FEASIBILITY STUDY
DOCTORS SMART ASSISTANT- TIC DOC

DELTA CODE
1 EL FATEH SQ
TANTA, GHARBIA

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1. EXECUTIVE SUMMARY

DSA is a cloud based software designed especially for doctors to help manage their life in main two directions, Money and Time, its cloud based so you can access it from any device and anywhere.

2. DESCRIPTION OF PRODUCTS AND SERVICES

The software is an online App where you can access from a URL just like any website with a mobile app for IOS and android to have access to it any time and from any device, the App will manage time and cash flow on doctor's life including clinics, hospitals, surgeries, home visits, meeting, conferences and all occasion that might interest a doctor even private dates too in a smart way to avoid overlapping and to have a clear picture of doctors life and business.

3. TECHNOLOGY CONSIDERATIONS

The software developed using latest Microsoft MVC5 Technology to provide reliable quick and secure environment where all data of the doctors is encrypted throw his password while no one can access it even the Database admins.
Also we uses latest User Experience techniques to provide an easy to use interface.

4. PRODUCT/SERVICE MARKETPLACE

A typical user in this software should be has the following demographics
- A Doctor
- University stuff
- 30-45 Years
- Has an internet connection in clinic
- Has a smart phone
- Has a clinic or two
- Exist in a main city
- One of those specialties (Cardiology, Neural, Surgery, Dentist, Eye)

A rough study if the target markets leads to the following numbers

City	Target
Tanta	300-500
Mansoura	400-600
Zagazig	120
Kafr Sheikh	120
Benha	120
Alexandria	3000+
Great Cairo	10000+

5. MARKETING STRATEGY

This product will target location based audience starting with certain cities to cover through 4 main channels
1. Direct communication with KOL
2. In site meetings
3. Clinics visit
4. Booth / conferences

6. ORGANIZATION AND STAFFING

The product need following staff to be covered in its first phases.
1. Product manager
    a. To manage product and its related plans
2. Marketing leader
    a. To perform visits, maintain front line employee
3. Development team
    a. Development staff from the technical side
4. Money collector
    a. To collect fees for the project

7. SCHEDULE

Date	Milestones
10/5/2015	UI Build
27/5/2015	UI Feedback collect
10/6/2015	UI Changes and update
1/7/2015	Integrated solutions
15/7/2015	Beta release and demo accounts creation
1/8/2015	Marketing plan
1/10/2015	Hit 50 Doctor subscription

8. FINANCIAL PROJECTIONS

The financial projections for the addition of an online sales platform for ABC are highlighted in the table below. These figures account for projected online sales, additional staffing requirements, shipping, material, and insurance costs, contract support for IT and training needs, and web server and hosting costs.

The assumptions for these projections are as follows:
- In store sales projections remain unchanged
- All milestones are performed in accordance with the schedule
- All transactions are closed monthly with no carry-over to subsequent years

Measurement	1st	2nd	3rd	4th	5th	6th
Development cost	3000	3000	3000	1000	1000	1000
Hosting and online existence	400	400	400	400	400	400
Domain and branding	1000					
Social media existence	1700	1000	1000	1000	1000	1000
Staff salaries			1500	1500	1500	1500
Marketing activity					3000	3000
SUB COST TOTALS:	6100	4400	5900	5900	7000	7000
Fee in				2500	5000	7500
Growth	-6100	-4400	-5900	-3400	-2000	500

9. FINDINGS AND RECOMMENDATIONS

Based on the study

- Target audience without Cairo and Alex is ~ 1300
- Break-even point comes on 75 subscription
- Fee collection and visits should go with the same employee
- 500 doctor should leads to ~ 35000 – 40000 L.E ~ 5000-6000$ profit