

WEBSITE REMODIFICATION DETAILS

Top-Level Navigation (Main Menu)

Keep it simple.

Dogs	
Cats	
Birds	
Small Pets (Hamsters, etc.)	
Services (Pet Grooming & Cat Hotel)	
Shop by Brand	
Best Deals % (Highlighted in Red)	

Deep Category & Sub-Category Structure

This is how we organize "Dogs" and "Cats" departments for easy filtering.

Main Category	Sub-Category	Third Level (Filters)
Dogs	Food	Dry Food, Wet Food, Grain Free, Puppy Food, Treats

	Grooming & Training	Brushes & Combs, Shampoos, Dry Bath, Wipes & Perfume, Ear/Eye & Paw Cares, Grooming Accessories, Puppy Training
	Walk Essentials	Collar, Leash, Harness, Name Tags
	Dog Bowls	
	Dog Toys	
	Dog Beds & Crates	
	Health & Hygiene	Flea & Tick, Oral Care, Supplements
	Dog Clothing & Accessories	
	Dog Travel & Supplies	
Cats	Food	Dry Food, Wet Food, Grain Free, Kitten Food, Treats
	Grooming	Brushes & Combs, Shampoos, Dry Bath, Wipes & Perfume, Ear/Eye & Paw Cares, Grooming Accessories
	Cat Litter & Supplies	Litter, Litter Tray, Scooper, Stain & Odour
	Walk Essentials	Collar, Leash, Harness, Name Tags
	Cat Bowls	
	Cat Toys	

	Cat Trees, Beds & Scratchers	
	Health & Hygiene	Oral Care, Supplements
	Cat Carriers & Crates	
	Cat Clothing & Accessories	
Birds	Food	
	Live Birds	
	Bird Toys	
	Bird Supplements	
	Bird Cages & Accessories	
Small Pets	Food	
	Live Small Animals	
	Toys	
	Litter & Supplements	
	Cages & Accessories	

The "Service" Section (Pet Grooming & Cat Hotel)

Grooming:

Sub-Cat: *Full Groom (Bath + Haircut)*

Sub-Cat: *Quick Wash & Dry*

Sub-Cat: *Add-ons (Nail Filing, Teeth Brushing)*

Cat Hotel:

Sub-Cat: *Standard Suite*

Sub-Cat: *Premium Suite (Best Seller!)*

Note: Add a "Book Now" button that links to our WhatsApp or ERP calendar.

"Shop by Brand" Page

Create an **A-Z Brand Directory**.

On the homepage, have a **"Featured Brands"** slider with logos. When they click "Royal Canin," it should show only Royal Canin products, filtered by "In Stock" first.

5. The "Best Deals" Strategy (Profit Maximizer)

This is where we move stock and reduce leakage. Create three specific "Deal" zones:

1. **"Multi-Buy" Savings:** (e.g., *Buy 12 Cans of Royal Canin, Get 10% Off*).
2. **"Near-Expiry" Outlet:** Items expiring within 2–3 months sold at 30% off.
3. **"Bundle Deals":** (e.g., *New Kitten Starter Kit: Litter + Box + 5 Pouches of Food*).

6. Functional Website Strategies (Workflow)

"Repeat Order" Button: Allow customers to "Reorder Last Month's Food" with one click. Most pet owners buy the same thing every 30 days.

WhatsApp Integration: Have a floating WhatsApp button. People in Qatar prefer to chat before they buy.

QQ Delivery Toggle: Add a "Same Day Delivery for The Pearl & Lusail" banner.

Suggested Homepage Layout:

1. Top Banner: "Same Day Delivery in Qanat Quartier & The Pearl."

2. Icon Row: Dog, Cat, Bird, Small Pets, Grooming.

3. Flash Sale: "Best Deals of the Week" (3 items).

4. Top Brands: Logos of Applaws, Canagan, Acana, Orijen, Pro PLAN, Animology, etc.

5. Instagram Feed: Live photos of dogs in your QQ window.