
STRATEGIC ACQUISITION MEMORANDUM

PetChemist .co.uk

A UK pet-health e-commerce domain, developed commercial concept and website asset, available for sale, licence or joint venture.

Asset	Domain, concept, website and roadmap
Geography	United Kingdom
Sector	Pet health, animal health, e-commerce
Status	Pre-launch concept, not trading
Transaction	Sale, licence, joint venture or partnership

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This document is an informational summary of a pre-launch concept. It is not an offer, a prospectus, investment advice, or a statement of trading performance. PetChemist.co.uk holds no UK Veterinary Medicines Directorate registration and does not supply veterinary medicines.

EXECUTIVE SUMMARY

A descriptive UK pet-health brand, built as a concept and ready for an operator

PetChemist.co.uk is a UK domain and a fully developed pet-health e-commerce concept. What is available is the domain, the website and consumer concept as built, the design system and written content, and the phased build roadmap. It is not currently trading: there is no revenue, customer base, stock, supplier arrangement or medicines registration behind it, and none is claimed.

The proposition is a health-first retail brand for UK pet owners covering general-sale treatments, supplements, specialist nutrition, subscription care plans and repeat replenishment, with veterinary prescription fulfilment available only to an operator that holds the required UK authorisation.

Positioning. The name reads as what it does. In a category where owners search by symptom, species and treatment, a descriptive, memorable .co.uk domain is an acquisition asset rather than a cosmetic one.

Asset at a glance

Asset	The PetChemist.co.uk domain, the developed website concept, the design system and written content, and the documented build roadmap.
Geography	United Kingdom.
Sector	Pet health, animal health and e-commerce (dogs, cats, small pets, horses).
Proposed model	E-commerce retail, subscription plans, repeat-care replenishment and, once appropriately authorised, veterinary prescription fulfilment.
Status	Pre-launch concept. Not trading: no revenue, customers, stock, supplier agreements or regulatory registration.
Transaction	Sale, licence, joint venture or wider strategic partnership, all subject to negotiation.
Regulatory	Any future online supply of POM-V, POM-VPS or NFA-VPS veterinary medicines requires VMD registration, suitable premises and professional oversight.
Enquiries	tony@apvc.co.uk, or the strategic enquiries form at petchemist.co.uk.

UK market context

The figures below describe the UK market and other companies. They are cited as context and are not statements about PetChemist.co.uk, which has no trading history.

~£8.2bn UK pet-care market, 2023, including approximately £2.8bn veterinary and £3.5bn grocery/food components.	21.4m Estimated UK pet dogs and cats (10.6m dogs, 10.8m cats); 51% of UK adults own a pet.	13% Share of consumer revenue from subscription products reported by Pets at Home plc in FY25, versus 10% in FY24.
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WHY THIS CATEGORY

The characteristics that make pet health suit a descriptive online brand

Essential, recurring spend Parasite prevention, dental care and chronic medication are non-discretionary for responsible owners.	Preventative care culture UK owners are accustomed to scheduled treatment, which suits programme-based commerce.
Chronic repeat demand Long-term conditions in ageing pets generate indefinite, predictable replenishment.	Online convenience Heavy, bulky and repeat items are natural direct-to-door purchases.
Search-led acquisition Owners search by symptom and treatment, which rewards descriptive brands and strong content.	Trust and advice differentiation Clear, professional guidance is a durable differentiator in an anxious category.

Proposed revenue lines

Illustrative model only. No revenue line is operating today, and prescription activity is conditional on authorisation.

Prescription fulfilment Only once appropriately registered and compliant. Highest trust requirement, highest defensibility.	OTC pet health General-sale treatments and hygiene lines, the volume core of the range.
Supplements and wellness High-frequency, subscription-friendly, margin-supportive.	Specialist nutrition Clinical and life-stage diets, with strong repeat characteristics.
Repeat subscriptions Programme-based despatch across the household calendar.	Preventative bundles Packaged parasite and wellness programmes at household level.
Partner and referral services Clearly disclosed adjacencies such as insurance or telehealth referral.	B2B fulfilment partnerships Potential white-label or practice-adjacent fulfilment arrangements.

RECURRING REVENUE

Subscriptions and repeat care as the core of the investment case

The concept is designed around the household treatment calendar rather than one-off transactions. The demonstration site includes nine illustrative UK subscription plans, a plan builder driven by pet profiles (species, life stage, weight band and health focus), and a repeat-care reminder concept. All prices and plans shown are illustrative.

Why the category supports recurring models

The need genuinely recurs Parasite prevention, dental care and mobility support are ongoing routines, not one-off purchases.	Convenience is the product Owners are not seeking a shopping experience; they are seeking not to have to remember.
Predictable replenishment Known intervals support demand planning, purchasing and working-capital discipline.	Household and pet profiles First-party data on species, life stage and weight band makes each subsequent offer more accurate.
Multi-pet expansion Additional animals join an existing relationship at low incremental acquisition cost.	Retention and lifetime value Longer relationships spread acquisition cost, though no level of retention is claimed or guaranteed.

