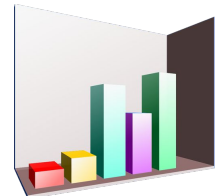




The 4 P's of Marketing (Continued...)

- Demographics (Age, gender, income, marital status, and ethnic background)- *Many ages and breeds of animals can use the Pet Pal Journals. The book can be purchased by any pet owner.*
- Geographics (Local, region, national, and international)- *Pet Pal Journals are available at all of the Island's pet stores.*
- Psychographics (Personality, values, attitude, lifestyles, and activities)- *Pet Pal Journals can be customized with the pet's breed and available in three distinct color options (olive green, dark blue, and brown). The journals are one size only (Pocket size).*
- Behavioral Characteristics (Usage rates, product benefits, and buying patterns)- *The same consumers that visit the store looking for a product to retain all their pet's information can send emails using the Pet Pal Journals. The emails that are sent out may contain products similar to those in the Journal that some customers may find helpful.*



Introducing, Pet Pal Journals !



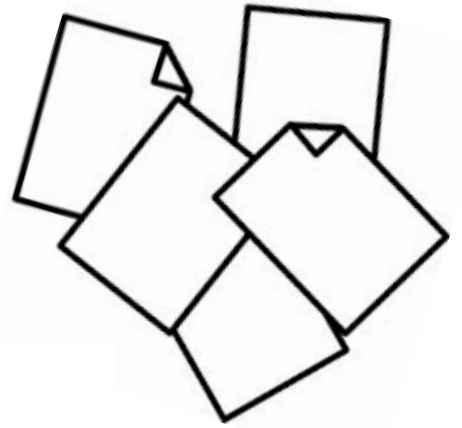


Pet Pal Journals are a unique and fashionable product. The front page has any design of whatever pet you have. Examples: A dog, a cat, a hamster, etc. The first page has a picture of your pet, their description, their breed, weight, etc. Each page has little designs like a pet bowl, paws, collars, etc.

On each page, Pet Pal Journals has your pet's vaccinations, shot records, your vet clinics numbers and or emails. The Pet Pal Journals are pocket sized! Carry it around with you in your purse, bag, or even in your pockets!



Having a pet takes a lot of responsibility. It is just like raising a child. They eat, sleep, and much more than just pooping too. What is most important though, is having so many papers for them. You'll need all those documents to get them checked and to see if they're healthy. What is worse, is organizing them just after scattering through everything. That is where Pet Pal Journals come in. Pet Pal Journal comes in handy when raising a pet. It keeps track of your pets daily life. It also stays organized in a pocket sized book! It won't take up much of your time as it does when you're going through all your pets documents that come in either a folder or just the papers itself.



You can find Pet Pal Journals at any local pet clinic or pet shop. Only for \$2.50! For online stores, you can find Pet Pal Journals on the PetSmart website, Shein, and Amazon. The online price for Pet Pal Journals are \$3.00. And for the resale price, Pet Pal Journals costs \$3.50!

Inside look of Pet Pal Journals:



Only \$2.50 at any pet clinic/shop!
For online price ONLY \$3.00!
As for any resell price, just \$3.50!

GET YOUR PET PAL JOURNAL TODAY!

Pets photo here

Name,
D.o.b,
Breed, Etc...

Whatever pet design print

*Owners
contact info.
Such as, email,
phone number,
etc...*

Get your Pet Pal Journal at your pets
clinic or pets shop!!
Pet Pal Journals are sold on the Shein,
Pet Smart and Amazon website!!

