

GlamMyPet Platform Documentation

Building and running a multi-vendor service marketplace usually requires piecing together complex payment gateways, scheduling software, and user management systems. This leads to high costs, technical failures, and frustration.

GlamMyPet solves this by giving you a fully built, ready-to-operate SaaS marketplace for the luxury pet grooming industry. As the platform owner, you provide a digital storefront for groomers to run their business, and a directory for pet owners to find them. You monetize the platform by charging groomers a monthly subscription fee, while the system automatically handles bookings, scheduling, and direct payouts.

Why You Should Run This Platform

Owning this platform allows you to operate your own Software-as-a-Service (SaaS) business without writing code or managing complex servers.

Here is what you gain by operating this platform:

- **Complete Control Over Revenue:** You decide the monthly subscription fee providers must pay to use the platform.
- **Zero Payout Liability:** The system uses Stripe Connect. When a customer pays for a grooming service, the funds go directly to the groomer's bank account. You do not have to process manual payouts or handle other people's money.
- **Automated Operations:** Scheduling, availability tracking, and booking confirmations happen automatically.
- **Centralized Management:** You have a dedicated Admin Panel to view platform statistics, manage users, and adjust your pricing model at any

time.

User Roles and Platform Flow

The platform separates users into three distinct roles, each with a unique dashboard and set of tools.

1. The Owner (Admin)

This is you. As the platform owner, you have access to a secure Admin Panel. You do not groom pets or book services. Instead, you manage the global settings of the business. You set the platform name, determine the monthly subscription price for providers, track total revenue, and manage user accounts.

2. The Provider (Groomer)

Providers are the paying customers of your SaaS. They use the platform to run their grooming business. Upon signing up, they must connect their bank account via Stripe and pay your monthly subscription fee. Once active, they get a professional storefront dashboard where they can list their services, set their prices, configure their working hours, upload portfolio images, and use artificial intelligence to generate a professional biography.

3. The Buyer (Pet Parent)

Buyers use the platform for free to find local, high-quality groomers. They can create a profile, add details about their pets (like name, breed, and special needs), browse provider storefronts, book available time slots, pay securely with a credit card, and leave verified reviews after their appointment is complete.

Quick Launch Guide for Owners

Your platform is already hosted and ready to operate. Follow these exact steps to configure your business and start accepting users.

1. **Log in to the Platform:** Create an account on your live website.
2. **Access the Admin Panel:** Log in with the default admin credentials provided during your initial setup to access the Admin Control Center.
3. **Set Your Branding:** In the Admin Panel, enter your desired Platform Name under the General Branding section.
4. **Set Your Price:** Under Revenue Settings, enter the "Provider Monthly Fee". This is the amount groomers will be charged every month to keep their storefront active.
5. **Save Changes:** Click the Apply Changes button.
6. **Launch:** Your platform is now fully operational. You can begin inviting grooming businesses to sign up.

Real-World Use Cases

The Owner's Perspective: You want to build a directory of elite mobile pet groomers in your state. You log into the Admin Panel and set the monthly provider fee to \$29. You invite local groomers to join. As 50 groomers sign up and activate their accounts, you begin generating a predictable recurring revenue without managing pet appointments yourself.

The Provider's Perspective: Sarah runs a mobile dog grooming van but struggles with marketing and text-message scheduling. She signs up for your platform, connects her bank account, and pays the \$29 fee. She uses the AI generator to write a professional bio, sets her working hours from 9 AM to 5 PM, and adds a "Luxury Bath" service for \$85. She now has a professional link to share with clients.

The Buyer's Perspective: Mark needs his Golden Retriever groomed. He visits your platform, searches for "Large Breeds," and finds Sarah's profile. He sees her verified reviews, selects the "Luxury Bath" service, picks an open time slot on Tuesday at 10 AM, and pays \$85 with his credit card. The system books the appointment and sends the money directly to Sarah.

Key Features

Admin Features

- **Subscription Monetization**
 - *Problem:* Charging users manually is time-consuming and leads to missed payments.
 - *Solution:* Integrated Stripe Billing automatically charges providers the monthly fee you set.
 - *Outcome:* You generate reliable, passive recurring revenue.
- **Platform Control Center**
 - *Problem:* Managing a growing user base gets chaotic without the right tools.
 - *Solution:* A secure Admin Panel showing total users, active listings, total bookings, and platform revenue.
 - *Outcome:* You make informed business decisions based on real-time data.