The proposed recurring-revenue engine

- **First purchase.** Content-led or search-led acquisition converts into a single order for a specific routine need.
- **Pet profile.** Species, life stage, weight band and routine needs captured, making the next offer accurate rather than generic.
- **Subscription or repeat plan.** The routine becomes a bundled recurring plan or a scheduled repeat basket.
- **Reminders.** Prompts timed to treatment interval and delivery lead time, reducing lapse rates.
- **Cross-sell.** Adjacent dental, mobility, digestive and wellness lines added into an existing despatch.
- **Multi-pet expansion.** Additional animals join the same calendar and the same parcel.
- **Retention.** Usefulness rather than lock-in keeps the plan in place across life stages.
- **Lifetime value.** Longer customer life and more items per despatch spread acquisition cost across many orders.

Commercial layers. One-off retail, subscription bundles, repeat-care replenishment, prescription fulfilment (subject to authorisation), specialist nutrition and wellness, later-stage own label, and clearly disclosed partner or referral revenue.

EXECUTION

A compliance-first, four-phase build-out

Phase 1	Content and general-sale foundation	- Health Hub build-out and keyword architecture - OTC, wellness and supplement range - Launch interest list and brand establishment - No regulated medicines activity
Phase 2	Regulated prescription workflow	- Compliant operating structure and registrations - Premises, professional oversight and SOPs - Prescription validation and dispensing workflow - Auditable records and traceability
Phase 3	Profiles, reminders and subscriptions	- Pet and household profiles - Treatment calendar and reminder engine - Repeat basket and scheduled despatch - Personalised merchandising
Phase 4	Partnerships and platform depth	- Own-label wellness development - Insurer and vet-group integrations - Practice and B2B fulfilment partnerships - Category expansion and international consideration

Who the asset suits

Existing online veterinary medicines retailer Can plug the concept into live registrations, premises and professional cover, potentially trading regulated lines quickly under a distinct brand.	Veterinary group Owns the prescribing relationship and clinical trust; the domain provides a consumer retail identity separate from practice brands.
Pharmacy or SQP-led operator Already holds dispensing discipline and professional resource; adds a purpose-built digital front end.	Pet retailer, insurer or platform Holds the customer relationship and can partner with authorised supply infrastructure rather than building it.

Potential sources of defensibility

- Domain salience in a search-led, symptom-driven category
- Authority content built over time and difficult to replicate quickly
- Compliant first-party pet and household data
- Recurring behaviour that raises switching friction
- Supplier and fulfilment scale economics, plus lifecycle marketing built on treatment calendars
- The trust and compliance barrier itself, which deters casual entrants

RISK AND REGULATION

What an operator must resolve before trading

Regulatory position. Supplying POM-V, POM-VPS or NFA-VPS veterinary medicines to the UK public over the internet requires registration with the Veterinary Medicines Directorate, suitable premises and appropriate professional supervision. PetChemist.co.uk holds no such registration, does not appear on the VMD register of accredited internet retailers, and supplies nothing. All products, pack graphics, prices and plan values on the website are illustrative mock-ups.

Regulation and professional oversight Regulated supply requires registrations, premises and professional resource before any trading.	Trust from a standing start A new brand must earn credibility in a category where owners are cautious.
Supplier economics Access, terms and authorised sourcing materially affect viability.	Price competition Established operators compete hard on price in commoditised lines.
Fulfilment accuracy Dispensing and picking errors carry clinical and reputational consequences.	Working capital Stock, packaging and lead times consume cash ahead of revenue.
Paid search costs Acquisition economics can deteriorate quickly without content-led traffic.	Medicines-content governance Claims, classification and advertising rules require ongoing review.
Data protection Prescription and household data demand robust controls.	Product liability and insurance Recall, complaint and defect procedures are prerequisites.

TRANSACTION

Acquire, licence or partner

Discussions are invited for the outright acquisition of the domain together with the associated concept and website assets, or for a licence, joint venture or wider strategic partnership. All structures and terms are subject to negotiation, and domain-only discussions are possible.

Outright acquisition Purchase of the domain together with the commercial concept and website assets as a single package.	Licence Exclusive or structured licensing of the brand and concept for operation within an existing compliant structure, on agreed territory, term and royalty.
Joint venture A shared vehicle combining the asset with an operator's regulatory capability, with equity and control negotiated.	Strategic partnership A wider development or commercial partnership with defined milestones, contribution and revenue terms.

What a package could include

- The PetChemist.co.uk domain
- The commercial concept and positioning
- Website, brand identity and design assets
- Editorial content framework, including the Health Hub guides
- The proposed phased development roadmap

No regulatory registrations, supplier arrangements, stock, staff or customer relationships form part of what is offered, because none exist.

Next steps

- Review the online memorandum at petchemist.co.uk/opportunity and the demonstration site.
- Register an enquiry at petchemist.co.uk/strategic-enquiries, or email tony@apvc.co.uk.
- Discussions can be conducted under a mutual NDA; adviser-led and proxy enquiries are welcome.

Sources cited

- Pets at Home plc, FY25 interim results presentation - UK pet-care market of approximately £8.2bn (2023).
- PDSA Animal Wellbeing (PAW) Report 2024 - UK pet populations and ownership rates.
- Pets at Home plc, FY25 preliminary results - subscription share of consumer revenue.
- GOV.UK guidance, Sell veterinary medicines on the internet, and the VMD register of accredited internet retailers.

Market figures describe the UK market and other companies, not PetChemist.co.uk. No affiliation with, or endorsement by, any other business is claimed. This document is informational, is not an offer or a prospectus, and contains no forecast of trading performance.