

# **BUSINESS PLAN**

**ESTABLISHMENT OF HEALTHCARE**

**FAKHRI HEALTHCARE SERVICES LIMITED**

**UPANGA**

**DAR ES SALAAM**

**TANZANIA**

**FEBRUARY 2020**

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## FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN

### 1.0 Executive Summary

#### Introduction and Background

Fakhri Health Care Services Limited is a standard, licensed and certified healthcare that will include: Fakhri Polyclinic, Fakhri Pharmacy and Fakhri Cafeteria that will be operated in Dar es Salaam.

### 2.0 The Project Concept

Fakhri Health Care Services Limited is in the hospital industry to provide health care to the growing population/consumer needs in Dar es Salaam. Services such as Outpatient care, Anatomical pathology services, Diagnostic X-ray services, Clinical laboratory services, Operating room services and other medical services. We are well trained and equipped to service the market segments that require healthcare services.

### 3.0 Project Objectives

- To contribute to the country macro-economic goals of local investment promotion, job creation, income generation and poverty reduction
- To provide direct employment to 20 Tanzanians people and indirectly to other people who will be providing services to our health facility.
- To promote awareness among functionaries involved in Health and Hospital Management.
- To promote the development of high quality hospital services and community health care.
- To enhance private sector participation in the development of health infrastructure, products and services

We are in the hospital business to deliver excellent healthcare services to all those who will patronize our services. We will also ensure that in the line of carrying out our duty, we comply with the laws and health regulations as required by the Ministry of Health in our country Tanzania. We will ensure our employees are well trained and qualified to handle the wide range of health care services.

The proposed Fakhri Health Care Services Limited is a private company that will own and manage three interrelated project in health sector as follows:

- Fakhri Polyclinic
- Fakhri Pharmacy and
- Fakhri Cafeteria

**FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**  
**Fakhri Polyclinic**

Fakhri Polyclinic is a health care facility that will provide both general and specialist examinations and treatments for a wide variety of diseases and injuries to outpatients.

**Fakhri Pharmacy**

Pharmacy is a department that will monitor the supply of all medicines used in the hospital and is in charge of purchasing, dispensing and quality testing their medication stocks.

**Fakhri Cafeteria**

This cafeteria function is to provide food to patients, people assisting patients and the general public around the hospital area. Special food will be served according to the patients needs.

Fakhri Health Care Services Limited is in the hospital industry to provide health care services such as Outpatient care, Anatomical pathology services, Diagnostic X-ray services, Clinical laboratory services, Operating room services and other medical services. We are well trained and equipped to service the market segments that require healthcare services.

We are in the hospital business to deliver excellent healthcare services to all those who will patronize our services. We will also ensure that in the line of carrying out our duty, we comply with the laws and health regulations as required by the Ministry of Health in our country Tanzania. We will ensure our employees are well trained and qualified to handle the wide range of health care services.

Fakhri Health Care Services Limited will operate a 24 hours 7 days a week healthcare service; our hospital will be opened round the clock to attend to clients (patients). We have a standard medical call center that is manned by trained health workers. Our work force going to be well trained to operate within the framework of our organization's corporate culture and also to meet the needs of all our customers.

Fakhri Health Care Services Limited will ensure that all our patients cum customers are given first class treatment whenever they visit our hospital. We have a *CRM (Customer Relationship Management)* software that will enable us manage a one on one relationship with our customers no matter how large the numbers of our customers' base grows.

Fakhri Health Care Services Limited is a family business that is owned and managed by Mr Muffadal F Taibali, Mr Fakhruddin and Mr Murtaza F. Taibali. Mr Muffadal is going to be Director (Chief Executive Officer) of the Health Care.

With estimated investment cost of TZS 320m FAKHRI HEALTH CARE SERVICES LIMITED is seeking investment incentives from the government of Tanzania through Tanzania Investment Centre.

#### **FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

#### **4.0 Project Land and Location**

The project is located in Upanga, Kibasila Street, Plot No. 927, Block 5, Ground Floor House No.002 – Ilala District Dar Es Salaam. We have been able to acquire a standard facility that is highly suitable for the kind of hospital business we want to operate.

#### **5.0 Company's Share Capital**

The authorized and fully paid –up share capital of Fakhri Health Care Services Limited is Tanzanian Shillings One hundred Million (Tshs.100, 000,000) divided into One Thousand Shares (1000) of Tanzanian Shillings One hundred Thousand (Tshs 100,000/=) each.

