

Brand Identity:

Fido's Faves' goal is to be available to its online animal-loving customers focusing primarily on products for our furry canine friends such as toys, grooming, agility, treats, beds, apparel, and feeders.

Since there are a myriad of companies that sell products for animal needs, Fido's Faves will place themselves in the market as a caring community for canines and their people: dog products for dog lovers by dog lovers.

Business Goals:

The Fido's Faves website will be an e-commerce site where dog lovers can buy products directly. To drive sales, Fido's Faves will not only sell products but also offer professional and user-submitted suggestions for products that will help alleviate various problem-behaviors people may be experiencing with their pet. By increasing community among dog owners, Fido's Faves will prove to not only be a reliable source for the physical needs of dogs but also a support system for customers who are hoping to raise healthy and happy pets.

Success Metrics:

Fido's Faves will measure success primarily through online sales, but will also use online newsletter subscriptions and posts in the community forums as success metrics.