

Medical Scrubs & Stethoscope Marketplace - Business Pitch Deck

1. Introduction

Marketplace Name: Scrubsy

Tagline: "Premium Medical Scrubs & Stethoscopes at Your Fingertips!"

MediScrubs Hub is an online e-commerce platform specializing in high-quality **medical scrubs and stethoscopes** for healthcare professionals. We provide **affordable, comfortable, and stylish** apparel with premium medical tools.

2. Problem Statement

Challenges in the Medical Apparel Industry:

- **Limited Availability:** High-quality medical scrubs and stethoscopes are hard to find.
 - **Expensive Pricing:** Most premium brands are overpriced for students and professionals.
 - **Lack of Customization:** Healthcare workers need more options for personalized scrubs.
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3. Our Solution

How MediScrubs Hub Solves These Issues:

✓ **Wide Variety of Medical Scrubs & Stethoscopes** – Multiple brands, sizes, and colors.

✓ **Affordable Pricing & Discounts** – Best quality at the lowest price for students & professionals.

✓ **Customization Options** – Embroidery and size adjustments for personalized scrubs.

✓ **Fast & Reliable Shipping** – Nationwide delivery with express shipping options.

4. Market Opportunity

Target Audience:

- **Medical Students & Interns**
- **Doctors, Nurses, & Healthcare Workers**
- **Hospitals & Clinics for Bulk Orders**

📌 **Market Size:** The global medical apparel market is expected to reach **\$140 billion by 2027**, growing at **6.5% CAGR**.

5. Product Features


- ◆ **New Arrivals Section** – Showcasing trending medical scrubs & tools.
 - ◆ **Search & Filter** – Find products by category, size, and price.
 - ◆ **Size Chart & Customization** – Ensuring the perfect fit for all customers.
 - ◆ **Order Tracking System** – Real-time updates on shipping status.
 - ◆ **Easy Checkout & Payment** – Secure transactions via multiple payment options.
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6. Business Model

Revenue Streams:

- 💰 **Direct Sales** – Selling scrubs & stethoscopes online.
- 💰 **Bulk Orders** – Discounts for hospitals & institutions.
- 💰 **Customization Services** – Additional charges for embroidered logos.
- 💰 **Subscription Model (Future Expansion)** – Monthly plans for healthcare workers.

7. Marketing Strategy

 **Social Media Ads** – Instagram, Facebook, LinkedIn targeting healthcare professionals.

 **SEO & Content Marketing** – Blog posts about healthcare fashion & tools.


 **Partnerships with Medical Institutions** – Bulk orders & sponsorships.

 **Influencer Marketing** – Collaborations with medical students & doctors.

8. Financial Projections

 **Year 1:** \$50,000 revenue with 5,000+ customers.

 **Year 2:** \$150,000 revenue with bulk hospital partnerships.


 **Year 3:** \$500,000+ revenue with international expansion.

9. Call to Action


We Are Looking For:

 **Mentorship & Industry Guidance** – Connecting with healthcare professionals.

 **Investment & Funding** – To scale the marketplace & expand inventory.

 **Brand Partnerships** – Collaborating with manufacturers for exclusive deals.

 **GitHub Repository:** [<https://github.com/NarmeenArif/Hackathon-3->]

 **Contact Us:** [Your Email or Social Media Links]

10. Behance branding

<https://www.behance.net/gallery/197361639/Branding>

Final Thoughts:

Scrubsy is **more than just an e-commerce platform**; it's a **dedicated space for healthcare professionals** to find quality, affordability, and customization in medical apparel. We are **ready to disrupt the market!** 