

Petite Pup

SMALL DOG DAYCARE



FRANCHISE OPPORTUNITY



Small Dogs. Big Opportunity.

At **Petite Pup**, we believe small dogs deserve big care—and we've built an entire business around that principle. As the nation's first and only daycare concept specializing in dogs under 15 pounds, Petite Pup redefines what a safe, enriching, and upscale dog daycare experience can be. Every inch of our boutique facilities is thoughtfully designed for the comfort, safety, and happiness of petite breeds—offering climate-controlled play areas, personalized attention, and a community where tiny dogs can truly thrive.

For franchise owners, Petite Pup represents a first-to-market opportunity in one of the fastest-growing segments of the pet care industry. With strong branding, proven operational systems, and a loyal customer base built on trust and love, Petite Pup offers a scalable, lifestyle-friendly business with powerful unit economics and high emotional return.

Join a brand that's transforming how the world cares for small dogs - and discover how we are *Where Small Dogs are a BIG Deal*[®]



Bella,
Chief Cuddle Officer

Kathleen Kocsis,
Founder and CEO



The pet care industry is booming. In 2024, U.S. spending exceeded \$152 billion, with services like daycare, boarding, grooming, and wellness among the fastest-growing categories—projected to expand 7–9% annually through 2030. The dog daycare market alone reached \$1.7 billion in 2024 and is expected to climb to \$2.85 billion by 2030, growing at a strong 8.8% rate.

The Petite Dog Boom

A Premium Market on the Rise

This growth reflects a cultural shift: pets are now considered family. Higher-income households are driving this premiumization, with 47% owning dogs and 97% viewing them as family members. Today’s “pet parents” or “pawrents” seek specialized, high-quality care that mirrors their lifestyle and values, investing in comfort, safety, and wellness.

For small-dog owners especially, safety, social comfort, and boutique-style attention are top priorities—needs traditional daycares often overlook. Petite Pup fills this gap as the first daycare brand specializing in dogs under 15 lbs, offering franchise owners a scalable, niche model that meets the growing demand for premium, passion driven pet care. A model that is built on trust and scaled for success.



Why Franchise With Petite Pup

As the pet care market expands, Petite Pup stands out as a one-of-a-kind opportunity in one of the most emotionally fulfilling and financially rewarding industries today. Built around a proven business model and a passionate mission, Petite Pup offers franchise owners a chance to turn their love for dogs into a thriving business—one that's fun to operate, meaningful to manage, and backed by a brand that's redefining what small-dog care should look like.

When you join the Petite Pup family, you're never on your own. From your very first day, you'll be surrounded by a community that genuinely cares about your success. Our experienced team provides hands-on training, personalized onboarding, and continued operational support to help you open with confidence and grow with clarity.

We equip you with the tools, systems, and marketing strategies you need to reach your goals faster—and to create a daycare experience that clients can't stop talking about.

This is more than a business—it's a movement built on heart, trust, and tail wags. Petite Pup gives you the chance to own an adorable niche in the booming pet care industry while enjoying the freedom and satisfaction of business ownership. With a scalable, simple-to-run model, a community-focused culture, and ongoing guidance every step of the way, Petite Pup makes it possible to Dream BIG—with small dogs.

You can do this.

We're here every step of the way.



The Investment

Franchise Fee
\$45K

Investment Range
\$250,070 - \$669,070

Royalty
6%

Franchisee Support

At Petite Pup, success comes through partnership, preparation, and positivity. When you join our family, you gain a team committed to helping you thrive—from launch day to long-term growth—while enjoying the freedom to make the business your own. We believe in guided independence: proven systems protect the brand, but your personality and local touch make it unique.

Training That Builds Confidence

Comprehensive onboarding, hands-on training and Petite Pup training videos prepare you and your team to open strong. You'll master small-dog care, customer service, operations, and business management so you feel confident and capable from day one. You got this!

Marketing & Operations That Drive Growth

Our marketing team helps you attract new clients and build loyalty through local strategies, social media, and community outreach—supported by branded materials and campaigns. On the operations side, proven systems, scheduling tools, and staffing support keep your business running smoothly. You'll also join a private network of franchisees and have direct access to our leadership team for continued support.

At Petite Pup, your success is our success. Together, we're building a caring team and a supportive community where small dogs- and small businesses- can achieve BIG things.



The Franchise Journey



From your first call to your grand opening and beyond, the Petite Pup Franchise Journey makes ownership simple and empowering—guiding you every step to make confident decisions, launch successfully, and grow with ongoing support.

Step 1: Introduction Call

We'll discuss your goals, background, and market fit while answering initial questions about Petite Pup.

Step 2: Franchise Application

Submit a brief application so we can confirm financial qualifications and readiness.

Step 3: Sign an NDA

Sign a Non-Disclosure Agreement to access detailed financials and proprietary materials.

Step 4: FDD Review

Review the Franchise Disclosure Document with your advisors to understand the Petite Pup model.

Step 5: Franchise Agreement

After due diligence, sign your Franchise Agreement and officially join the Petite Pup family.