#### **Company Shareholding**

The shareholders of Fakhri Health Care Services Limited are:

- Muffadal Fakhruddin Taibali holding forty (40) Ordinary Shares only
- Fakhruddin Taibali Gomberawalla holding forty (40) Ordinary Shares only and
- Murtaza Fakhruddin Taibali holding twenty (20) Ordinary Shares only
- 

#### **Directors of the Company**

The following are the directors of Fakhri Health Care Services Limited:

- Muffadal Fakhruddin Taibali  
Post Code 11102  
P.O.Box 9671  
Kibasila Street, Plot No. 002, Block No.5 Ground Floor  
Ilala District, Dar Es Salaam
- Fakhruddin Taibali Gomberawalla  
Post Code 11102  
P.O.Box 9671  
Kibasila Street, Plot No. 002, Block No.5 Ground Floor  
Ilala District, Dar Es Salaam
- Murtaza Fakhruddin Taibali  
Post Code 11102  
P.O.Box 9671  
Kibasila Street, Plot No. 002, Block No.5 Ground Floor  
Ilala District, Dar Es Salaam

## FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN

### 6.0 Financial Plan

- **Investment Cost/Start – Up Expenditure (Budget)**

If you are looking towards starting a hospital, then you should be ready to go all out to ensure that you raise enough capital to cover some of the basic expenditure that you are going to incur. The truth is that starting this type of business does not come cheap.

You would need money to secure a standard hospital facility, you will need money to acquire medical equipment and supply and you would need money to pay your workforce and pay bills for a while until the revenue you generate from the business becomes enough to pay them. Besides it is expensive to acquire a standard well – equipped ambulance.

The items listed below are the basics that we would need when starting our Health Care facility, although costs might vary slightly;

- The Total Fee for Registering the Business –BRELA, MUNICIPAL, TRA and other bodies
- Legal expenses for obtaining licenses and permits –
- Marketing promotion expenses for the grand opening of FAKHRI HEALTH CARE SERVICES LIMITED and as well as flyer printing for the total amount of –
- Cost for hiring Business Consultant –.
- Cost for Computer Software (Accounting Software, Payroll Software, CRM Software, Microsoft Office, QuickBooks Pro, drug interaction software, Physician Desk Reference software) –
- Insurance (general liability, workers' compensation and property casualty) coverage at a total premium –
- Cost for payment of rent for 12 month
- Cost for hospital remodeling (construction of racks and shelves) –.
- Other start-up expenses including stationery and phone and utility deposits.
- Operational cost for the first 3 months (salaries of employees, payments of bills et al) –
- The cost for Start-up inventory (stocking with a wide range of products) –
- Storage hardware (bins, rack, shelves,) –
- Cost for Nurse and Drugs Supplies (Injections, Bandages, Scissors, et al)-
- Cost for medical equipment –
- Cost of purchase of ambulance and other vehicles :
- The cost for the purchase of furniture and gadgets (Computers, Printers, Telephone, TVs, tables and chairs et al):
- The cost of Launching a Website:
- Miscellaneous:

We would need an estimate of TZS 320m to successfully set up our hospital in Upanga, Dar es Salaam.

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- **Sources of Finances**

We acquired a free interest loan from Bohra Community – Husain Qardan Hasana Trust Tshs150, 000,000 repayable in two years while the other portion is Credit Purchase of Equipments from Suppliers worth Tshs129, 000,000 while the family contribution is Tshs41, 000,000

The project requirement is Tshs 328m as a startup capital

Table: **Start-up**

Description	TZS
<b>Requirements</b>	
<b>Start-up Expenses</b>	
Rent	77,989,834.00
<b>Total Start-up Expenses</b>	<b>77,989,834.00</b>
<b>Start-up Assets</b>	
Cash Required	50,000,000.00
Other Current Assets	
Long-term Assets	200,000,000.00
<b>Total Assets</b>	<b>250,000,000.00</b>
<b>Total Investment</b>	<b>327,989,834.00</b>

**FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

**Start-Up Funding**

Management Investment	41,000,000.00
Total Equity Financing	41,000,000.00
Lenders	150,000,000.00
Suppliers	129,000,000.00
Debt Financing	279,000,000.00
<b>Total Financing</b>	<b>320,000,000.00</b>

**7.0 Product and Services**

Fakhri Health Care Services Limited is in the business of ensuring that our patient / clients are well treated and taken care of and our services will be carried out by highly trained professional doctors, dentist, surgeons, opticians, nurses, nurse's aides, mental health counselors, chiropractors, medication management counselors, physical therapists and other health and non – health workers, who know what it takes to give our highly esteemed customers (patients) value for their money.

