**ONE-PAGE BUSINESS PLAN TEMPLATE GROUP 3**

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| **WHAT + HOW + WHO** | **WHAT do we do?** | |  | Providing medical services. | | | | |
| **HOW do we do it?** | |  | By providing an appointment service for doctors in the city of Aqaba. By collecting them on one web page to facilitate the booking process. | | | | |
| **WHO do we serve?** | |  | The local community in Aqaba. | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | -  It is difficult for patients to access information to contact doctors.  - People in Aqaba do not know all the doctors inside Aqaba. | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | - Provide the doctor's contact information.  - Collect and organize doctors according to their specialties for easy access to them. | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  | In-clinic payment ( Cash Or Visa ) | | | | |
| **INCOME STREAMS** | |  | -  15% of the doctor's bill  - Medical ads | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | **-**  social networking sites  - Marketing team | | | | |
| **REFERRAL GENERATION STRATEGY** | |  | - 10% discount on the bill.  - Free consultation after getting five points.  - Taking care of the patient and reminding him of the appointment. | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | medical complex. | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | - A new service in Aqaba.  - Feedback from the patient for the evaluation of the doctor. | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | - Join most of the doctors in Aqaba.  - Positive feedback from customers. | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | - Doctors ask to join us.  - Increasing the number of registrations in “Aqaba doctors”. | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
| Not taking 15% of the doctor's bill for the 1st month. | | | |  |  | Doctors were afraid to join us because it was a new project. | |
| When booking three appointments with no attendance, the person's number is automatically blocked. | | | |  |  | Book an appointment without attending. | |
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|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| **Developing the site and providing other options, giving more discounts on reservations & giving more Gifts.** | | | |  |  | New competitors appear. | |
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**Business Model**

