Company’s Business Plan

The business plan describes in depth how Praava Health intends to position itself in the burgeoning healthcare sector of Bangladesh. It details out the company’s plans on its two phases of expansion providing operational and financial details on both. All of the estimates for their operations are based on primary research conducted by their team with relevant personnel in the industry and following are the pieces of information we believe are relevant for our project –

* Forecasts of Bangladesh’s economy and healthcare sector including comparisons with India: like India, private sector’ share in healthcare expenditure is the highest and is expected to grow in the future
* Existing conditions of the healthcare sector: the sector presently faces acute shortage of trained medical personnel. This offers an opportunity for Praava Health to tap into by bringing on board qualified doctors and nurses offering their medical expertise at market prices
* Supply chain structure: Praava would adopt a hub and spoke structure the distinction between the two elements being in terms of functionality with the hubs, albeit a lot lesser in number than the spokes, offering full range of facilities
* Target consumer base: Praava plans on targeting the growing middle class of Bangladesh that, presently, is stuck between the exorbitant healthcare service providers (used by the upper class) and highly unreliable government schemes (used by the rural population)
* Range of services
  + Family doctors’ unit
  + Women’s health
  + Paediatrics
  + Visiting specialists
  + Day-care procedures
  + Diagnostics
* Corporate structure: A combination of debt and equity would be used for the financing of Praava’s operations with the debt largely being used for the purchase of expensive medical equipment
* Revenue, cost estimates and financial projections for the first 10 years of operations
* Brief competitive analysis