

# UKS31280.FINAL

*by* Uks31280.final Uks31280.final

---

**Submission date:** 19-Apr-2023 06:57AM (UTC-0400)

**Submission ID:** 2069228548

**File name:** UKS31280.FINAL.docx (101.46K)

**Word count:** 4725

**Character count:** 27453

## **PRINCIPLES AND PRACTICE OF MARKETING (PPM)**

## **Table of Contents**

<b>Introduction</b> .....	3
<b>Part 1: Analysis of the Market &amp; Objectives</b> .....	3
<b>Current market</b> situation .....	3
External market Evaluation.....	3
Internal Market Analysis.....	8
Corporate and marketing objectives .....	10
Key performance indicators .....	12
<b>Part 2: Strategy, Target and Tactics</b> .....	12
Strategy to launch .....	12
Target market .....	14
Marketing mix .....	15
Action Plan.....	18
Budget timeline .....	19
Addressing sustainable issues .....	20
<b>Part 3: Measurement and control</b> .....	20
Resources required.....	20
Strategy implication .....	21
Success measurement.....	22
<b>Conclusion</b> .....	22

References .....	23
------------------	----

## Introduction

The principle of marketing management is based on valuing the customers' perspectives and influencing their buying behaviour decisions. In this context, this report aims to analyse the overall principles of marketing management by launching Health Corner, a dialysis centre in the market. The report also presents the current market situation in terms of environment and competition that can be helpful for the company in launching the service. Identified key strategies have also been discussed in the report to identify the marketing strategy needed for the service to launch. Along with that, the report also discusses measurement and control to manage the service and its growth.

## Part 1: Analysis of the Market & Objectives

### Current market situation

#### *External market Evaluation*

#### PESTLE

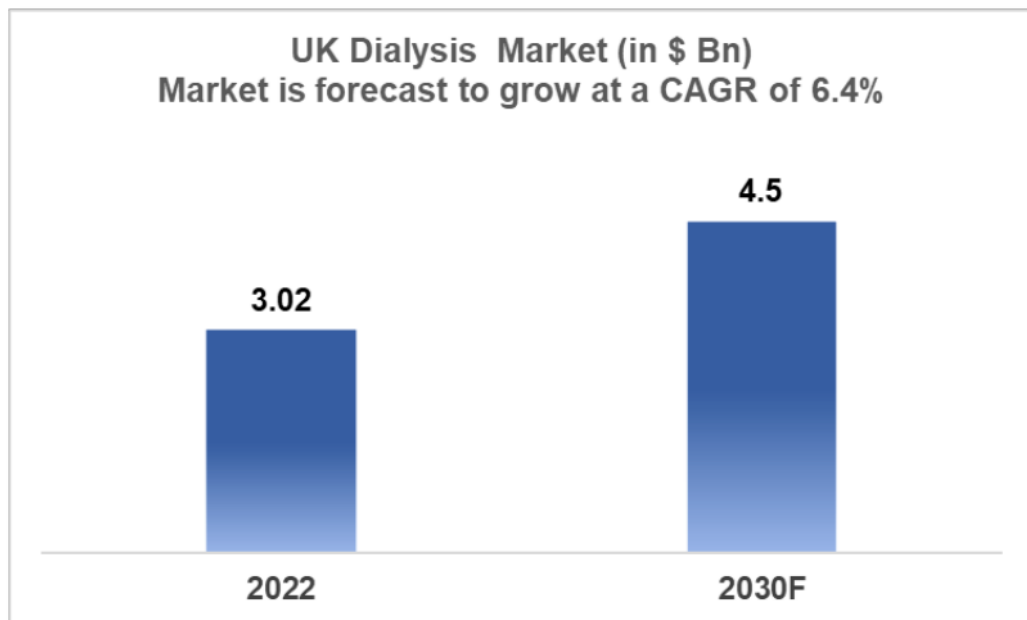
Factors	Implications
Political	<ul style="list-style-type: none"><li>• Brexit had a negative impact on UK patients (Threat)</li><li>• Patients will no longer be able to avail of their European Health Insurance Cards (EHIC) for getting access to reduced medical costs. (Opportunity)</li></ul>

