

MERANEIN GENERAL TRADERS COMPANY LIMITED

FEASIBILITY STUDY

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Contact Information

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1:EXECUTIVE SUMMARY:

Meranein General Traders Company Limited is a private company established with the goal of improving access to health care, focus on diagnosing and treating various conditions of all ages while emphasizing preventable medicine and the overall health and wellness of the patients. The company will utilize new equipments and a trained staff that will be able to optimize the care of each patient to provide the most comprehensive medical care possible in order to optimize the care and well-being of each patient. The company is located at Kibugumo-Kigamboni Dar s Salaam Tanzania and is owned by Ms Nadhra Abdallah Hanein and Mr Kassam Fateh Merali

2:MISSION:

Our mission is to deliver unparalleled healthcare services with compassion, excellence and efficiency. We believe in preserving the sanctity of human life and are committed to fostering an environment that promote healing, education and well-being of our community.

3:OBJECTIVES:

- 1:To create a medical practice that will exceed patient's expectations.
- 2:To provide high-quality health care to residents of the area.
- 3:To create a medical practice that helps serve the community's needs.
- 4:To increase number of clients through superior services.
- 5:To provide adequate training and mentoring to our caregiving staff to create job satisfaction.
- 6:Become the healthcare centre of choice in the service area.
- 7:Continuously assess client satisfaction from three perspectives: accessibility, environmental factors and treatment -related factors.

4:KEYS TO SUCCESS:

- 1:Listening to all clients and attempting to meet their needs.
- 2:Community awareness of services provided by the health centre.
- 3:Staff commitment to excellence.

4:Providing our clients with enough information to make appropriate decisions concerning the healthcare provided.

5:Offering clients the services that they desire and deserve.

6:Giving the kind of services that bring clients back for regular treatment.

7:Encourage clients to recommend us to friends and other health professionals to recommend their clients.

8:Maintaining confidentiality and good boundaries between clients and health care providers.

5:MARKET ANALYSIS:

Within the geographical area designated as the service area for this project, there is significant population growth and this growth is projected to continue over the next decade.

To ensure that everyone is aware of the services available in the company, there will be a number of several materials used to promote the project including newspaper advertisement, social media platforms, blog posts and articles, local advertising, networking with other healthcare organizations and seniors, this strategy will quickly create a high profile, and logo-name recognition of the company.

6:SERVICES OFFERED:

1: Outpatient care.

2: Inpatient care.

3: Paediatric care.

4: Obstetrics & Gynaecology care.

5: Dental care.

6: Dermatology care.

7: Mental health care.

8: Basic laboratory testing.

9: Routine health screening.

10: Pharmacies.

7:ORGANIZATION AND MANAGEMENT STRUCTURE:

The proposed personnels as a key members in management team are as follow:

- 1: Founder &CEO**
- 2: Physician/Clinical Officer**
- 3: Nurses/Assistant Nursing Officer**
- 4: Pharmacist/Pharmaceutical Technician**
- 5: Laboratory Technologist/Laboratory Technician**
- 6: Receptionist & Accountant**

As the practice grows we will add additional personnel to help with additional responsibilities that will be needed at that time.

We will create a policy and procedures that will act as a guide and reference to team staff in order to maintain proper organizational structure.

The staff of the clinic will have specific duties that they will perform on a daily basis, they will be responsible for their individual duties and must complete them in a systematic time-efficient manner.

There will be a mandatory staff meeting and there will be a pre-written list of items that will address ways to improve the practice. Everyone is expected to attend and continue to better themselves in regards to both skills and knowledge.

8:FINANCIAL PLAN:

Working capital of the company is Tshs 500,000,000/=