Step 6: Site Selection & Buildout

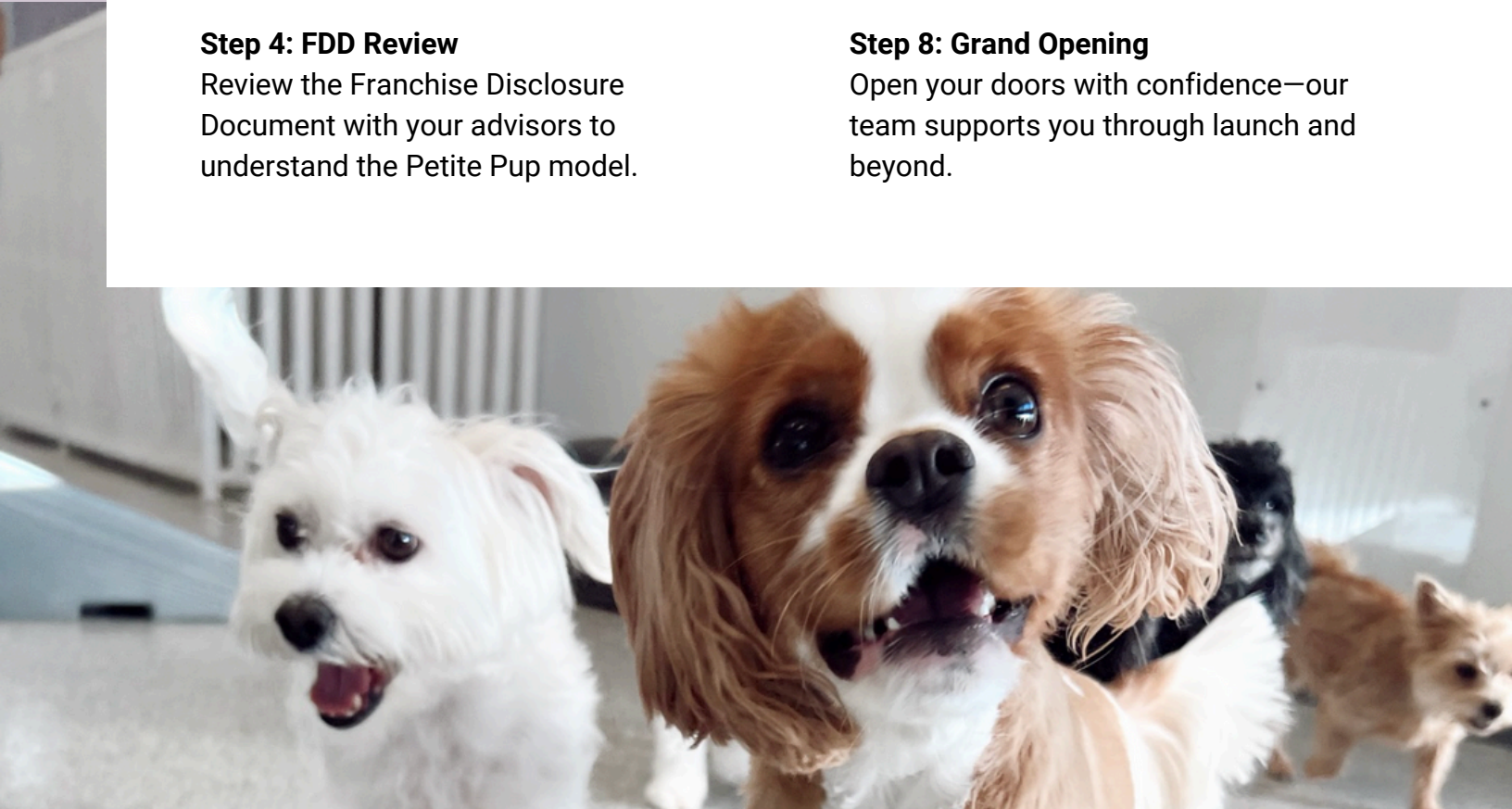
We'll help you secure and design the ideal location—safe, stylish, and perfect for small dogs.

Step 7: Training

Attend hands-on training covering operations, safety, and marketing to prepare for launch.

Step 8: Grand Opening

Open your doors with confidence—our team supports you through launch and beyond.





Scan For Info

Franchise With Us

Petite Pup Day Care

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Email:

franchise@petitepupdaycare.com

Website:

petitepupdaycare.com

Petite Pup Franchising LLC is the franchisor offering the Petite Pup franchise ("Petite Pup," "we," or "us"). This advertisement is not an offer to sell or a solicitation of an offer to buy a franchise. Franchise offers can only be made through the delivery of our Franchise Disclosure Document (FDD). Our FDD must be registered in certain states before we may offer or sell a franchise there. Franchises are offered solely through the FDD issued by Petite Pup Franchising LLC, located at 14700 N Frank Lloyd Wright, Scottsdale, AZ. Phone: (480) 487-9705. Email: franchise@petitepupdaycare.com. Website: petitepupdaycare.com. Certain states and foreign countries have specific laws governing the offer and sale of franchises. If you are a resident of a jurisdiction with such laws, we will not offer you a franchise until we have complied with all applicable legal requirements in your area. For a current list of jurisdictions where franchises can be legally sold, please contact your Petite Pup representative or visit us online.