Economic	<ul style="list-style-type: none"> <li>• The market size of the hospital industry in the UK amounted to 112.9 billion dollars (Ibis World, 2022). (Opportunity)</li> <li>• The hospital industry in the UK grew by 1.1% in 2022 (Ibis World, 2022). (Opportunity)</li> </ul>
Social	<ul style="list-style-type: none"> <li>• There are almost 30,000 dialysis patients in the UK (Kidney Care UK, 2023). (Opportunity)</li> <li>• 3.5 million people in the UK have chronic kidney disease (CKD) (Kidney Care UK, 2023). (Opportunity).</li> </ul>
Technological	<ul style="list-style-type: none"> <li>• The UK healthcare market is brimming with emerging technologies. (Opportunity)</li> <li>• There are different forms of technologies available for treating dialysis patients in the UK. (Opportunity)</li> </ul>
Legal	<ul style="list-style-type: none"> <li>• The Land Ownership Act in the UK dictates the establishment of new businesses. (Threat)</li> <li>• Renting businesses requires a lot of paperwork in the UK. (Threat)</li> </ul>
Environment	<ul style="list-style-type: none"> <li>• Dialysis care produces a high amount of waste. (Threat)</li> <li>• A premeditated process produces 2kg of infectious waste while HD providers produce 1 billion kg of waste (NIH, 2020). (Threat)</li> </ul>

**Table 1: UK PESTLE Analysis**

(Source: Self-Developed)

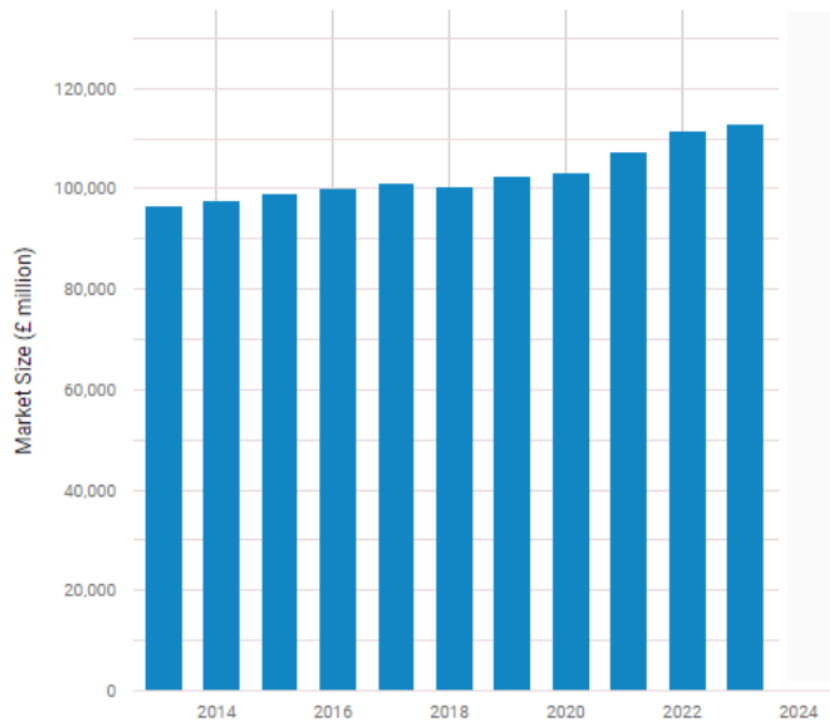
In terms of the above table, the opportunities and threats associated with the establishment of Health Corner in the UK were highlighted. Brexit had adversely affected the political climate of the country and reduced the accessibility of UK patients.



