

SAMPLE PITCH DECK · FICTIONAL BUSINESS

Harlow Hound Mobile Grooming

A full dog groom on your drive, at local salon prices.

Start-up loan request · October 2026

Made by TCH Works to show our deck work. The business and its figures are invented; the competitor prices on slide 4 are real.

Busy owners struggle to get a dog to the groomer

Drop-off takes hours

Most salons need the dog dropped off and collected, which is hard around work and the school run.

Some dogs hate salons

Nervous, elderly and reactive dogs find a busy salon with other dogs stressful.

No car, no groom

Owners without a car, or with a large dog, can find getting there the hardest part.

A self-contained grooming van that comes to you

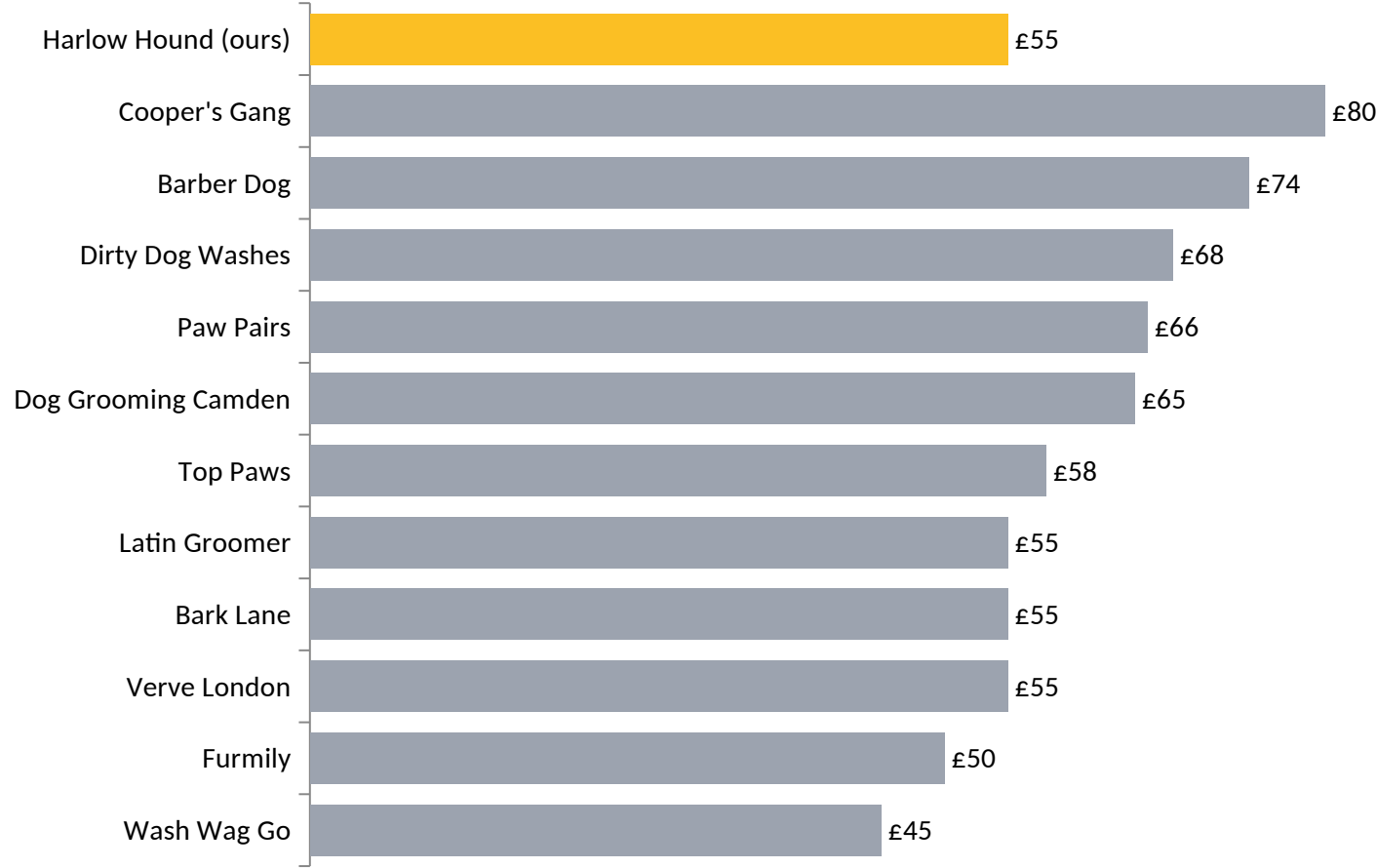
What the customer gets

One dog, one groomer, no waiting room
Booked online in two minutes
Done outside their home in 60 to 90 minutes

How we run it

Van with its own water tank and power
Clean water in, waste water taken away
Fully insured, with a written handling policy

A small-dog full groom costs £45 to £80 nearby



We read the published price lists of 11 groomers across London and the South East on 21 Oct 2026.

The middle price is £58. Our £55 sits just under it, so a mobile groom costs the customer no more than a salon.

Source: each groomer's own website, listed in the TCH Works report.

Simple prices, shown up front

Small dog

£55

Up to about 10kg. Bath, dry, cut, nails and ears.

Medium dog

£65

10 to 25kg. Same full groom.

Large dog

£75

25kg and over. Same full groom.

Extras: nail trim on its own £15 (the usual local price), de-matting quoted on the day.

Three steps for the customer

1. Book

Pick a slot online and tell us the breed, size and anything we should know.

2. We arrive

The van parks outside. Your dog is groomed one-to-one and never left alone.

3. Pay and rebook

Pay by card at the door. Most owners rebook every 6 to 8 weeks.

The customers we will go after first

Main customers

Working owners in Harlow, Epping and Sawbridgeworth

Owners of nervous or older dogs

Households with more than one dog

How we reach them

Google Business Profile and local search

Local Facebook groups and vet noticeboards

Leaflets on walking routes; refer-a-friend £5 off

What the money is for

Used grooming van, fitted	£14,000
Table, dryers, clippers, tools	£2,200
Insurance, first year	£600
Booking system, website, leaflets	£700
Working capital (3 months)	£2,500
Total	£20,000

These are example numbers for a fictional business. In a real deck we use your quotes and figures.

The plan, month by month

Months 1-3

Van fitted, insured and listed.
Aim: 25 grooms a week.

Months 4-6

Rebooking reminders and referrals. Aim: 35 grooms a week.

Months 7-12

Full diary on 4.5 days a week. Aim: 45 grooms a week.

THE ASK

£20,000 start-up loan over 5 years

To buy and fit the van and equipment, insure the business and cover the first three months.

Repayments start in month 2 and are covered from about 20 grooms a week (example figure).

Want a deck like this for your business?

TCH Works writes and designs pitch decks, sales decks and loan or investor decks for small UK businesses.

Tidy up your existing deck from £35, or a new deck from your notes for £90.

www.tchworks.co.uk/services/pitch-decks/ · tchworks.shop@agentmail.to