



ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN



4 EMERALD PHYSIO CLINIC

PREPARED BY

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EXECUTIVE SUMMARY

4 Emerald Physio Clinic offers physical treatment for customers, gives high satisfaction of services and positive outcome results of the treatment. Our primary strategy and aim is to provide physiotherapy treatment to people in all age range begin with children, teenagers, adult and also elderly that have physical impairment. We always looking forward to our customer satisfaction towards our services. Since our company is listed as a new company in the market, so there will be many aspects that we need to consider in order to make sure that our company can compete with other physio clinics and fulfill the customer need as there are many people involved in business industry including health services. In addition, nowadays there are many cases which involve physical impairment and also developmental delayed in children which need rehabilitation to have a better prognosis. We see this as an opportunity to grab chances in order to gain customers besides help others who are in need especially people with physical impairment to have better quality of life. Our business is run by five main workers which are general manager, administration manager, marketing manager, operation manager and financial manager. All of us play a vital role in this business and we will make sure that this business will be successful. From our observation, we are targeting a big scope of customers as our physio clinic is located at the city which there will be higher chances to gain customers and can attract them to get services from our physio clinic. Furthermore, our business location is very strategic as our clinic is near to shop lots and residential areas. We believe that we will be able to achieve our business goal with our business financial position statement. With the quality services and well education background of physiotherapy, we are pretty sure that good words about our services will be spread among customers. Our services will provide and apply the most efficient treatment based on customer's assessment outcome result such as stretching exercises, strengthening exercises, passive / active range of motion, proprioceptive neuromuscular facilitation (PNF), electro modalities, thermal modalities, joint mobilization, massage, breathing exercises and varies exercises according to the patient condition. We will also provide home to home service especially for postpartum women to get the most efficient treatment. We hope that 4 Emerald Physio Clinic can be a well-known physio clinic in this area and other area as well and able to provide greater services from time to time. We also believe the demand of health services specifically physical treatment will increase every year. Last but not least, it is our pleasure to be the benchmark of other people who are interested to start business in health services especially in physiotherapy field.

1.1 BUSINESS DESCRIPTION

Name of Business	❖ 4 Emerald Physio Clinic
Business address	❖ Taman Sri Bayu, 16200 Kampong Jubakar Pantai Tumpat, Kelantan.
Business legal entity	❖ Partnership
Nature of Business	❖ Service Business
Social media (Instagram / Facebook)	❖ 4EmeraldPhysio.Clinic
Email address	❖ 4emeraldphysioclinic@gmail.com
Telephone number	❖ 03-2413657
Factors in selecting the proposed business (the opportunity)	<ul style="list-style-type: none"> ❖ Increase number of accidents in Tumpat, so increase number of people that need rehabilitation. ❖ After do some research and survey, there was no physiotherapy clinic that specialized for children, women (especially mother) and elderly in Tumpat, Kelantan. ❖ Higher chances to gain customers from varies age range. ❖ Has potential for growth ❖ The place is strategic
Future prospects of the business	<ul style="list-style-type: none"> ❖ Our clinic will be the most visited physio clinic in Tumpat after 1 year of opening. ❖ 4 Emerald Physio Clinic will open another branch of physio clinic in another state such as Johor Bharu in Johor during 2035 as we target that our financial status will be enough and very stable during that year.

Purpose of Preparing Business Plan

- 1) Opportunity for entrepreneur to assess the business venture objectively, practically and critically.
- 2) To study and evaluate the feasibility of business.
- 3) To convince venture capitalists, investors and bankers in order to raise capital and obtain support for the venture.
- 4) Business plan is also for guideline for day to day management of business.
- 5) To be able to distribute business resources more effectively.

Business Background

Business Main Activity	
Core activity :	<p>We provide health services which is specifically for children, adult, women and elderly.</p> <p>Treatment will be applying to customers according to the assessment result and shown symptoms by customers. The treatment also will according to the age suitability.</p> <p>These are the lists of physiotherapy skills that we might use during the treatment:</p> <ol style="list-style-type: none">1) Stretching exercises2) Strengthening exercises3) Passive / Active Range Of Motion4) Proprioceptive Neuromuscular Facilitation (PNF)5) Electro modalities6) Thermal Modalities7) Joint Mobilization8) Massage9) Breathing exercises10) Varies exercises according to the patient condition