Provider Features

- **AI-Powered Storefront Builder**
 - *Problem:* Groomers are skilled with pets but often struggle to write marketing copy for their websites.
 - *Solution:* A built-in AI assistant generates a professional, engaging biography based on a few simple keywords.
 - *Outcome:* Providers get a premium, polished storefront in minutes, increasing their chances of getting booked.
- **Automated Scheduling and Availability**
 - *Problem:* Double-booking and phone-tag waste hours of a groomer's week.
 - *Solution:* A calendar system where providers set working hours. The system automatically removes slots that are already booked.
 - *Outcome:* Providers only receive bookings when they are actually available.

- **Direct Stripe Payouts**

- *Problem:* Waiting for platform owners to manually transfer earnings creates mistrust.
- *Solution:* Stripe Connect integration routes the customer's payment directly to the provider's bank account.
- *Outcome:* Providers trust your platform because they get paid instantly and securely.

Buyer Features

- **Persistent Pet Profiles**

- *Problem:* Entering pet details over and over for every new booking is annoying.
- *Solution:* Buyers can save their pet's name, breed, age, and special notes in their profile settings.
- *Outcome:* A faster, frictionless checkout process that encourages repeat bookings.

- **Verified Review System**

- *Problem:* Fake reviews make it hard for pet owners to trust a groomer.
- *Solution:* The system only allows buyers to leave a 1-to-5 star rating and comment after a booking is marked as "Completed".
- *Outcome:* A trustworthy marketplace where high-quality groomers naturally rise to the top.

Step-by-Step Instructions

For Admins: Managing Users

1. Navigate to the **Admin Panel**.
2. Scroll down to the **User Management** section.
3. Here you will see a list of all registered users.
4. Click the **Edit** icon next to a user to manually change their name,

update their role (Consumer, Provider, or Admin), or mark their account as onboarded.

5. Click **Save Changes** to apply the updates.

For Providers: Connecting Stripe

1. Sign up and select the **I'm a Groomer** path.
2. You will be prompted to connect a payout account. Click **Connect with Stripe**.
3. Follow the secure Stripe prompts to verify your identity and link your bank account.
4. Once returned to the platform, complete your subscription payment to activate your dashboard.

For Providers: Creating a Service

1. Log in and navigate to your **Provider Dashboard**.
2. Click on the **Services** tab in the sidebar.
3. Click **Add New Service**.
4. Enter the service name, price, duration, and a brief description.
5. Click **Create Service**. It is now instantly available for buyers to book.

For Buyers: Booking an Appointment

1. Browse the homepage or search page to find a groomer.
2. Click on the groomer's card to view their full storefront.
3. Select a service from their menu.
4. Under **Book Now**, pick an available date on the calendar.
5. Select an available time slot.
6. Choose your saved pet from the dropdown menu (or enter new pet details).
7. Click the **Pay & Book** button to enter your credit card details securely.

FAQ and Objection Handling

Do I need to know how to code to run this? No. The platform is entirely pre-built. All your management tasks, like changing the platform name or adjusting the monthly fee, are done through simple text boxes in the Admin Panel.

Am I responsible for the grooming payments? No. Because the platform uses Stripe Connect, the money a pet parent pays goes directly from their credit card to the groomer's bank account. You do not hold, manage, or transfer these funds. You only process the monthly subscription fee you charge the groomers.

Is user financial data secure? Yes. All credit card processing and bank account linking is handled securely by Stripe. Your platform database does not store sensitive financial numbers, protecting you from liability.

How do providers know what to write on their profiles? We integrated an AI Bio Generator specifically for this reason. Providers just type a few words about their business, click a button, and the system writes a professional biography for them.

Pricing and Monetization Strategy

As the platform owner, your monetization strategy is simple and straightforward: **SaaS Subscriptions**.

You do not take a percentage cut of individual grooming appointments. Taking a percentage cut often encourages users to book outside of the platform to avoid fees.

Instead, you charge grooming businesses a flat, predictable monthly fee to use your software. You set this price in your Admin Panel. If you set the price to \$49/month, and you onboard 100 groomers, your platform generates \$4,900 in recurring monthly revenue. The platform automates the billing, so if a provider stops paying, they lose access to their dashboard.

Next Steps

Your marketplace is fully built and ready to accept users today.

To begin your journey as a platform owner: