



Increased profitability:

development strategy for the 6th
quarter



Presentation Guide



Customer base analysis



Personnel performance assessment



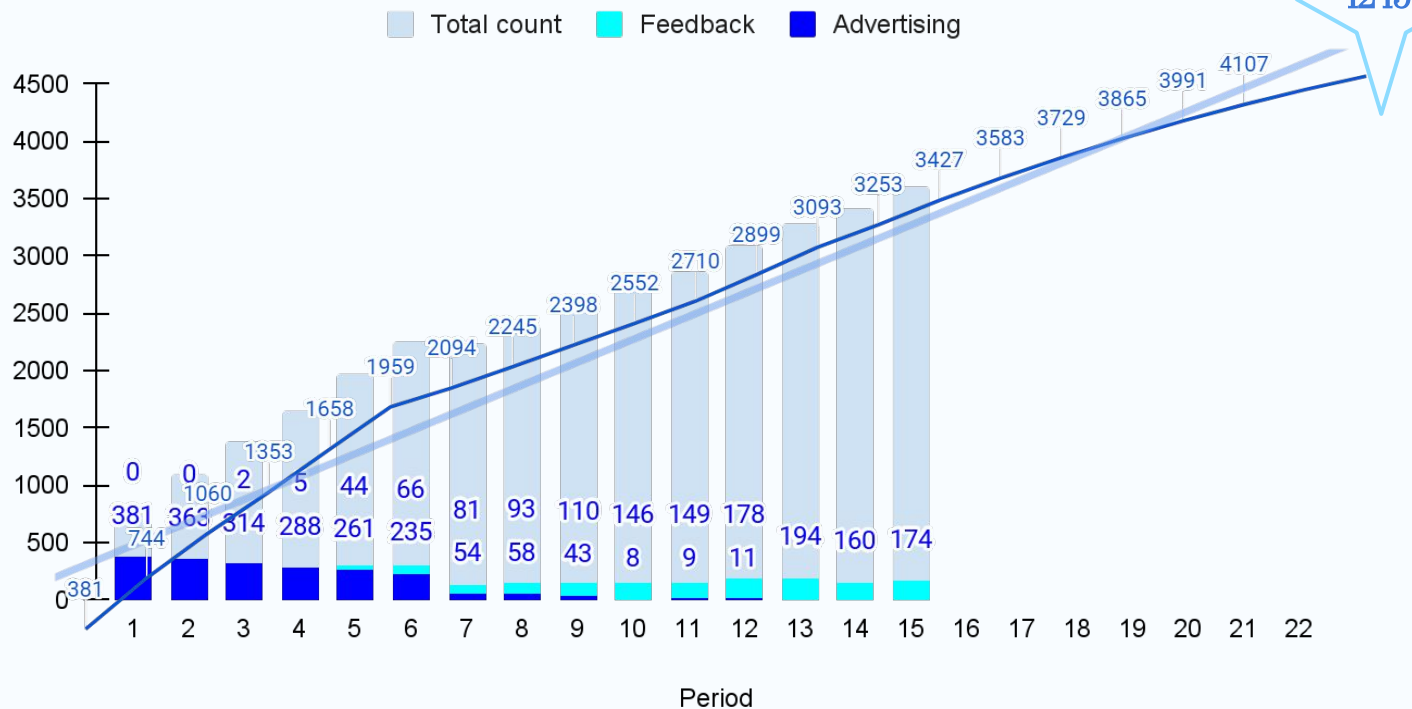
Analysis of financial results



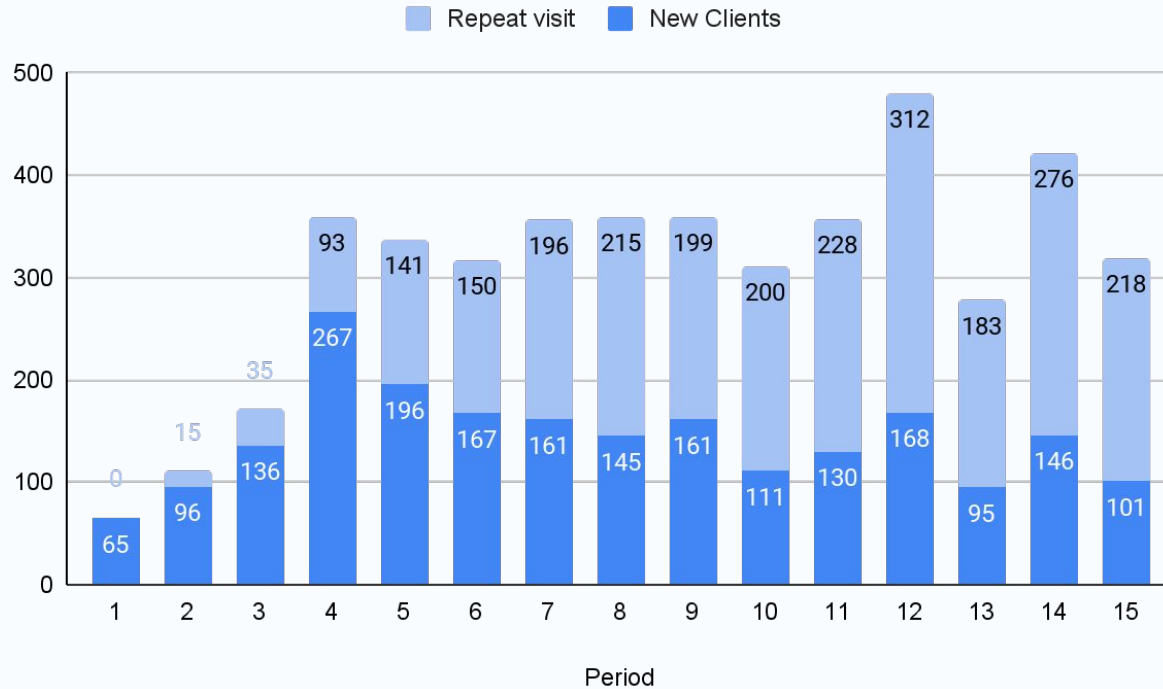
Conclusions and strategic proposals

Potential clients and trend line

и сравнение с линией тренда

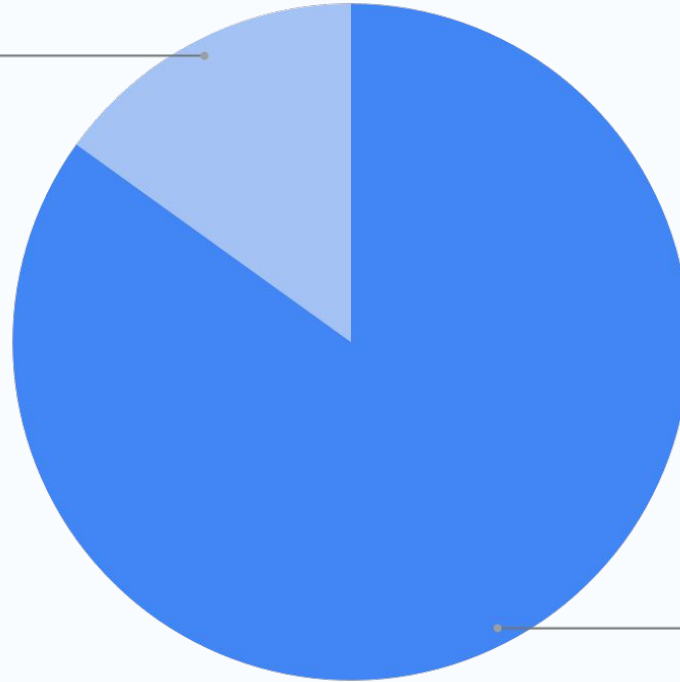


Comparison of attracting new customers and repeat visits



Repeat clients from Advertising or Reviews

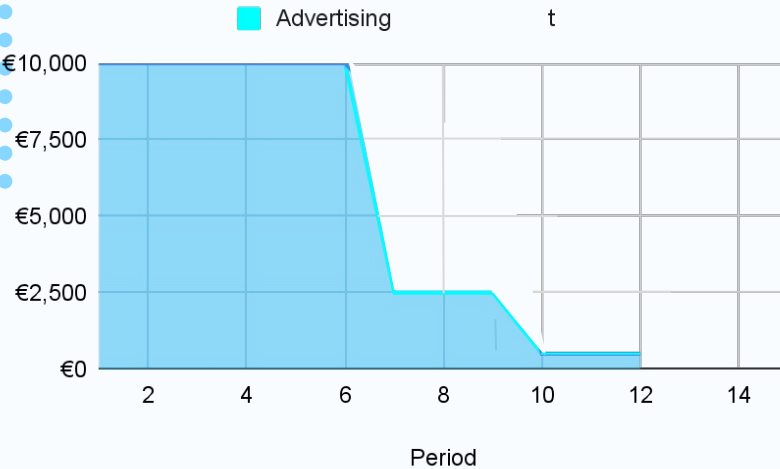
Feedback
15.1%



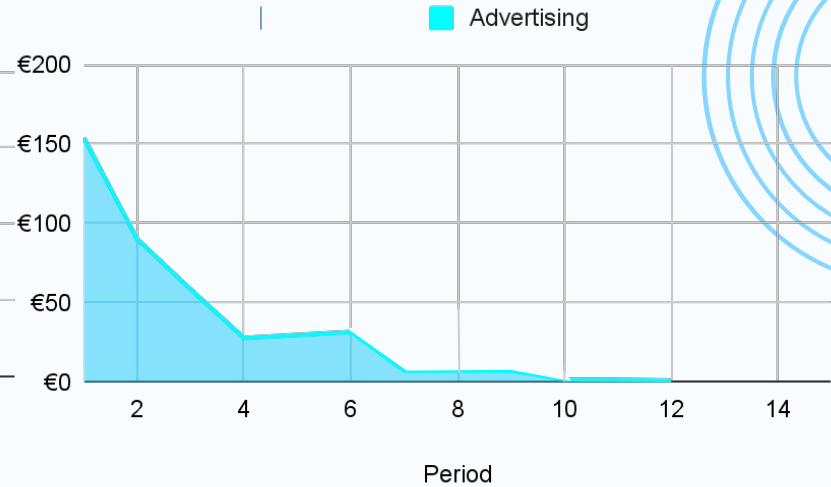
ADV
84.9%

Marketing expenses

general



per Client



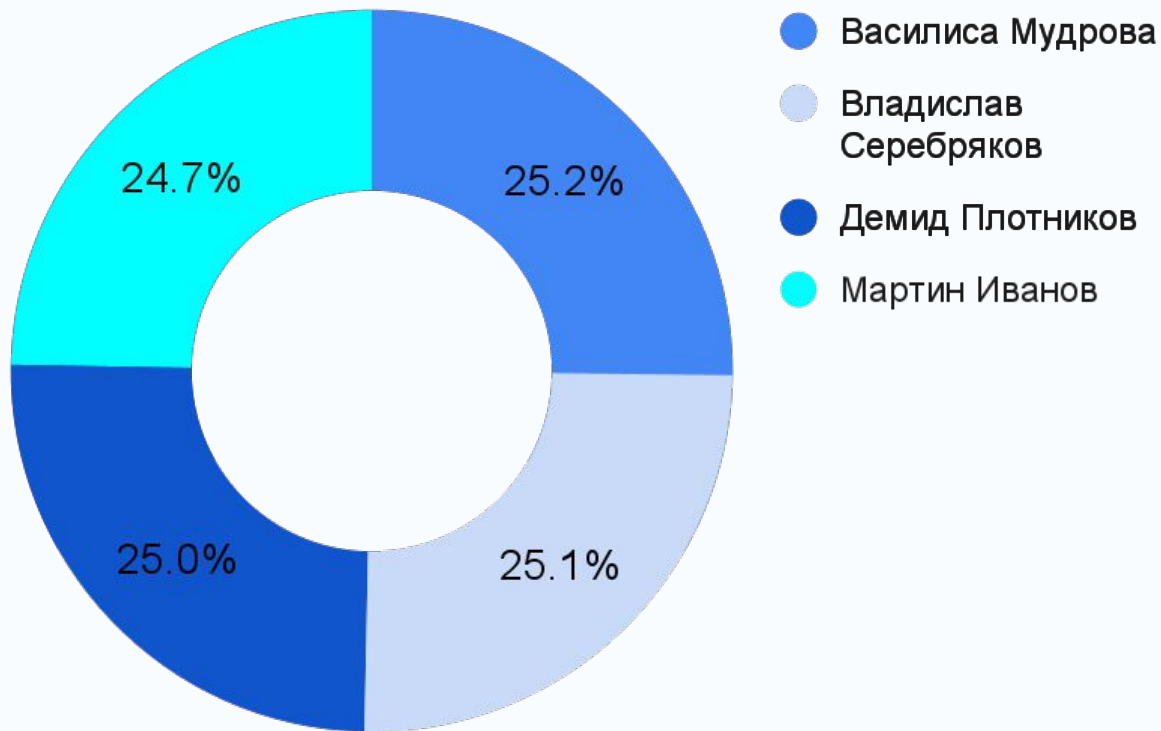
CONCLUSIONS



CLIENTS

- ★ **Positive dynamics of market coverage** - an increasing number of familiar customers.
- ★ **Customer loyalty** - a notable amount of repeat visits.
- ★ **Reevaluation of marketing expenses** - an opportunity to optimize the budget.