These are the health care services that Fakhri Health Care Services Limited will be offering;

- Outpatient care
- Anatomical pathology services
- Diagnostic X-ray services
- Clinical laboratory services
- Operating room services
- Occupational, Physical, and Speech Therapy
- Personal Injury Case Management

## FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN

### 8.0 Vision Statement

Our vision is to become the number one choice when it comes to healthcare service delivery in the whole of URT and also to be amongst the top 20 (*hospital*) health care service provider in the United Republic of Tanzania within the next 10 years.

### 9.0 Mission Statement

Fakhri Health Care Services Limited is in business is to establish a first class hospital that will take care of both highly placed clients and lowly placed clients as long as they can afford our services. We want to become one of the leaders in the hospital cum health care services industry in Dar Es Salaam, and in The United Republic of Tanzania.

### 10.0 Our Business Structure

Fakhri Health Care Services Limited is a business that will be built on a solid foundation. From the outset, we have decided to recruit only qualified professionals (doctors, dentist, surgeons, opticians, nurses, nurse's aides, chiropractors, medication management counselors, physical therapists and other health and non – health workers) to man various job positions in our organization.

We are quite aware of the rules and regulations governing the hospital cum health care industry which is why we decided to recruit only well experienced and qualified employees as foundational staff of the organization. We hope to leverage on their expertise to build our hospital brand to be well accepted in United Republic of Tanzania through Ministry of Health.

When hiring, we will look out for applicants that are not just qualified and experienced, but honest, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (*the owners, workforce, and customers*).

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of five years or more. These are the positions that will be available at FAKHRI HEALTH CARE SERVICES LIMITED;

- Chief Medical Director / Chief Executive Officer
- Doctor / Surgeon / Dentist
- Pharmacist
- Nurses / Nurse's Aides
- Information Technologist (Contract)
- Admin and Human Resources Manager
- Sales and Marketing Executive
- Accountant / Cashier
- Customer Care Executive

## FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN

- Cleaners

### **Roles and Responsibilities**

#### **Chief Medical Director / Chief Executive Officer:**

- Responsible for providing direction for the business
- Creating, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Attend to high profile clients and severe medical cases
- Responsible for fixing prices and signing business deals
- Responsible for recruitment
- Responsible for payment of salaries
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

#### **Doctors**

- Responsible for providing professional medical services to our patients
- Responsible for offering occupational, physical, and speech therapy
- Responsible for handling medical emergencies.

#### **Pharmacist:**

- Responsible for managing the daily activities in the company (dispensary store)
- providing advice about health issues, symptoms and medications in response to customer enquiries
- Responsible for recruiting, training and managing staff
- Responsible for processing prescriptions and dispensing medication
- Responsible for ordering, selling and controlling medicines and other stock
- Responsible for meeting medical representatives
- Responsible for managing the organizations' budgets
- Responsible for keeping statistical and financial records
- Responsible for preparing publicity materials and displays
- Handle marketing services
- Interfaces with third – party providers (vendors)
- Handle any other duty as assigned by the Medical Director.

#### **Nurses / Nurse's Aides**

- Responsible for managing our patients
- Handles personal injury case management
- Responsible for offering medication management services
- Assist the doctors in treating patients

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### **Sales and Marketing Manager**

- Manage external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones
- Model demographic information and analyze the volumes of transactional data generated by customer
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
- Writing winning proposal documents, negotiate fees and rates in line with organizations' policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develop, execute and evaluate new plans for expanding increase sales
- Create new markets cum businesses for the organization
- Empower and motivates the sales team to meet and surpass agreed targets

### **Information Technologist**

- Manage the organization website
- Handles e-commerce aspect of the business
- Responsible for installing and maintenance of computer software and hardware for the organization
- Manage logistics and supply chain software, Web servers, e-commerce software and POS (point of sale) systems
- Manage the organization's CRM software application
- Handles any other technological and IT related duties.

### **Accountant / Cashier:**

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting for one or more properties.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensuring compliance with taxation legislation
- Handles all financial transactions for FAKHRI HEALTH CARE SERVICES LIMITED
- Serves as internal auditor for FAKHRI HEALTH CARE SERVICES LIMITED.