**Figure 1: Dialysis Market Size in the UK**

(Source: Insights, 2023)

The above figure states the dialysis market size in the UK which amounted to 3.2 billion dollars in 2022 (Insights, 2023). This is also indicative of an opportunity for Health Corner when complemented by the tremendous growth in the hospital industry as a whole.



**Figure 2: Market Size of the UK Hospital Industry**

(Source: Ibis World, 2022)

In terms of the above figure, the market size of the UK hospital industry can be observed to increase by 1.1% in 2022 (Ibis World, 2022). This presents an opportunity for Health Corner in terms of capitalising on the market viability. On the other hand, 30,000 patients are afflicted with dialysis in the UK which gives an opportunity to Health Corner in terms of alleviating their condition while maintaining market profitability. Hence, the company must also focus on improving environmental sustainability aspects in terms of supporting long-term market growth as a whole.

### **Porter's Five Forces**

Forces	Severity	Implications
Power of customers	Low	The power of customers is low as the cost of medical services is fixed.
Power of suppliers	Low	The power of suppliers is low due to the presence of a variety of suppliers for the procurement of resources
Competitive Rivalry	High	The competitive rivalry is high due to the presence of major hospitals such as Cambridge University Hospital, Freeman Hospital, Institute of Cancer Research Royal Hospital London and more.
The threat of New Entrants	Low	The threat of new entrants will be low because heavy capital expenditure is required to set up a network of rental rooms and recruit expert doctors and nurses.
Threat of Substitutes	High	The threat of substitutes is high because the business model can be easily replicated through the strategic use of resources by major UK hospitals.

Table 2: Porter's Five Forces Analysis of the UK



(Source: Self-Developed)

In terms of the above table, it can be depicted that Health Corner must focus on reinforcing its competitive space as well as the ability of other major hospitals in substituting its business model. According to Spieth et al. (2019), the reinforcement of business models is crucial in terms of sustaining the overarching competitive edge as a whole. Concerning this prospect, the growth of Health Corner in the UK will be facilitated by its ability to create a vast network of medical professionals, doctors and so on. This will also increase the market affinity of Health Corner. In this context, the growth of the company is also facilitated by leveraging its wide network to establish itself as a prominent figure in terms of providing rapid dialysis services to its customers within a 2-3 km radius. Thus, in this manner, this can also contribute towards efficient operational capabilities of the company in the long-term as a whole.

### *Internal Market Analysis*

#### **SWOT**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Providing professional dialysis services at low-cost.</li> <li>● A strong network of professional doctors and nurses.</li> <li>● The nearness of a 2-3 km radius for increased patient comfort.</li> <li>● Digital and offline booking is available.</li> </ul>	<ul style="list-style-type: none"> <li>● Lack of proper medical spaces.</li> <li>● Sanitary issues</li> <li>● Reduced visibility due to the cluttered nature of the UK health industry.</li> <li>● Lack of market and promotional experience.</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>● Improving medical spaces to better suit patient needs.</li> <li>● Expanding into underserved parts of the UK.</li> <li>● Improving patient experience through pick-and-drop formats.</li> </ul>	<ul style="list-style-type: none"> <li>● Increased competition from different established hospitals such as Cambridge University Hospital, Freeman Hospital, Institute of Cancer Research Royal Hospital London and more.</li> <li>● High capital costs related to renting rooms and recruiting medical professionals.</li> <li>● Infrastructure threats and legality issues.</li> </ul>

Table 3: SWOT Analysis of Health Corner

(Source: Self-Developed)

In terms of the above table, the internal analysis of Health Corner was conducted to gain a better view of the strengths of the services provided by the company. On the other hand, the major challenges which can be faced by the medical institution amplified by its associated weaknesses are also depicted. According to Madhavan et al. (2021), it is important for medical institutions to host a proper infrastructure in terms of guiding better business operations as a whole. However, it can be ascertained that the growth of Health Corner can focus on expanding into underserving parts of the UK in terms of providing the poor with enhanced healthcare facilities at lower costs as compared to traditional medical institutions.