Distribution of clients by doctors



Doctor's contribution to the Clinic's profitability



Patient Feedback: quality, service, price



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Владислав
Серебряков

Демид Плотников

Мартин Иванов

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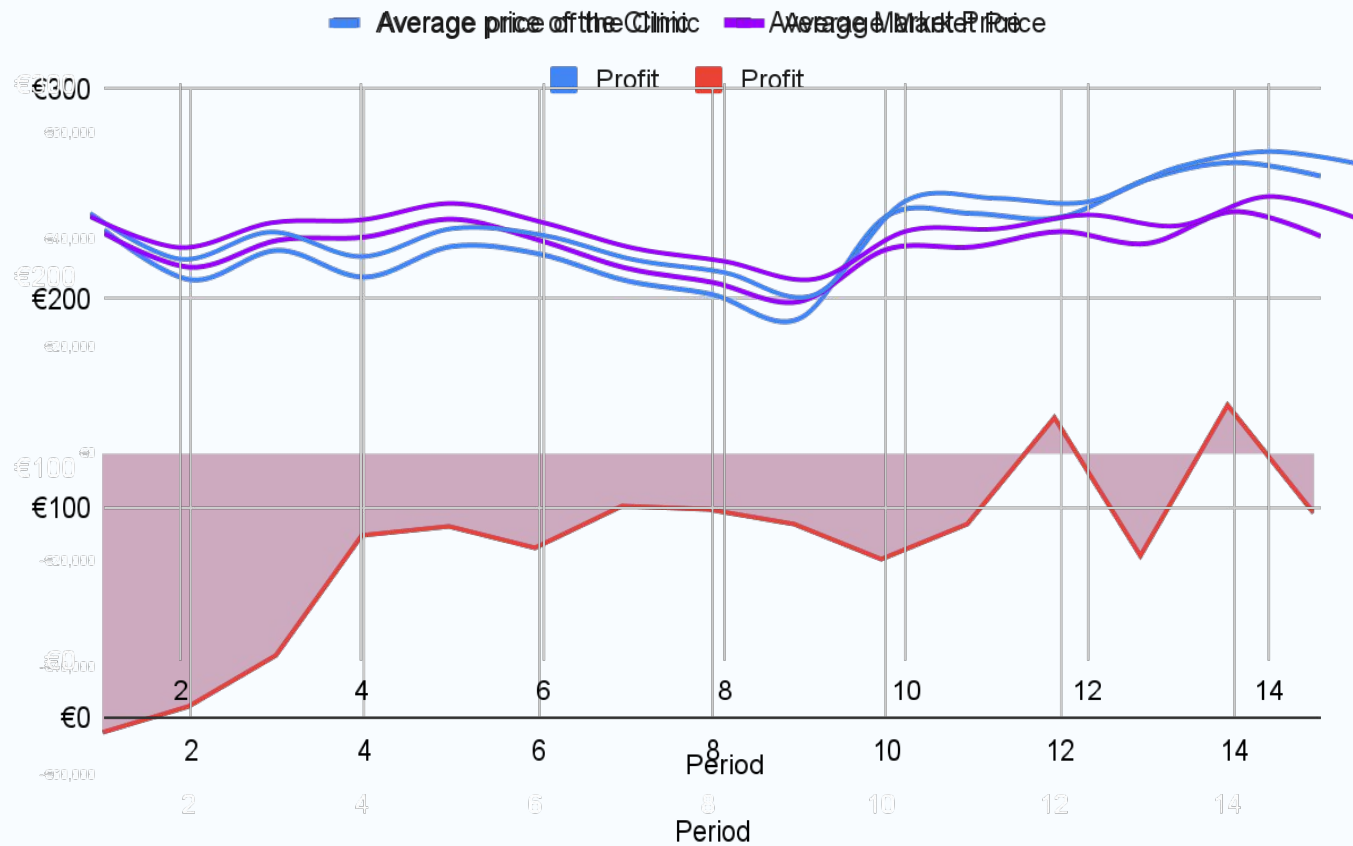
STAFF

- ★ **Increasing the number of doctors** is a successful solution to expand the client base.
- ★ **One of the doctors has problems** - it is important to pay attention and take corrective measures.
- ★ **Trainings and advanced training** are the way to improve the quality of services.



Analysis of the stability of the facility and its accessibility

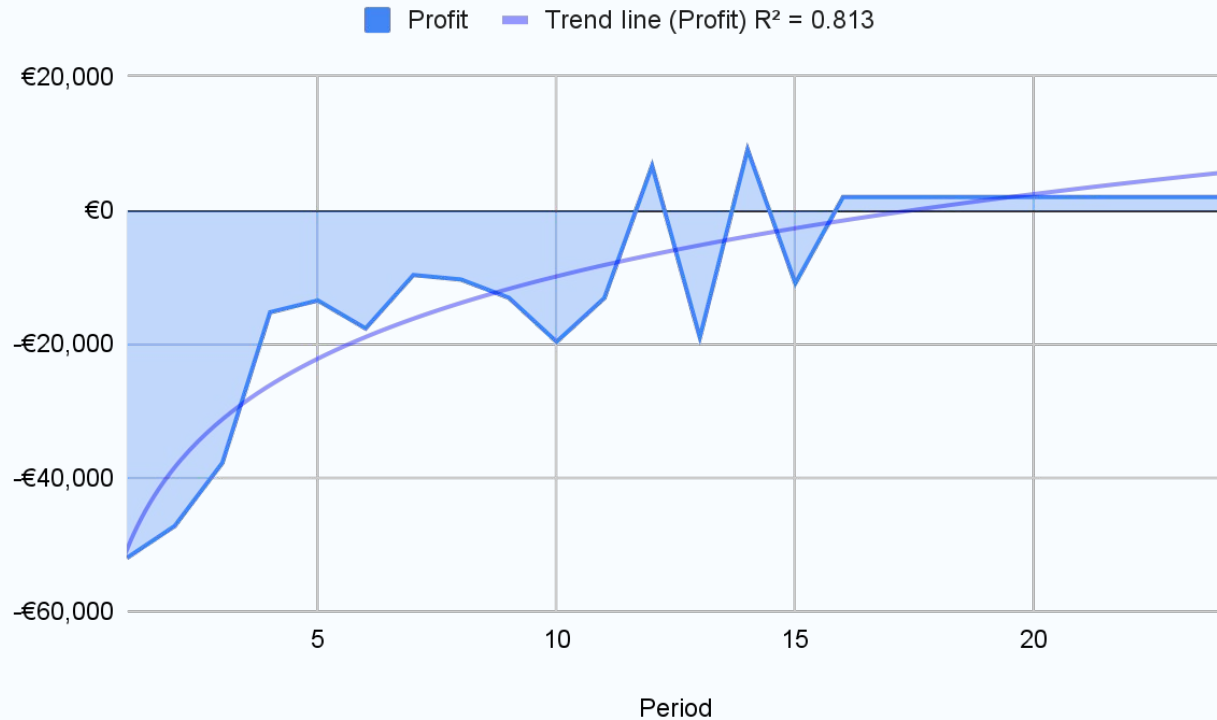
Period	Average price of the Clinic	Average Market Price	Price diff	Visits	Profit
1	€233	€231	1%	65	-€52,026
2	€209	€215	-3%	111	-€47,255
3	€223	€228	-2%	171	-€37,787
4	€210	€229	-9%	360	-€15,251
5	€225	€238	-6%	337	-€13,493
6	€221	€228	-3%	317	-€17,671
7	€209	€215	-3%	357	-€9,681
8	€202	€208	-3%	360	-€10,359
9	€191	€199	-4%	360	-€13,083
10	€239	€223	7%	311	-€19,671
11	€241	€225	7%	358	-€13,126
12	€239	€232	3%	480	€6,664
13	€257	€226	12%	278	-€19,025
14	€265	€242	9%	422	€9,089
15	€259	€230	11%	319	-€10,930
		€225	€243		



