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**EXECUTIVE SUMMARY:**

[Vitto Health Care Clinic] (VHCC) provides medical assistance to the rural areas of [Richmond, Indiana]. It also introduces advanced diagnostic procedures and treatments to remote areas in the city. The owner aims to improve access to healthcare treatments to cater to the growing needs for better health facilities in the neighborhood. In order to spread brand awareness, the clinic will reach out to local community [groups, schools, and small businesses and introduce its products and services].

**COMPANY OVERVIEW:**

**Mission Statement: [**Vitto Health Care Clinic’s] mission is to provide easy access to quality health care to the rural areas of [Richmond].

**Philosophy:** The clinic will always prioritize the needs of the clients and will make sure to give the necessary treatment to their illnesses.

**Vision: [**Vitto Health Care Clinic] aims to create a place where no person is devoid of quality medical attention.

**Outlook:** Since the clinic offers inexpensive fees for its services, it aims to cut its cost and improve its packages to maximize the value it gives and the profit it gets. [Vitto Health Care Clinic] plans to penetrate distant neighborhoods in the future and open additional branches. The company also looks forward to collaborating with other health care providers to improve brand awareness and gain a competitive advantage.

**Type of Industry: [**Health Care Industry]

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Noah Phillips, MD]

**Start-Up Summary**: The cost of the start-up is [$100,000] which is provided by the owner and will be used for the [rent, supplies, salary, permits, and business insurance policies].

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| --- |
| **Start-Up Funding** |
| Start-Up Expenses | $25,000 |
| Start-Up Assets | $75,000 |
| **Total Funding Required** | **$100,000** |
|  |
| Assets |  |
| Non-Cash Assets from Start-Up | $30,000 |
| Cash Requirements from Start-up | $12,500 |
| Additional Cash Raised | $20,000 |
| Cash Balance on Starting Date | $12,500 |
| **Total Assets** | **$75,000** |
|  |
| Capital |  |
| Planned Investment |  |
| Owner | $100,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$100,000** |
| Loss at Start-Up (Start-Up Expenses) | -$25,000 |
| **Total Capital** | **$75,000** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$75,000** |
|  |
| **Start-Up** |
| Requirements |  |
| Start-Up Expenses |  |
| Rent - 5 Months | $11,000 |
| Advertising | $2,500 |
| Legal Fees | $2,500 |
| Staff Training | $5,000 |
| Insurance | $3,500 |
| Other | $500 |
| **Total Start-Up Expenses** | **$25,000** |
|  |
| Start-Up Assets |  |
| Cash Required | $12,500 |
| Start-Up Inventory | $30,000 |
| Other Current Assets | $20,000 |
| Long-Term Assets | $12,500 |
| **Total Assets** | **$75,000** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$100,000** |

**MANAGEMENT TEAM:**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| Hermelinda S. Tapp | Medical Office Manager | Scheduling, Quality Improvement, Leadership, and Public Speaking |
| Christa J. Aguiar | Head Nurse | Management, Administration, Communication, and Client Handling |

**SHORT- AND LONG-TERM GOALS AND MILESTONES:**

|  |  |
| --- | --- |
| **Short-Term Goals** | **Milestones** |
| * Hire one medical receptionist
 | * Done hiring last January 7, 2019
 |
| * Partner with five small businesses by the end of the year
 | * Already made contact with ten prospective clients as of February 8, 2019
 |
| **Long-Term Goals** | **Milestones** |
| * Maintain a profit margin of 20% for the first three years of operation
 | * All the sales target for the previous months are met.
 |
| * Decrease operational cost by 10% by the end of the first year
 | * Management will implement cost-cutting strategies
 |

**PRODUCTS AND SERVICES**

**Product/Service Description: [**VHCC] offers affordable health services that include laboratory [examinations, radiology, dental, internal medicine, and gynecologic consultations, and immunizations].

**Value Proposition: [**VHCC] provides modern health diagnostics and treatments that are accessible to the rural areas of [Richmond].

**Pricing Strategy:** Competitive pricing and price bundling strategies are used to attract prospective clients and gain competitive advantage.

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**EXECUTION**

**Marketing Plan: [**VHCC] plans to partner with [small businesses, schools, and community groups in Richmond to attract clients and promote its services].

**Market Research:** Health expenditures in the United States are expected to continue to rise. In [2017], the global revenue for the health care industry reached [$7.7 trillion] and is expected to grow to [$10 trillion] by [2022]. Aging and growing population, the prevalence of [chronic diseases, and advances in digital technology] have contributed to the demands of health care services. The industry isn’t likely to go down in a few years, but there is still a struggle to build a more sustainable foundation for [affordable, accessible, and high-quality care].

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Vitto Health Care Clinic | * Convenient
* Affordable
 | * Clinic processes still need standardization
 | * Lack of dominant competition
 | * Changes in insurance plans that increase the cost of business operations
 |
| Mayberry Health Clinic | * Uses advanced technology
 | * Has a narrow scope of care
 | * Increasing demand for health care services
 | * Adverse government policies and changes in taxation
 |
| Richmond Health Care | * Has established a good reputation
 | * Currently has marketing deficiencies
 | * Demographic changes that favor the demand for health care services
 | * New competition in the area
 |

**Marketing Strategy: [**Vitto Health Care Clinic’S] strategy is to come up with attractive package deals and promo offers and sell them to relevant establishments in the neighborhood. The team will reach out to different [schools, small businesses, and community groups] to negotiate these deals.

