

ARK Equine: Comprehensive Business Analysis Report

1. Introduction and Purpose (What Use)

ARK Equine is a specialized, scientifically-driven equine business dedicated to providing innovative, solutions-oriented products for the equine community. The primary purpose of the business is to maximize a horse's potential, performance, and well-being, whether in professional racing, breeding, or leisure environments.

The company operates as a division of Forte Healthcare Ltd, leveraging extensive veterinary expertise to offer a full spectrum of nutritional feeds, supplements, and specialized horse-care solutions.

2. Value Proposition (Why Use)

ARK Equine distinguishes itself through a commitment to scientific rigor and quality assurance. Key reasons for choosing their products include:

Feature	Description
Veterinary Formulated	All products are developed by experts in the field using high-quality raw materials and components.
Scientifically Driven	Products undergo years of research, development, and strict testing for efficacy and palatability before market launch.
Comprehensive Range	Solutions are available for everyday nutritional needs as well as specific medical or physical conditions.
Quality Assurance	Strict adherence to manufacturing standards ensures consistent product safety and performance.

3. Target Audience (Who Use)

The products and services offered by ARK Equine are tailored for a diverse range of users within the equine industry:

- **Breeding Establishments:** Focused on foal development and mare health.
- **Professional Producers & Trainers:** Including leading racehorse trainers who require high-performance supplements.
- **Leisure Riders:** Individuals seeking the best care for their personal horses.

4. Product Portfolio (Which Type of Products)

ARK Equine provides a broad array of products categorized by the specific needs of the horse and the environment.

4.1 Nutritional Supplements & Feed

- **Performance & Energy:** High-quality balancers like *Aminosport* and liquid feeds such as *Elevate*.
- **Digestive Health:** Specialized gels and supplements to support gut health and recovery.
- **Breeding & Growth:** Balancers rich in essential amino acids and vitamins for mares and growing foals.
- **Specialized Support:** Targeted solutions for respiratory health, mobility, calming, hydration, and endocrine support.

4.2 Hygiene and Topical Care

- **Dermatology:** Topical creams and foams for skin regeneration and managing common conditions.
- **First Aid:** Essential kits and products for minor cuts, wounds, and immediate care.
- **Hygiene Solutions:** Advanced products for maintaining a clean and healthy stable environment.

4.3 Technology and Equipment

- **Analysis Tools:** Precision instruments like colostrum refractometers for quality testing.
- **Stable Infrastructure:** Orthopedic flooring systems (ComfortStall) and high-quality grooming kits.
- **Water Management:** Purification systems for both individual drinkers and large-scale closed systems.

5. Corporate Policies

ARK Equine maintains clear policies to ensure transparent transactions and customer satisfaction.

5.1 Delivery and Shipping

The company prioritizes efficient logistics, aiming for next-day dispatch upon order placement.

Region	Delivery Time	Cost Details
ROI & Northern Ireland	3 - 5 Working Days	€5.20 per 30KG
UK Mainland	7 - 10 Working Days	£9.24 per 30KG
UK Off-shore Islands	7 - 10 Working Days	£22.10 up to 30KG

***Note:** Free delivery is available on orders over €150/£150 for ROI and UK customers (excluding specific heavy equipment like hay steamers).*

5.2 Returns and Refunds

- **Return Window:** Customers may return items within **14 days** of receipt.
- **Condition:** Goods must be in a fully resaleable condition, unused, and in original packaging.
- **Process:** Returns must include a printed return form, and the customer is responsible for the return shipping costs.

- **Faulty Goods:** Covered under the Consumer Rights Act 2015; customers should contact support for resolution.

5.3 Terms of Sale

- **Payment:** Strictly net **30 days** from the invoice date.
- **Inspection:** Customers must inspect goods within **5 working days** and report any defects immediately.
- **Ownership:** Title of goods remains with ARK Equine until full payment is received.
- **Governing Law:** All contracts are governed by the laws of the Republic of Ireland.

6. Conclusion

ARK Equine stands as a premier provider of equine health and performance solutions. By combining veterinary science with practical stable management products, they offer a one-stop-shop for professional and amateur equine enthusiasts alike.