



Questionmark Conference 2017  Santa Fe



Certifying Services-Oriented Associates

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PetSmart, Inc.



Pet Industry Statistics



\$62 billion
2016 household
pet spending



65%
of U.S. households
have pets



equating to
79.7 million
homes

Who We Are

Approximately **\$7.4 billion** in annual sales!



OFFICES



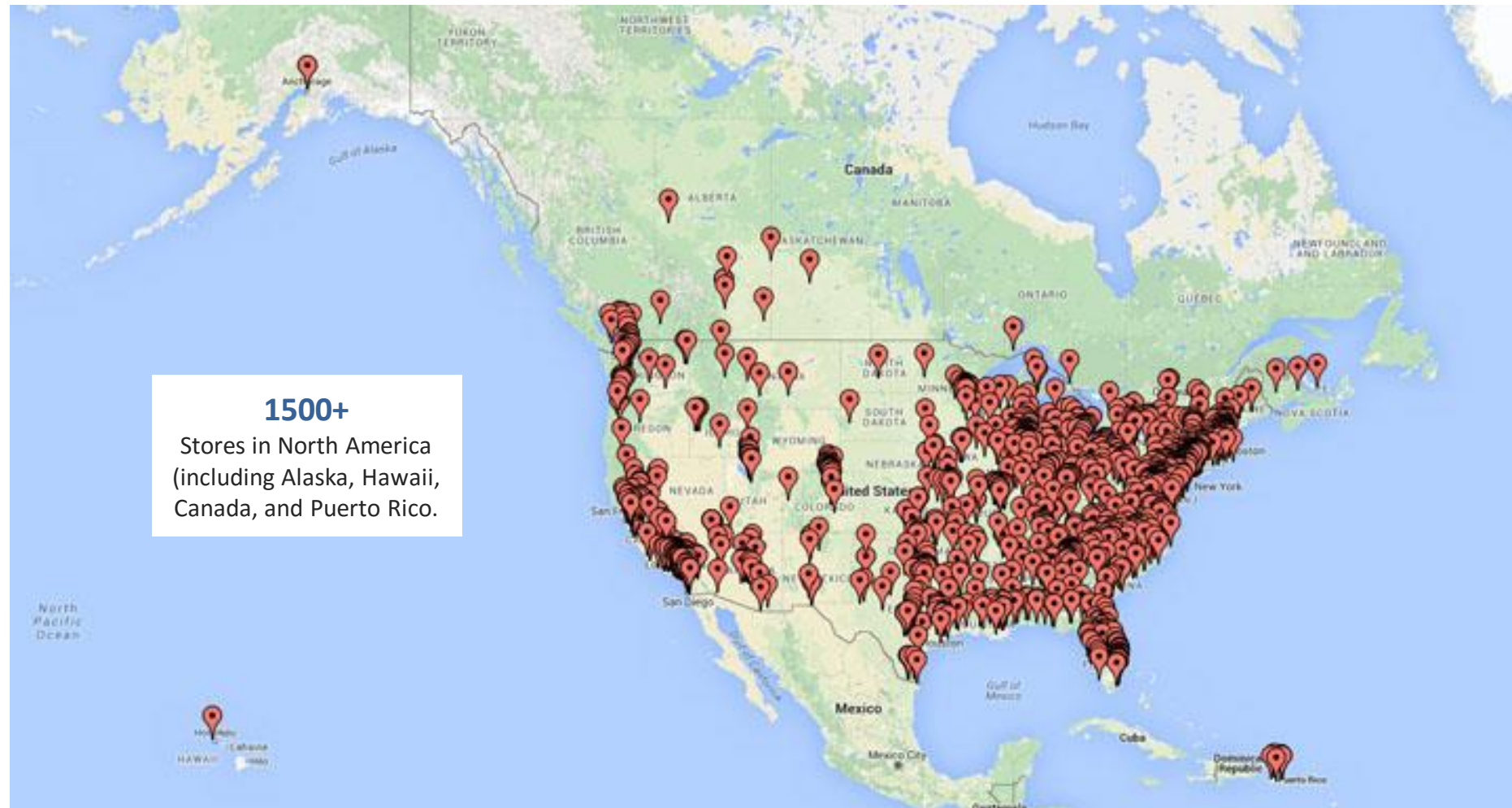
RETAIL STORES



DISTRIBUTION CENTERS



Retail Locations





Our Differentiations



PET
SERVICES

Over
\$800 million
in annual Services
sales



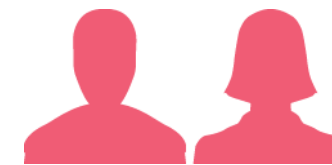
ASSORTMENT AND
VALUE

Over
11,000
in-store products,
many are exclusive
or proprietary



OMNI AND
DIGITAL MEDIA

More than
\$80 million
in annual sales on
PetSmart.com



PASSIONATE
ASSOCIATES

You can count on
53,000
associates to be
passionate about
our brand

Services



PET TRAINING



DOGGIE DAY CAMP



PETHOTEL



BANFIELD



GROOMING



Pet Training



Helps pet parents establish good and desired behaviors within their dogs through positive reinforcement.



Doggie Day Camp



DOGGIE DAY CAMP

Supervised play with other dogs.



PetsHotel



PETSHOTEL

Daycare or overnight boarding for cats and dogs.



Banfield Pet Hospital



BANFIELD

Preventative pet healthcare, surgical, dental, and emergency care.



Grooming



GROOMING

Bath and haircut packages for cats and dogs.



Our Vision

We love pets and we believe pets make us better people. PetSmart will be the trusted partner to pet parents and their pets in every moment of their lives.





Training Grooming Associates



Internally-trained bathers and stylists.
On-staff veterinarian oversight.
Annual re-certification.

Training Grooming Associates Using Questionmark

A Two-Part Approach

1.



2.



Q&A