The team has started executing several activities to drive the marketing strategy forward. Here is their progress so far:

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Bundle offers | * The bundle pricing strategy is already awaiting approval
 | April 5, 2019 | Sales increases because of the bundling scheme. |
| B2B tie-ups | * Has called 20 small businesses last month
 | April 30, 2019 | Will close 10 deals by the end of the second quarter |

**ORGANIZATIONAL STRUCTURE:**

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**OPERATIONAL PLAN:**

**Location and Facilities**

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 **Tools and Equipment Checklist**

|  |  |
| --- | --- |
| **Software** | **Quantity** |
| PrimeSuite | 2 |
| Zoho | 2 |
| **Hardware** | **Quantity** |
| Stethoscope | 5 |
| Weighing scale | 2 |
| Centrifuge | 3 |

**IT Infrastructure**

The following table reflects [Vitto Health Care Clinic’s] IT infrastructure.

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Existing (Y/N)** | **Description** |
| CCTV | Y | Enhances the clinic’s security measures |
| Server | Y | Storage of patient records |

**FINANCIAL PLAN**

**Assumptions**

This forecast is based on the current performance of the [healthcare industry]. The company expects a substantial increase in its sales within the third and fourth year of operation.

Majority of the expenses will be on [payroll, rent, supplies, maintenance, permits, and insurance policies].

**Monthly Expense**

The chart details the projected monthly expense for [2019].



**Monthly Revenue**

The chart shows the projected monthly revenue for 2019.



**BUSINESS FINANCING**

The funds for the business comes from the owner worth [$100,000]. Most of the expenses will be on [rent, insurance, permits, supplies, and payroll].

**STATEMENTS**

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $250,000.00 | $300,000.00 | $400,000.00 |
| Direct Cost of Sale | $120,000.00 | $125,000.00 | $160,000.00 |
| Other Cost of Sale | $50,000.00 | $60,000.00 | $80,000.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $80,000.00 | $115,000.00 | $160,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $170,000.00 | $185,000.00 | $240,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **68.00%** | **61.67%** | **60.00%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $40,000.00 | $40,000.00 | $40,000.00 |
| Insurance | $12,000.00 | $13,000.00 | $14,000.00 |
| Utilities | $10,000.00 | $14,000.00 | $15,000.00 |
| Salary (Including Tax) | $80,000.00 | $90,000.00 | $100,000.00 |
| Maintenance & Supplies | $15,000.00 | $16,000.00 | $20,000.00 |
| **Total Operating Expenses** | **$157,000.00** | **$173,000.00** | **$189,000.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | -$77,000.00 | -$58,000.00 | -$29,000.00 |
| Depreciation | $5,000.00 | $6,000.00 | $7,000.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $4,000.00 | $5,000.00 | $6,000.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$9,000.00** | **$7,000.00** | **$45,000.00** |

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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $120,000.00 | $150,000.00 | $200,000.00 |
| Accounts Receivable | $50,000.00 | $60,000.00 | $80,000.00 |
| Inventory | $50,000.00 | $60,000.00 | $75,000.00 |
| Other Current Assets | $15,000.00 | $16,000.00 | $18,000.00 |
| Total Current Assets | **$235,000.00** | **$286,000.00** | **$373,000.00** |
|  |  |  |  |
| Long-Term Assets | $100,000.00 | $120,000.00 | $160,000.00 |
| Accumulated Depreciation | $10,000.00 | $12,000.00 | $13,000.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $90,000.00 | $108,000.00 | $147,000.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$325,000.00** | **$394,000.00** | **$520,000.00** |
|  |  |  |  |
| Accounts Payable | $100,000.00 | $120,000.00 | $150,000.00 |
| Notes Payable | $60,000.00 | $70,000.00 | $90,000.00 |
| Other | $20,000.00 | $30,000.00 | $40,000.00 |
| Total Liabilities | **$180,000.00** | **$220,000.00** | **$280,000.00** |
|  |  |  |  |
| Paid-in Capital | $60,000.00 | $70,000.00 | $100,000.00 |
| Retained Earnings | $250,000.00 | $300,000.00 | $360,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$145,000.00** | **$174,000.00** | **$240,000.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **124.14%** | **126.44%** | **116.67%** |

|  |
| --- |
| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $90,000.00 | $120,000.00 | $150,000.00 |
|  |  |  |  |
| **Sources of Cash** | $20,000.00 | $30,000.00 | $50,000.00 |
| Receivables | $30,000.00 | $40,000.00 | $50,000.00 |
| Sales | $100,000.00 | $110,000.00 | $140,000.00 |
| Others | $15,000.00 | $20,000.00 | $25,000.00 |
| **Total Cash** | $255,000.00 | $320,000.00 | $415,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $40,000.00 | $40,000.00 | $40,000.00 |
| Insurance | $12,000.00 | $13,000.00 | $14,000.00 |
| Utilities | $10,000.00 | $14,000.00 | $15,000.00 |
| Salary (Including Tax) | $80,000.00 | $90,000.00 | $100,000.00 |
| Maintenance & Supplies | $15,000.00 | $16,000.00 | $20,000.00 |
| **Total Expenditures** | $157,000.00 | $173,000.00 | $189,000.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$98,000.00** | **$147,000.00** | **$226,000.00** |