

Company Name or Logo

Medical Clinic Business Plan

Period: 201_ - 201_

Company address
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Supplementary and supporting documents that also form part of this plan are included as appendices.

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Executive summary

Business goals / mission

As a [medical / research / veterinary / plastic surgery / _____](#) clinic obtaining a permanent place in the [_____ industry / market](#) is our primary goal. We wish to acquire [local / regional / national / international](#) renown within the next [___](#) years. We see it as our main mission to provide [high quality / higher standards / lower prices / better service](#) to the targeted markets. Basic corporate objective is reflected in everything that we do, which is to contribute to the [advancement of science / improvement of medical services to {the local / regional community} / prevention of disease and disability / promotion of a healthy lifestyle / _____](#) and enrichment of the quality of [people's lives](#) around [_____ / the area](#).

Business description

Our organization is a [medical / research / veterinary / plastic surgery / _____](#) clinic in the broadest sense of the word. We market [lines of services to individuals / families / companies / organizations / institutions / _____](#) locally, regionally, nationally and internationally. As more and more of the population [and business / governmental institutions / _____](#) gain an interest in ABC's [medical / research / veterinary / plastic surgery / _____](#) services, the demand for [specialist medical services](#) has also increased.

To meet the [current demand / expected demand / planned expansion / _____](#), ABC is seeking the financing necessary to add [new first aid / emergency / laboratory facilities / medical and diagnostic equipment / reception area facilities / computer equipment / _____](#) and hire additional [medical / laboratory / nursing / administrative / reception / _____](#) staff.

Business formation

The company [will start or was started by _____](#) in 19_{__}. The company form is [going to be a sole proprietor, limited company \(Ltd\), Incorporated \(Inc\), Corporation \(Corp\), Limited Liability Company \(LLC\), Co-operative](#). Registration is in the State of [_____](#) under number: [_____](#). The company now employs [__](#) people, including Mr. / Mrs. [_____](#), who [_____](#).

[For federal income tax purposes, ABC is classified as a subchapter S corporation.](#)

The company will be set up as a Health Maintenance Organization (HMO) servicing contractual agreements with [_____](#) and similar institutions and businesses.

Business philosophies / identity

By combining experience and know-how ABC will be able to create a high satisfaction level. ABC will use advanced medical / research / veterinary / plastic surgery / _____ technology and _____ as to offer a high quality service mix.

Our corporate philosophies are embedded in our customer oriented management and operations, providing excellence in our services, continuous efforts to expand our existing market and create new markets, enhancement of research and development on a long range perspective, commitment to care for patients through providing even better service, fostering positive growth. These philosophies shall be incorporated at all levels of the organization.

Location

We are going to be located at company address. This location has been selected because of its low price, top location, esteem, size, visibility, and image. The location will also provide our employees as well as our customers with the necessary facilities / accessibility / _____ as has been shown in the preliminary research of our expected / growing / _____ target markets.

Geographical markets

ABC will primarily aim for a market share of ___ % within the next ___ years in the following markets: local, regional. The primary market will be families / individuals / office employees / inner city residents / _____, due to the local and regional population / targeted market groups / contractual agreement(s) with _____.

Vision of the future

ABC Clinic has had a very good track record over the past ___ years and we intend the next ___ years to continue along this trend. The planned company can look forward to a promising future, because of our experienced staff, our services, our careful planning, the potential of the targeted market segments, _____. The style of the management and clinical staff is flexible and energetic. Enthusiasm of all our staff, medical and otherwise will greatly stimulate the envisioned growth.

As an HMO clinic our contractual agreements with local businesses and organizations ensure a promising future.

Main objectives

Business objectives

1. Increase revenues at min. ___% yearly over the next ___ years
2. Company growth by _____
3. Provide fast access to quality medical services
4. Become established as a renowned _____ clinic

Financial objectives

1. Obtain financing in the amount of \$ ____
2. Increase profit margin to ___%

Marketing objectives

1. Start a presence on the Internet including Online Appointment System
2. Expand marketing reach
3. Increase the clinic's reputation

Key advantages

ABC is becoming a recognized clinic because of the following key advantages:

- Established partnering relationships with community services and patients.
- A quality real time medical and clinical administration information system.
- A quality real time financial information system.
- Senior management has significant clinical experience.
- ABC has consistently set and achieved financial measures in the areas of liquidity, and profitability and is positioned well for future stability.
- ABC has negligible long-term debt.

