1. Return or exchange of the product is not allow -50% deposit must be paid after the order confirmation 2. The processing will start only after the deposit is received 3. The process of clothes making takes 2-4 weeks depends on the amount and stock availability 4. Shipping fee depends on the parcel weight 5. Hangers, box and bag are provided upon request
201 and more	**35%**	
Exclusive reseller	**40%**	1. Signed contract is compulsory and renew every year 2. Minimum order per year: 1,500 pieces 3. Minimum order per time of purchase: 200 pieces

Upcoming Events 2018

Interpets 2018
(Tokyo, Japan)
29 March - 1 April

Pet expo Singapore 2018
(Singapore, Singapore)
6 - 8 April

Interzoo 2018
Nuremberg, Germany
8 -11 May

Pet expo 2018
Bangkok, Thailand
31 May - 3 June

Thailand International dog show
Bangkok, Thailand
28 June - 1 July