

Kitter Ltd Business plan

Mari Lepla

2011





POHJAKESKUS
RAKVERE



Rakvere Central Square



Pihlaka bakery



Rakvere birds



Aqua spa and hotel



Vaala shopping center

STUDIES

- ❖ Lääne-Viru Colledge
- ❖ Business management, direction: personal



BUSINESS IDEA

To build a competitive internationally
recognized high level of technology and staff
horseclinic.



COMPANY DATA

Name of the company: Kitter LLT

Address: Raplamaa (specified)

Members of board: Tiina ja Mari Lepla

Owners: Mari ja Tiina Lepla, 50%-50%

Company activity: veterinaria

Company area: Estonia



TARGET

To open a private horseclinic with a shelter for homeless cats



STARTING UP A BUSINESS

- ✓ License
- ✓ Interior design
- ✓ Staff



STAFF

- ✓ Practical help
- ✓ Manager - veterinarian



COMPETITORS

- ✓ EMÜ Suurloomakliinik in Tartu
- ✓ Hipodroomi Kliinik Ltd in Tallinn



BEFORE BTP





Fisk
sättra
katthem

Vi har funnits
sedan
1997

- ❖ **Open since 1997**
- ❖ **Daily 50 cats**
- ❖ **Max. 7 voluntary**
- ❖ **About 60 cats found new home in one year**





TO PURR!