Though, in the initial phases of its operations, reduced costs may strain its operations related to the recruitment of medical professionals as well as renting rooms, however, it can dramatically increase its visibility in terms of its future endeavours. Thus, it can also contribute towards the growth of the company in the UK market sphere for long-term perspectives.

#### ***Corporate and marketing objectives***

<b><i>Objective 1: To increase overall profitability by 20% within the end of 8 months</i></b>	
<b><i>Specific</i></b>	The company will increase revenue by building different medical rental services every month.
<b><i>Measurable</i></b>	The company's potential values will be made by signing at least 5 potential customers every month.
<b><i>Attainable</i></b>	Improving customer relationships and providing valuable services to the people involved with Health Corner.
<b><i>Realistic</i></b>	Value the operational cost and ensure that the company is optimised with the solution
<b><i>Timely</i></b>	Health Corner will ensure that the company start attaining profit within 3 months

**Table 4: SMART objectives**

(Source: Self-Created)

<b><i>Objective 2: To increase turnover month-on-month by £15,000 for the next 12 months</i></b>	
<b><i>Specific</i></b>	The company will ensure the optimised machinery is being utilised to cut down the depreciation and handling costs.

<b><i>Measurable</i></b>	Salespeople will close the closing ratio by 45% to 60% within the initial 72 hours.
<b><i>Attainable</i></b>	The company will consider optimising the business practice that needs improvement involving the stakeholders to ensure excellent efficiencies in the service.
<b><i>Realistic</i></b>	Increasing the number of rental flats and ambulances to cater to more potential customers and reduce transportation time.
<b><i>Timely</i></b>	Within a month of the implementation.

**Table 5: SMART objectives**

(Source: Self-Created)

<b><i>Objective 3: Increase 100% potential leads on the company website by the end of 6 months</i></b>	
<b><i>Specific</i></b>	Increase the number of qualified leads by 20% within 2 months
<b><i>Measurable</i></b>	Tracking qualified leads through the assistance of CRM and conversion rates.
<b><i>Attainable</i></b>	Engaging the customers with the assistance of a unique value proposition of providing emergency solutions to potential customers.
<b><i>Realistic</i></b>	20% increase in website and social media platforms by improving customer retention rate within the website
<b><i>Timely</i></b>	Achieving the objective within 3 months of the implication

**Table 6: SMART objectives**

(Source: Self-Created)

***Key performance indicators***

Health Corner is different from traditional RRT in providing healthcare services as the company does not require the hospitals as the key sources to serve the patient. In the words of Trivedi & Patel (2020), hospitals have excessive waiting times where the patients lose their valuable time. However, the majority of the patients have limited access to the hospitals due to distance, which can cause fatal chronic diseases to people suffering from kidney failure. In this aspect, Health Corner will be located in multiple rental flats upon the approval of the medical authority and local governing body to ensure that the hospitals and required patients can implicate RRT at the given location in the routine time scheduled. An emergency ambulance will also be provided to ensure that the dialysis can be made within the time to avoid any medical emergency.

**Part 2: Strategy, Target and Tactics****Strategy to launch**

The business strategy ensures that the valuable outcome of Health Corner can be beneficial for them to ensure the action implemented can provide a longer-term vision for the company. In the words of Mykhailichenko et al. (2021), setting up a business strategy ensures focus on the recognisable factors that can be important to the company for long-term success. Therefore, in this context, the company can be based on strategic fit to ensure the degree to which the organisation can match its resources and capabilities with the market opportunity. There are different areas that the company will have to consider in order to enjoy the potential outcome from those variables which are discussed below:

**Human resources:** The Company will consider the role of HR in the recruitment and selection process of the warden, the nurses, drivers and professional doctors who can provide value to the company with their medical attention.