Breakthrough technology

ABC has developed diagnostic equipment / medical {veterinary} practices / _____ that it has developed specifically for the medical research / veterinary / medical aid workers / bioscience industry / _____.

Strategic positioning

ABC differentiates and positions its services from the competition by offering a wider range of services, specialized medical care and an in-house emergency and stand-by service on call 24 hours a day.

Strategic alliance

ABC has been successful in establishing alliances with **major hospitals and other specialized clinics in the region for exchange of patients and information** and to provide the complete range of care within the **local / regional / _____** area. ABC **is / will** co-operate with _____.

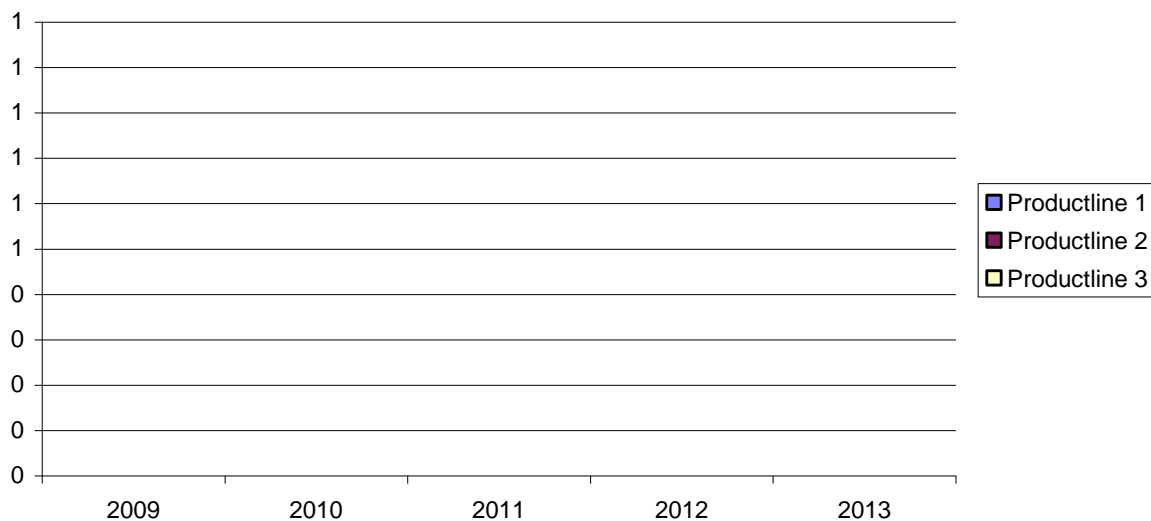
Sales

In the past **__** months, ABC signed **__** major agreements with **local / regional / national / international affiliates** to train staff and distribute its innovative services across the region and eventually nationally or overseas. As a result of these agreements, sales in the international market will accelerate and add to the domestic sales momentum, thus requiring ABC to increase its capacity.

ABC estimates 200**_** sales to reach \$ _____, with net earnings of \$ _____ (**__** percent of sales). Sales are expected to reach \$ _____, with net earnings of \$ _____ (**__** percent), by the end of 200**_**. ABC Clinic has _____ **contracts / patients** and options for _____ more **contracts / patients**, with clinics in other locations.

These high-traffic locations generate an average of \$ _____ in annual sales per _____. ABC has grown to annual sales of \$ _____ in **three / five** years with net earnings of \$ _____ (**__** percent), from a single _____ in 200**_**.

**Total sales per productline
5 years**



Internet

ABC currently has plans to (re)develop its web site / has a well positioned web site. The clinic's web site mainly serves to provide information about its services and medical programs offering specialist treatments for _____ and _____. The possibility of making reservations or enquiries online may be an option for the future development of the site.

