

From “Love” to “Farewell” : Exploring Pet Funeral Services and the Business Model of “Happiness Land”

As society faces fewer children and more people choosing not to marry, more families are keeping pets. This increases the need for pet funeral services. The team chose this topic because all members have pets and may face the loss of a pet in the future. They hope to learn more about the pet funeral industry through this study.

BUSINESS MODEL

COMBINE ONLINE AND
PHYSICAL SERVICES

HAPPINESS
LAND

ECO-FRIENDLY NATURAL
BURIAL

MARKETING STRATEGY

SWOT
ANALYSIS

STP
ANALYSIS

4P
ANALYSIS

MARKET ACCEPTANCE

QUESTIONNAIRE SURVEY

Suggestions from Research and Survey:

- Strengthen policies and regulations
- Promote education and information sharing
- Encourage innovation and personalized services in Happiness Land