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### Client Service Executive

- Welcomes clients and potential clients by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the creative director in an effective and timely manner
- Consistently stays abreast of any new information on the organizations' products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries

### Cleaners:

- Responsible for cleaning the hospital facility at all times
- Ensure that toiletries and supplies don't run out of stock
- Cleans both the interior and exterior of the hospital facility
- Handle any other duty as assigned by the admin and HR manager.

### 1.1.0 SWOT Analysis

Fakhri Health Care Services Limited is set to become one of the leading hospital cum healthcare service providers in Dar Es Salaam which is why we are willing to take our time to cross every 'Ts' and dot every 'Is' as it relates to our business. We want our hospital to be the number one choice of all residence of Dar Es Salaam

We know that if we are going to achieve the goals that we have set for our business, then we must ensure that we build our business on a solid foundation. We must ensure that we follow due process in setting up the business.

Even though our Chief Medical Director (owner) has a robust experience in health management services, public health and medical research, we still went ahead to hire the services of business consultants that are specialized in setting up new businesses to help our organization conduct detailed SWOT analysis and to also provide professional support in helping us structure our business to indeed become a leader in the hospital / healthcare industry.

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This is the summary of the SWOT analysis that was conducted for Fakhri Health Care Services Limited;

- **Strength:**

Our strength lies in the fact that we have a team of well qualified professionals manning various job positions in our hospital. Our location, the business model we will be operating on, opening 24 hours daily and 7 days in a week, multiple payment options, well equipped medical call center and our excellent customer service culture will definitely count as a strong strength for us.

- **Weakness:**

Our perceived weakness lies in the point that we are just starting out and we may not have the required finance to sustain the kind of publicity that we intend giving the business and also the finance needed for the acquiring some of the latest medical and surgical equipment et al.

- **Opportunities:**

The opportunities that are available to hospitals cum healthcare services providers are unlimited considering the fact that hospital is not only meant for those who are sick and need treatment; people who are not sick may be required to conduct routine medical checkups from time to time and we are going to position our hospital to make the best out of the opportunities that will be available to us in Tanzania.

- **Threat:**

Just like any other business, one of the major threats that we are likely going to face is economic downturn and unfavorable government policies (healthcare reform). It is a fact that economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new and bigger / well established hospital or healthcare brand in same location where our hospital is located.

## 12.0 MARKET ANALYSIS

- **Market Trends**

The hospital cum health care industry is indeed a thriving and dynamic industry; with the aid of technology, it is becoming easier to treat, manage and cure some ailments that before now are not easy to handle. No doubt there are many ways of providing healthcare services in this changing era since the place of delivery may be in the patient home, the community, the workplace, or in health facilities.

The hospital industry has recently begun consolidating, largely due to the pressures of healthcare reform. The truth is that, the demand for hospital cum health care services has

## **FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

steadily grown over the last five years, as healthcare reform legislation broadened insurance coverage and the plummeting unemployment rate increased disposable income.

As an investor in the hospital cum health care industry, in order to maintain an advantaged position in this competitive industry, you should source for the most skilled and specialized healthcare professionals.

One thing about this industry is that labor costs are on the high side. However, hospitals have also faced nurse and physician shortages and have struggled to recruit qualified personnel. Industry profitability has generally risen over the past five years due to increases in service prices. No doubt the home healthcare industry will continue to grow and become more profitable because the aging baby-boomer generation in URT is expected to drive increasing demand for health care services.

### **• Our Target Market**

FAKHRI HEALTH CARE SERVICES LIMITED is in business to service a wide range of customers in Dar Es Salaam and whole of United Republic of Tanzania. We will ensure that we target but self – pay customers (who do not have health insurance cover), and those who have health insurance cover.

Generally, every living person, whether old or young will at one point or the other need to visit the hospital.

The fact that we are going to open our doors to a wide range of customers does not in any way stop us from abiding by the rules and regulations governing the hospital cum health care industry in the United Republic of Tanzania. Our staff is well – trained to effectively service our customers and give them value for their monies.

Our customers can be categorized into the following;

- The whole residents within the area where our hospital is located
- Expectant Mothers
- Injured Sports Men and Women
- Corporate organizations such as banks, insurance companies, manufacturing companies, oil and gas companies et al
- Schools
- Health Management Organizations (HMOs)

### **Our Competitive Advantage**

Aside from the competitions that exist amongst various hospitals, they also compete against other healthcare services providers such as home health care services providers, health centers and community clinics et al.

To be highly competitive in the hospital cum healthcare industry means that you should be able to deliver consistent quality patient service and should be able to meet the expectations of your patients at all time; they should experience improvement in their health when they patronize your hospital.

