Opportunity

The need to provide the dog crate market with aesthetically pleasing options is huge as very few options currently exist.

The target consumer is the modern family/person who is passionate about their dog and considers it to be a part of their family.

This product could eventually expand into the cat house market to appeal to a wider customer base.





Furniture-like







Low Cost (<\$100)





Utilitarian

*Product positioning

High Cost (>\$550)