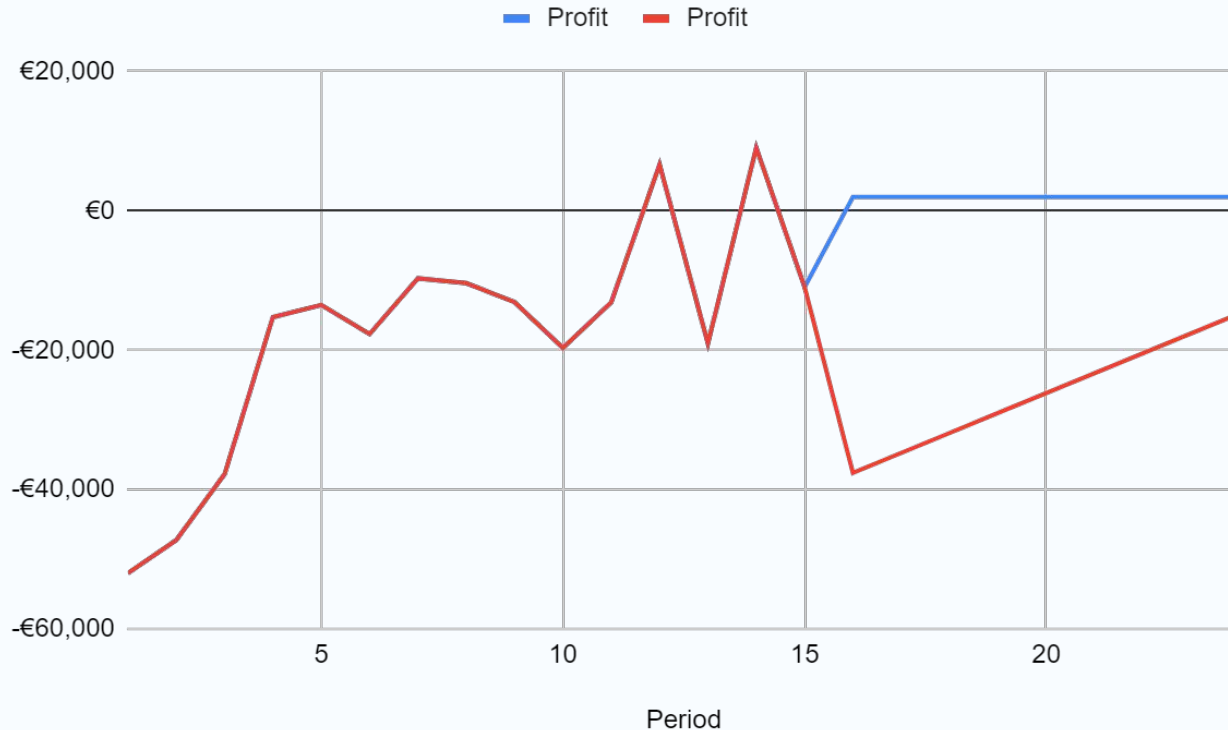
Achieving the break-even point

Number of clients	381
Expences	€67,500.00
Service Cost	€81.17

Achieving break-even



Forecasted revenue growth options: the choice is ours



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FINANSY

- ★ **An optimal price deviation of 8%** ensures the best balance between competitiveness and profitability.
- ★ **The average service cost** highlights our competitive attractiveness.
- ★ **Positive development outlook.**

RECOMMENDATIONS

Develop loyalty programs and customer service quality

Implement training and professional development programs for employees

Continue to follow the current strategy of attracting and expanding the customer base

Focus on optimizing marketing expenses while avoiding large expenses

Monitor market dynamics and adjust prices according to changes

Thanks!

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