### **FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

FAKHRI HEALTH CARE SERVICES LIMITED is coming into the market well prepared to favorably compete in the industry. Our hospital facility is well positioned (*centrally positioned*) and visible, we have enough parking space with good security.

Our staff is well groomed in all aspect of healthcare service delivery and all our employees are trained to provide customized customer service to all our clients (patients). our services will be carried out by highly trained professionals (*doctors, dentist, surgeons, opticians, nurses, nurse's aides, chiropractors, medication management counselors, physical therapists and other health and non – health workers*) who know what it takes to give our highly esteemed customers value for their money.

We are going to be one of the few hospitals cum healthcare service provider in the whole of Dar Es Salaam that will run a standard medical call center for 24 hours a day and 7 days a week. We have enough trained health workers that are ready to run a shift system.

Lastly, all our employees will be well taken care of, and their welfare package will be among the best within our category (startups hospitals cum health care service providers in the United Republic of Tanzania) in the industry. It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

### **13.0 SALES AND MARKETING STRATEGY**

- **Sources of Income**

FAKHRI HEALTH CARE SERVICES LIMITED will ensure that we do all we can to maximize the business by generating income from every legal means within the scope of our industry. Below are the sources we intend exploring to generate income for FAKHRI HEALTH CARE SERVICES LIMITED;

- Outpatient care
- Anatomical pathology services
- Diagnostic X-ray services
- Clinical laboratory services
- Operating room services
- Occupational, Physical, and Speech Therapy
- Personal Injury Case Management

#### **Sales Forecast**

It is important to state that our sales forecast is based on the data gathered during our feasibility studies, market survey and also some of the assumptions readily available on the field.

We have been able to critically examine the health care market and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to similar startups in Dar Es Salaam.

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Below is the sales projection for FAKHRI HEALTH CARE SERVICES LIMITED it is based on the location of our hospital and of course the wide range of our services and target market from Self Pay Clients and Health Insurance Companies

<b>Sales Forecast</b>	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Health Care Sales	626,229,234.07	677,129,893.15	731,159,885.70	789,501,074.85	852,497,462.44
Injury sales	29,060,765.93	37,136,106.85	47,390,114.30	60,558,773.73	77,386,710.93
Total Sales	655,290,000.00	714,266,000.00	778,550,000.00	850,059,848.59	929,884,173.37
<b>Direct Cost of Sales</b>					
Health Care Sales	59,008,971.81	64,132,623.28	69,694,796.79	76,505,386.37	83,689,575.60
Injury sales	6,520,028.19	7,294,376.72	8,160,203.21	8,500,598.49	9,298,841.73
Total Cost of Sales	65,529,000.00	71,427,000.00	77,855,000.00	85,005,984.86	92,988,417.34

**N.B:** This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and natural disasters within the period stated above. Please note that the above projection might be lower and at the same time it might be higher.

- **Marketing Strategy and Sales Strategy**

The marketing and sales strategy of FAKHRI HEALTH CARE SERVICES LIMITED will be based on generating long-term personalized relationships with customers. In order to achieve that, we will ensure that we offer top notch all – round health care services at affordable prices compare to what is obtainable in the country.

All our employees will be well trained and equipped to provide excellent and knowledgeable health care services and customer service. We know that if we are consistent with offering high quality health care service delivery and excellent customer service, we will increase the number of our customers by more than 25 percent for the first year and then more than 40 percent subsequently.

Before choosing a location for our hospital, we conducted a thorough market survey and feasibility studies in order for us to be able to penetrate the available market and become the preferred choice for residence of Upanga – Dar Es salaam where our services will be available. We have detailed information and data that we were able to utilize to structure our business to attract the numbers of customers we want to attract per time.

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We hired experts who have good understanding of the hospital cum health care industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in Dar Es Salaam.

In summary, FAKHRI HEALTH CARE SERVICES LIMITED Services will adopt the following sales and marketing approach to win customers over;

- Introduce our business by sending introductory letters to residence, business owners and corporate organizations
- Advertise our hospital in community based newspapers, local TV and local radio stations
- List our hospital on yellow pages ads (local directories)
- Leverage on the internet to promote our hospital
- Engage in direct marketing
- Leverage on word of mouth marketing (referrals)
- Enter into business partnership with health management organizations, government agencies and health insurance companies.
- Attend health care related exhibitions / expos.

