

# Enabling the Company to Focus on Expansion

## THE CLIENT

Tiendanimal (Spain)

Industry sector: Pet products

Cot categories investigated: Graphic arts, payment methods, social security, packaging

## THE PROJECT

Tiendanimal is a successful Andalusian company that markets pet articles, and has launched an ambitious development plan to achieve a target of 70 stores in 2018. Tiendanimal started in Malaga in 2006 as a start-up dedicated to the online sale of pet products and since has grown exponentially. Thanks to the investment made by Miura Private Equity, the company started a major expansion plan that will enable them to reach 45 stores by the end of 2017 and 70 in 2018. Tiendanimal currently offers over 20,000 references dedicated to pets' food and care. Recently, the offer extended to include services such as grooming or veterinary care. The company's turnover reached 50 million Euros at the end of 2016.

## WHAT THE CLIENT SAYS

"Often, when you grow as fast as we did, there is not time to focus on issues that are part of the daily life. Although we have no cash problems, the reduction of costs seemed to me the most obvious way to improve our profits. In ERA we have found professionalism and expertise, something that must not be taken for granted; good planning, which is essential for a company as young as ours and in the process of reorganisation; and flexibility to find solutions for all unexpected issues that could arise. The results have impacted positively on our bottom line. And all this has been



achieved without any internal disturbance and without destabilising the relationship with suppliers. This experience has been very positive and this is the reason why we recommended ERA to some of our partners."

Rafael Martínez-Avial, CEO, Tiendanimal

## THE RESULTS

Capital expenditure (light, labelling, furniture): 32%

Graphic arts: 20%

Payment methods: 26%

Social security: 5%

Packaging: 12%