**ONE-PAGE BUSINESS PLAN TEMPLATE (Group 3)**

| 1–2 | | | | |  |  |  |  |
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| **WHAT + HOW + WHO** | **WHAT What do we do?** | |  | Providing medical service. | | | | |
| **HOW Do we do it?** | |  | By providing an electronic appointment booking service for doctors in the city of Aqaba, by collecting them on one web page so that the booking process is facilitated. | | | | |
| **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.  - Unavailability of a site that includes doctors in Aqaba. | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | - Provide the doctor's contact information.  - Collect and organize doctors according to their specialties for easy access to them.  - Create a site that includes Aqaba doctors. | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  | In-clinic payment. | | | | |
| **INCOME STREAMS** | |  | - (15-20)% of the doctor's bill.  - ads on the site. | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | - social networking sites.  - Marketing team.  - Distribution of advertising brochures. | | | | |
| **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.  -  convenience. | | | | |
| **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 ( – )** | |
| The belief of all team members in the idea and working to develop it. | | | |  |  | Double funding. | |
| Cooperation from everyone. | | | |  |  |  | |
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|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| The lack of the same idea in the region. | | | |  |  | Doctors do not accept the idea. | |
| People need to like our project. | | | |  |  |  | |
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