**Financial leverage:** In the words of Karugu, Muturi & Muathe (2021), financial leverage ensures the endeavour of the money to invest in the best possible way. In this context, it can be identified that the company has ensured opening in different states of England and Ireland, the company will inquire about high capital to rent flats, manage equipped machines and manage the logistics channel to ensure the products are reached at defined points. Hence, the company will be partnering with the help of small NBFCs and different government loan schemes that can be beneficial for the company to ensure that the company is licensed by the government authority.

**Operation:** In the words of Fainshmidt et al. (2021), strategic fit aligning with the operation is built upon understanding the needs of the customers and ensuring that the operational facilities can help in meeting those requirements. In this context, it can be identified that the company will be stretched out on different processes such as maintaining the service channel. Doctors and nurses will be utilising optimised equipment to facilitate the dialysis to the patient. The operational facilities will also consider ensuring that Health Corner has been potentially managing distribution and logistics channels to ensure that the medical facilities in the company are in upgraded and optimised form. The outsourcing experience of the company will ensure that the company can value the critical patient at the required time within a 2-3 km radius. The company will thus consider getting grants from <sup>4</sup>the Medicines and Healthcare Products

Regulatory Agency (MHRA) and the European Medicines Agency (EMA) to practise healthcare

in the UK (NHS, 2022). It will ensure that the company has been rightfully conducting the entire process under the law governing the UK.

### **Target market**

The implication of the target market for Health Corner will be vital to have sustainable business growth in the initial 12 months. In the words of Thao & Duong (2019), the target market is a specific group of people to which the service can be more valuable. In this context, Health Corner can value the STP model as their strategy to target the intended market and become more feasible with the service provided. The STP stages can be discussed below given points:

**Segmentation:** The company will be aiming upon segmentation that will be beneficial to categorise the customers according to their standard requirements, interests and profiles. In this context, the company considering demographic will be more valuing the patients who are over 50 years old as the need for dialysis becomes more important to old age people. However, the company will consider people of different ages while their major concern will be prioritising old age people. The geographic segmentation for Health Corner will be to provide rental flats in different suburbs of England and Ireland so that people can easily get access to the place. The behavioural segmentation will be drawn on the valuable outcome of the audiences will be based on the customers' loyalty. As per Darsini et al. (2022), dialysis is the routine process that helps healthcare to remove extra fluid and waste from the body of the patient and this process takes a compulsory routine to keep the patient alive. Therefore, the company will ensure to provide value to the customers who value the company's valuable loyalty towards the people involved with the company.



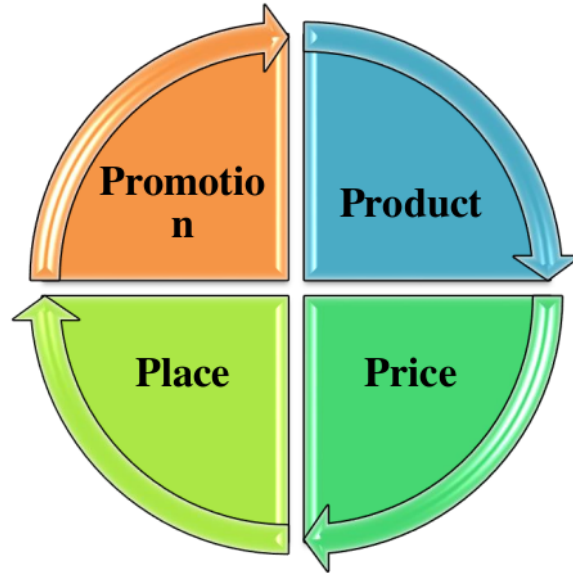
**Targeting:** The intended targeting of the company will be based on identifying the patients who have been suffering from kidney failures or damaged kidneys and so on. The study conducted by the NHS, states that more than 1.8 million people in England have been suffering from chronic kidney disease (NHS, 2023). The outcome has been very tragic to the customers as many of the patients' die of premature death. However, only 68.1 thousand patients <sup>9</sup> in the entire UK were receiving Renal replacement therapy (RRT) in the year 2019 (Statista, 2022). It explains that the need for RRT becomes an important aspect for the patient in the UK. Thus the intended target audience is the people who cannot get treatment facilities due to distance or financial aspects.

