Dog Grooming Business Plan

Shop name
[Your shop's name]

Owner
[Your name]

City
[City, state or province]

Date
[Today's date]

Fill in every line in [brackets]. Delete the hints in grey when you are done. Page 2 is the one-page plan, and for many shops it is enough. The rest is for a bank, a lender or your own planning.

june

Pet grooming software that's already house-trained.

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1. One-page plan

If you only fill in one page, make it this one.

What I offer

[Full grooms, baths, nail trims, add-ons. Dogs only, or cats too?]

Who it is for

[For example: busy pet owners within 15 minutes of the shop, doodles and long coats]

Where

[A grooming room at home, or a salon at this address]

My prices

[From $__ for a small dog to $__ for a large dog]

Money I need to open

[$__. From the Startup costs sheet]

Dogs a month to break even

[__. From the Break-even sheet]

Dogs a month to pay myself

[__. From the Break-even sheet]

First-year goal

[$__ in sales, or __ regular clients]

2. My shop

Setup

[Home grooming room or salon. Size of the space, tub, table, dryer]

Business structure

[Sole proprietor, LLC, partnership or corporation. Ask an accountant]

Licenses and zoning

[What my city, county, state or province asks for, and the date I applied]

Insurance

[General liability, animal bailee cover for pets in my care, workers' comp when I hire]

3. Services and prices

List each service with the minutes it takes and the price, by dog size. These are the numbers the money sheets use.

Service	Minutes (small / medium / large)	Price (small / medium / large)
Full Groom		
Bath & Brush		
Mini Groom		
Nail Trim		
Add-on: [name]		
Add-on: [name]		

4. My clients and my area

My clients

[Who they are, where they live, what dogs they have]

Why they will pick me

[Your skill, a breed you know well, hours, location]

3 to 5 shops near me:

Shop	Full groom price	Wait for an appointment
[Shop 1]		
[Shop 2]		
[Shop 3]		
[Shop 4]		
[Shop 5]		

5. Getting clients

Online

[Google Business Profile, a website with online booking, local Facebook groups]

In town

[Vets, pet stores, dog daycares, trainers]

Keeping them

[Book the next visit at checkout, every 4 to 8 weeks. Send reminders]

6. How the shop runs

Hours
[Days and hours open]

Dogs a day
[How many dogs each groomer can do in a day]

Booking and reminders
[How clients book, and how they get reminders]

Records and forms
[Vaccine records, intake and release forms]

Cleaning
[Between each dog, and at the end of the day]

7. Team

Who works here
[Just me, me and a bather, or more groomers]

How they are paid
[Hourly, commission or a mix]

8. Money

Copy these from the spreadsheet.

Startup costs
[$__ in total]

Monthly costs
[$__ a month]

Cost of each dog
[$__ in supplies and card fees]

Break-even
[__ dogs a month, or __ a day]

12-month forecast
[Sales and profit for the first year]

Where the money comes from
[Savings, a loan, a family loan. Amount from each]

9. Before I open

60 to 90 days out
[License applications, insurance, equipment order, space ready]

30 days out

[Booking page live, Google Business Profile, first clients booked]

Opening month

[__ dogs booked. Rebook each one at checkout]

Break-even

The two examples from the Break-even sheet in the spreadsheet. Type your own numbers there to see yours.

Item	Home room example	Small salon example	Where the example comes from
Average price for one dog	$95.00	$95.00	Example: the low end of Thumbtack's national average, $95 to $160 (Oct. 28, 2026)
Supplies for one dog	$5.00	$5.00	Example
Card fee, percent	2.6%	2.6%	Square US, Free plan, in person: 2.6% + 15 cents
Card fee, per payment	$0.15	$0.15	Same as above
Working days a month	20	22	Example
What I want to pay myself each month	$3,000.00	$3,000.00	Example. Before tax
Card fee for one dog	$2.62	$2.62	Price x percent / 100 + per payment
Cost of one dog	$7.62	$7.62	Supplies + card fee
Left from each dog	$87.38	$87.38	Price - cost of one dog
Monthly costs	$369.00	$4,599.33	Total on the Monthly costs sheet
Dogs a month to break even	**5**	**53**	Monthly costs / left from each dog, rounded up
Dogs a month to pay myself	**39**	**87**	(Monthly costs + what I want to pay myself) / left from each dog, rounded up
Dogs a day to pay myself	**2.0**	**4.0**	Dogs a month to pay myself / working days