### **14.0 Publicity and Advertising Strategy**

We are in the hospital business -to become one of the market leaders and also to maximize profits hence we are going to explore all available conventional and non – conventional means to promote our hospital.

FAKHRI HEALTH CARE SERVICES LIMITED has a long term plan of opening of hospital in Dar Es Salaam which is why we will deliberately build our brand to be well accepted before venturing out. As a matter of fact, our publicity and advertising strategy is not solely for winning customers over but to effectively communicate our brand to the general public.

Here are the platforms we intend leveraging on to promote and advertise FAKHRI HEALTH CARE SERVICES LIMITED;

- Place adverts on both print (community based newspapers and magazines) and electronic media platforms
- Sponsor relevant community health programs
- Leverage on the internet and social media platforms like; Instagram, Facebook , twitter, YouTube, Google + et al to promote our brand
- Install our Bill Boards on strategic locations all around Dar Es Salaam Region.
- Engage in road show from time to time
- Distribute our fliers and handbills in target areas
- Ensure that all our workers wear our branded shirts and all our vehicles and ambulances are well branded with our company's logo et al.

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### Our Pricing Strategy

FAKHRI HEALTH CARE SERVICES LIMITED will work towards ensuring that all our services are offered at highly competitive prices compare to what is obtainable in The United Republic of Tanzania.

On the average, hospitals and health care service providers usually leverage on the fact that a good number of their clients do not pay the service charge from their pockets; private insurance companies, Medicare and Medicaid are responsible for the payment. In view of that, it is easier for hospitals and health care service providers to bill their clients based in their discretions. Talk of government to insist on NHIFs/ Medical Insurance for all Tanzanians etc

However, in some cases hospitals and health care service providers also adopt the hourly billing cum per visit billing method. For example, it is easier and preferable for hospitals and healthcare services providers to bill personal injury case management services by the hour as against a fixed price.

#### • Payment Options

At FAKHRI HEALTH CARE SERVICES LIMITED, our payment policy is all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in every of our outlets;

- Payment by cash
- Payment via Point of Sale (POS) Machine
- Payment via online bank transfer (online payment portal)
- Payment via Mobile money
- Cheque (only from loyal customers)

In view of the above, we have chosen banking platforms that will help us achieve our payment plans without any itches.

### 15.0 Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting FAKHRI HEALTH CARE SERVICES LIMITED is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over is to offer our health care services a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

## FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN

FAKHRI HEALTH CARE SERVICES LIMITED will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare is well taken care of. Our organizations' corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of three years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

### Check List / Milestone

- Business Name Availability Check: **Completed**
- Business Registration: **Completed**
- Opening of Corporate Bank Accounts: **Completed**
- Securing Point of Sales (POS) Machines: **Completed**
- Opening Mobile Money Accounts: **Completed**
- Opening Online Payment Platforms: **Completed**
- Application and Obtaining Tax Payer's ID: **Completed**
- Application for business license and permit: **Completed**
- Purchase of Insurance for the Business: **Completed**
- Leasing of facility and remodeling the facility: **Completed**
- Conducting Feasibility Studies: **Completed**
- Generating capital from family members: **Completed**
- Applications for Loan from Bohra Community: **Completed**
- Writing of Business Plan: **Completed**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents and other relevant Legal Documents: **Completed**
- Design of The Company's Logo: **Completed**
- Graphic Designs and Printing of Packaging Marketing / Promotional Materials: **In Progress**
- Recruitment of employees: **Completed**
- Purchase of Medical Equipment and Ambulances et al: **Completed**
- Purchase of the Needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **Completed**
- Creating Official Website for the Company: **In Progress**
- Creating Awareness for the business both online and around the community: **In Progress**
- Health and Safety and Fire Safety Arrangement (License): **Secured**
- Opening party / launching party planning: **In Progress**
- Compilation of our list of products that will be available in our pharmacy store: **Completed**
- Establishing business relationship with vendors (wholesale pharmaceutical companies): **Completed**.

**FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

**16.0 FINANCIAL PROJECTIONS**

**Projected Profit and Loss**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>
Sales	655,290,000.00	714,266,000.00	778,550,000.00	850,059,848.59	929,884,173.37
Cost of Sales	65,529,000.00	71,427,000.00	77,855,000.00	85,005,984.86	92,988,417.34
Gross Margin	589,761,000.00	642,839,000.00	700,695,000.00	765,053,863.73	836,895,756.03
Operating Expenses					
Payroll	243,000,000.00	250,290,000.00	273,712,000.00	299,325,817.83	327,336,562.58
General & Admin	14,400,000.00	14,976,000.00	15,575,000.00	16,198,000.00	16,845,920.00
Marketing Exp	13,761,000.00	15,000,000.00	16,350,000.00	17,822,105.95	19,426,756.00
Professional fees	25,000,000.00	25,750,000.00	26,523,000.00	27,318,690.00	28,138,250.70
Insurance	7,500,000.00	7,875,000.00	8,269,000.00	8,682,450.00	9,116,572.50
Travel & Vehicle exp	15,000,000.00	16,500,000.00	18,150,000.00	19,965,000.00	21,961,500.00
Rent & Utilities	17,500,000.00	18,375,000.00	19,294,000.00	20,258,700.00	21,271,635.00
Miscellaneous exp	4,915,000.00	5,357,000.00	5,839,000.00	6,364,094.20	6,936,409.49
Payroll Taxes	36,450,000.00	37,544,000.00	41,057,000.00	44,899,091.39	49,100,723.57
Depreciation	25,000,000.00	25,000,000.00	25,000,000.00	25,000,000.00	25,000,000.00
Net Profit	402,526,000.00	416,667,000.00	449,769,000.00	485,833,949.37	525,134,329.84
Corporate Tax	187,235,000.00	226,172,000.00	250,926,000.00	279,219,914.36	311,761,426.19
Retained Earnings	56,170,500.00	67,851,600.00	75,277,800.00	83,765,974.31	93,528,427.86
	131,064,500.00	158,320,400.00	175,648,200.00	195,453,940.05	218,232,998.33

**FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

**Profit and Loss Monthly**

	January	February	March	April	May	June	July	August	September	October	November	December
	Y	Y						t	r	r	r	r
	TZS	TZS	TZS	TZS	TZS	TZS	TZS	TZS	TZS	TZS	TZS	TZS
Sales	67375	67550	67725	67900	44735	44850	44965	45080	45195	68950	45425	45540
Cost of Goods Sold	6737.5	6755	6772.5	6790	4473.5	4485	4496.5	4508	4519.5	6895	4542.5	4554
Operating Income	60637.5	60795	60952.5	61110	40261.5	40365	40468.5	40572	40675.5	62055	40882.5	40986
<b>Expenses</b>												
Payroll	20250	20250	20250	20250	20250	20250	20250	20250	20250	20250	20250	20250
General & Admin	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200
Marketing expenses	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147
Professionla Fees & License	2083	2083	2083	2083	2083	2083	2083	2083	2083	2083	2083	2083
Insurance costs	625	625	625	625	625	625	625	625	625	625	625	625
Travel and Vehicle costs	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250
Rent and Utilities	1458	1458	1458	1458	1458	1458	1458	1458	1458	1458	1458	1458
Miscelaaneous costs	410	410	410	410	410	410	410	410	410	410	410	410
Payroll Taxes	3037.5	3037.5	3037.5	3037.5	3037.5	3037.5	3037.5	3037.5	3037.5	3037.5	3037.5	3037.5
Depreciation expense	2083	2083	2083	2083	2083	2083	2083	2083	2083	2083	2083	2083
Total Operating costs	33544	33544	33544	33544	33544	33544	33544	33544	33544	33544	33544	33544
<b>Net Profit</b>	27094	27251	27409	27566	6718	6821	6925	7028	7132	28511	7339	7442
Corporate Tax	8128	8175	8223	8270	2015	2046	2077	2108	2140	8553	2202	2233
Retained Earnings	18966	19076	19186	19296	4702	4775	4847	4920	4992	19958	5137	5210

## FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN

### Projected Balance Sheet

The balance sheet in the following table shows managed but sufficient growth of net worth, and a sufficiently healthy financial position.

