

Service Philosophy

BRAND PROMISE

“PLC is where pet lovers can shop with total confidence and peace of mind!”

PLC is serious about delivery of the promise, as this is the only way to keep the customers satisfied and coming back for more. It enables the realization of the PLC Brand Vision -- becoming a notable international brand.

To ensure delivery of the promise, PLC has identified the critical factors that include the following:

- 1. One competitive price, island wide**
- 2. No question asked return policy**
- 3. Widest range, freshest stock, guaranteed!**
 - a. Widest range of pet products and services

Pet needs it, PLC has it!

PLC provides a comprehensive range of merchandise and services to cater to the diverse needs of pet lovers, making shopping in PLC a rewarding experience. With greater than 5,000 SKUs in a typical PLC outlet of around 1,000 square feet, it renders PLC a competitive edge few can match.

In addition to the wide range of products and services, PLC continuously works on its product and brand exclusivity, so that customers can always find in its outlets merchandise not found elsewhere. To achieve this, PLC's international buyers on different continents work round the clock, always on the lookout for exclusive supplies. It also develops house brands so as to serve its customers better.

The demand for the merchandise is constantly monitored, so as to ensure its relevance. Products that have become obsolete are phased out, and new lines and brands introduced on an ongoing basis.

- b. Only the freshest stock available

PLC understands how pet owners shower their pets with love, and that food quality, especially freshness, is something pet owners will not compromise.

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PLC therefore puts in place a series of quality measures to ensure the pet foods it supplies is fresh. For example, foods within 3 months of expiry are returned to the suppliers or donated to charity. As far as possible, products are supplied just-in-time. On average, containers carrying the supplies call at the port once every two months, directly fresh from the factories overseas. As for the local supplies, suppliers deliver goods to the outlets at least once a week.

c. We guarantee!

To ensure that customers can shop with confidence and peace of mind, PLC has established a series of guarantee schemes to ensure customer satisfaction. Among them, no question asked return

4. **Extensive home-delivery system right to the door step of the customers – ON TIME**
5. **Pet care consultants trained in veterinary science providing expert advice on pet care in the retail shops**

Knowledge is essential in effective pet care. In order to ensure that customers are able to shop with total confidence and peace of mind, PLC has built a service team of knowledge to serve the customers better.

One of the break through PLC has achieved is to deploy experts trained in veterinary science to provide quality advice to the customers in the retail shops. There are currently 25 such pet care consultants in the network, with an aim to station one consultant in every outlet.

PLC has also put its emphasis on training to build a service team with the right mindset and product knowledge. On average, PLC front-liner receives 72 hours of training a year, which is considered high by the industry standard.

6. **Promote responsible pet ownership**

PLC never forgets its role in the pet community, and constantly promotes love for animals and responsible pet ownership. It also does its utmost to make pet ownership proud and pleasurable.