Licenses

ABC has obtained the following required licenses:

- Medical clinic operating license
- Qualified clinical staff
- Pharmaceutical license
- ...

Directors

The Board of Directors consists of _____, _____, _____, and they have the principal responsibility for fulfillment of the company's mission and the legal accountability for its operations.

Our Board of Directors further ensures adequate human and financial resources and actively monitors and evaluates the organization's executive director / CEO, as well as the overall financial results. The board members approve and implement policies to ensure achievement of the mission of the organization and to prevent perceived, potential or actual conflict of interest. They will accomplish these functions through regular meetings scheduled weekly / monthly.

Management team

ABC's management team has direct knowledge of the medical / veterinary / scientific research / _____ industry, extensive experience, and professional administration skills.

Dr. / Mr. / Mrs. / Miss _____ has graduated from _____ university / medical college / veterinary college / faculty of _____ at _____ with a degree in _____. S / He has worked in the medical / veterinary / medical research / _____ industry as general practitioner / family doctor / ear, nose and throat specialist / pediatrician / _____ before joining ABC as _____.

M. Cartagena - CEO

He / She has a MBA / BSc / Phd / ___ with a major in _____. He / She has a background in _____ and _____. His / her mix of skills enables him / her to understand the business of ABC from all perspectives and direct ABC in the right direction over the coming years. His / her experience in founding and successfully managing another _____ clinic makes him / her perfectly placed in this position.

J. Candoall - Vice President Finance & Administration

Mr. / Mrs. / Miss _____ has ___ years experience as _____, working for _____ in _____ before joining the ABC as our new VP of Finance. He / She has completed his / her MBA majoring in _____.

P. Sellitall - Vice President Marketing

Mr. / Mrs. / Miss _____ has worked for _____ as _____ during the past ___ years and has been working for ABC as _____ since _____. He / She has extensive experience in _____, _____, and _____. He / She is ideally suited for this position having experience in _____, providing _____, and establishing partnerships with organizations nationally / internationally.

ABC offers all its officers competitive salaries usually augmented by share options which are exercisable at the end of year ___ and are contingent upon maintaining tenure for ___ years. These options represent ___% of the issued capital of ABC. Officers can also subscribe for \$___0,000 in equity.

Personnel

The 5-year projection for personnel is expected to show the following:

Personnel projection	Year 1	Year 2	Year 3	Year 4	Year 5
Department					
Department					
Department					
Department					
Total					

Funds required

ABC Clinic was / will be capitalized with \$ _____ raised through a Regulation D504 private placement. ABC Clinic was / will be incorporated with an initial _____ shares with a \$ _____ par value. Each of the founders will own / owns _____ shares of common stock.

The Board of Directors has decided to issue _____ shares of common stock and _____ obligatory debentures (_____ %). The debentures can be repurchased at the same value within a period of _____ years upon allotment.

At a later stage an additional _____ shares of common stock at a par value of \$ _____ will be issued, followed by _____ shares of preferred stock, which will carry a _____ % annual dividend payout. The preferred stock can be repurchased at the same value within _____ years upon issuance.

As we are becoming more widely known and more of the general population gain an interest in our services, the demand has increased. To meet the expected demand and sustain future growth, ABC is seeking the financing necessary to upgrade and improve a number of facilities, add new equipment and hire additional staff.

The amount of funds needed is \$ _____ which will cover the acquisition of additional branches and the purchase of equipment. Approximately \$ _____ will be needed for acquisition while the remaining \$ _____ will be used for equipment purchases.

The plan is to finance the \$ _____ expansion with _____ % debt and _____ % equity. Approximately \$ _____ will be raised via a stock offering to senior management, key employees, and investors in the local area.

Investors will have the unique advantage of having their investment in convertible notes. These notes are due after _____ years of collecting interest and / or converting the investment to common stock.

ABC is seeking additional investors to provide \$ _____ m / billion to fund the _____ / expansion of _____ and _____. In return the investor will receive from ABC:

- _____ % of the ordinary equity of ABC
- min. of _____ seats on the Board
- an IRR of _____ %
- a performance contract with the management team

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