



**Dog Rocks®**

**STOP** pet urine burn marks... *naturally*

Dog Rocks Distribution Ltd & Dog Rocks USA LLC cover sales of Dog Rocks in UK, Europe & North America



## Mission Statement

**We exist to fulfil the JOY that pets give us as their parents by bringing to market innovative & where possible natural products & solutions.**

**F.A.C.E = Focussed, Accountable, Clear and Enterprising**

**We are client obsessed, we take ownership, we think big, we innovate and we deliver. We are the people our customers want to work with.**

Carina Evans

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**Dog Rocks™**



# 2016 vision & beyond:



**OBJECTIVE:** Business to multiply by **x5** by end of **2018**

## HOW:

- **MORE Business** in UK and NA through existing trade
- **MORE New Business** in all territories
- **MORE Products :-** Currently 5;  
Consolidate existing products or lines 2016  
2 new products or lines 2017  
2 new products or lines 2018
- **New Team Members**  
2016 = UK & European HO Sales, Sales Support & Office Manager  
2017 = USA HO Sales & USA Sales Support
- **Office expansion**  
2016 = expansion & refurb  
2017 = New Office

**Question:** What will it take to succeed?

**Answer:** An enthusiastic & engaged team, believing in our goals, reflecting our core values and always aiming to exceed targets.