Projected Balance Sheet	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Assets</b>					
<b>Current Assets</b>					
Cash	128,036,700.00	268,643,800.00	280,176,000.00	350,176,000.00	450,176,000.00
Accounts Receivable	52,500,000.00	78,055,000.00	165,287,000.00	235,250,940.05	243,435,000.00
Inventories	74,943,700.00	82,777,000.00	198,935,000.00	243,435,000.00	235,250,940.05
Total Current Assets	255,480,400.00	429,475,800.00	644,398,000.00	828,861,940.05	928,861,940.05
Long-term Assets	-	-	-	-	-
Long-term Assets	200,000,000.00	200,000,000.00	200,000,000.00	200,000,000.00	398,232,998.33
Accumulated Depreciation	(25,000,000.00)	(50,000,000.00)	(75,000,000.00)	(100,000,000.00)	(125,000,000.00)
Total Long-term Assets	175,000,000.00	150,000,000.00	125,000,000.00	100,000,000.00	273,232,998.33
<b>Total Assets</b>	<b>430,480,400.00</b>	<b>579,475,800.00</b>	<b>769,398,000.00</b>	<b>928,861,940.05</b>	<b>1,202,094,938.38</b>
<b>Liabilities and Capital</b>					
<b>Current Liabilities</b>					
Accounts Payable	49,415,900.00	26,716,000.00	40,990,000.00	55,000,000.00	160,000,000.00
Current Borrowing	-	-	-	-	-
Other Current Liabilities	-	-	-	-	-
Subtotal Current Liabilities	49,415,900.00	26,716,000.00	40,990,000.00	55,000,000.00	160,000,000.00
Long-term Liabilities	150,000,000.00	150,000,000.00	150,000,000.00	100,000,000.00	50,000,000.00
Total Liabilities	199,415,900.00	176,716,000.00	190,990,000.00	155,000,000.00	210,000,000.00
Paid-in Capital	100,000,000.00	100,000,000.00	100,000,000.00	100,000,000.00	100,000,000.00
Retained Earnings	-	144,439,400.00	302,759,800.00	478,408,000.00	673,861,940.05
Earnings	131,064,500.00	158,320,400.00	175,648,200.00	195,453,940.05	218,232,998.33
Total Capital	231,064,500.00	402,759,800.00	578,408,000.00	773,861,940.05	992,094,938.38

**FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

Total Liabilities and Capital	430,480,400.00	579,475,800.00	769,398,000.00	928,861,940.05	1,202,094,938.38
<b>Net Worth</b>	231,064,500.00	402,759,800.00	578,408,000.00	773,861,940.05	992,094,938.38
<b>Projected Cash Flow</b>					
	Year1	Year 2	Year3	Year4	Year5
Cash from Operations	40,134,700.00	163,307,000.00	67,222,140.05	175,863,940.05	251,417,058.28
Cashfrom receivables	-	-	-	-	-
Operating cash Inflow	40,134,700.00	163,307,000.00	67,222,140.05	175,863,940.05	251,417,058.28
Other cash inflows					
Equity investment	100,000,000.00	-	-	-	-
Increase in borrowings	150,000,000.00	-	-	-	-
Sale of business Assets	-	-	-	-	-
A/P increase	37,902,000.00	-	14,274,000.00	14,100,000.00	105,000,000.00
Total other Cash inflow	287,902,000.00	-	14,274,000.00	14,100,000.00	105,000,000.00
Total Cash Inflow	328,036,700.00	163,307,000.00	81,496,140.05	189,963,940.05	356,417,058.28
Cash Outflows					
Repayment of Loan	-	-	-	50,000,000.00	50,000,000.00
A/P Decreases		22,699,900.00			
A/R Increases	-	-	69,963,940.05	69,963,940.05	8,184,059.95
Asset Purchases	200,000,000.00				198,232,998.33
Total Cash Outflows	200,000,000.00	22,699,900.00	69,963,940.05	119,963,940.05	256,417,058.28
Net Cash Outflow	128,036,700.00	140,607,100.00	11,532,200.00	70,000,000.00	100,000,000.00
Cash Balance	128,036,700.00	268,643,800.00	280,176,000.00	350,176,000.00	450,176,000.00

**FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

**Projected Business Ratios**

The following table shows the projected businesses ratios, and a comparison of our ratios with standards for the home health care industry

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales Growth	0.00%	8%	8%	8%	8%
Current Ratio	5.17	16.08	15.72	15.07	5.81
Debt equity ratio	75%	85%	79%	65%	24%
Asset Turnover	1.522	1.233	1.012	0.915	0.774
Net Profit Margin after Tax	20%	22%	23%	23%	23%
Return on Investment	43%	39%	33%	30%	26%
Return on Capital Employed	81%	39%	33%	30%	26%

**FAKHRI HEALTH CARE SERVICES LIMITED BUSINESS PLAN**

**17.0 CONCLUSION AND RECOMMENDATIONS**

- The project provides immediate expertise medical treatment to the general public with affordable prices, excellent quality customer service to the general public
- Location of the facility enables the general public to access the facility easily in terms of transport
- To the management and shareholders the facility is profitable, liquid and has attractive Return on Investment