

# PetMoKo: An Online Pet Care Shop

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**Abstract:** *This study develops and evaluates "PetMoKo," an innovative online pet care shop, responding to the rising demand for high-quality pet care products and services. Utilizing a mixed-method approach, we conduct market research and gather primary and secondary data to understand customer preferences and behavior. Based on our findings, we design a user-friendly PetMoKo platform with personalized features. Rigorous testing and customer feedback ensure its functionality and usability. The success of PetMoKo can positively impact the online pet care industry, offering convenience and meeting customer demands while contributing to market expansion. This research aims to enhance the industry through a comprehensive and customer-centric platform.*

**Keywords:** pet, e-commerce, pet care, online shop

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