**Positioning:** Brand positioning for healthcare is an important aspect to offer a valuable service to the intended target audience. In the words of Hu & Trivedi (2020), succinct, well-defined positioning can be valuable for the company to communicate with the customers. The company will be based upon conviction and communication that can be meaningful for the people who are willing to take service from Health Corner. In the words of Olsen et al. (2022), *situational positioning* specifies the positions according to the needs of the customers. The importance of dialysis is of utmost importance and hence the company will be aiming at emotional processes to connect with the people.

### Marketing mix

Launching the rental service needs to be based on identifying a potential marketing mix that can be beneficial for the company to understand the needs and the implication can become feasible for the business to its intended customers. In the words of Hanaysha, Al Shaikh & Alzoubi (2021), the marketing mix is valued on four factors; price, products, place and promotion. These four highlighted parts can be discussed below-given points:





**Figure 3: Marketing Mix**

(Source: Self-Created)

**Products:** The aim of the company will be to launch a service that can be valuable for people who need urgency in dialysis. Therefore, the company will be renting rental flats in the urban region that will be facilitated with different machines and equipment needed for dialysis. The company will also be providing an emergency ambulance that will facilitate the pick-and-drop service in an emergency situation. The company has a vision that in order to sustain dialysis therapy, the easily available dialysis service will be provided to the patients to support the care.

**Price:** The company understands the needs of the patients as well as the growth of the business. Considering the increasing inflation to build a rental flat in multiple areas of the UK including England and Ireland the company will be considering implicating a dynamic pricing strategy that can be best fitted for the organisation. In the words of Abrate, Nicolau & Viglia (2019), *dynamic*

***pricing strategy*** determines the pricing strategy that can be altered with the change in the demand or the inflation rate and so on. The valuable utilisation of dynamic pricing will thus be constituted upon the markup values of the products according to the service availability taken by the patients. It can be valuable for the company as well as the patient to include those recurring costs which are being potentially utilised by the customers.

***Place:*** The place is an important factor for the company that can provide values within a 2-3 km radius to the majority of the customers. As per the statement of Sjödin et al. (2020), place explains the valuable outcome upon which the service moves through the stages until it reaches the end customers. Therefore, the company will consider renting places in a few states of England which are London, Manchester, Warwickshire, Nottinghamshire and Cork, Dublin and Belfast Ireland. The company will also be considering that the supplies of the machines and the equipment are functionally optimised to provide excellent therapy sessions to the patient. Therefore, the distribution channel for medical services will be adjusted with the local pharmacy and major hospital chains such as London Bridge Hospital. Manchester University NHS Foundation and so on.

***Promotion:*** Promoting health services and their value is important not only for the business but for the patients who critically need them. Therefore, the company will consider utilising both the traditional offline and online marketing strategy to make sure the message and the information are delivered to the larger target market. In this context, the company will be utilising flyers, boarding and banners. In the words of Ziyadin et al. (2019), the utilisation of social media platforms as social media marketing can be beneficial to reach a wider intended audience.

Therefore, the channelised promotional strategy of the company will be made through the assistance of social media platforms in the form of Youtube, Instagram and Facebook.

### Action Plan

<i>Strategy</i>	<i>Success criteria</i>	<i>Action</i>	<i>Resources</i>	<i>Implementation</i>	<i>Duration</i>
Rental flats to dialysis the patient in the UK	Improve the health of the patient suffering from chronic kidney disease.	Ensuring that the entire operation is provided to the patient within a 2-3 km radius	Medical equipment, and professional human experts such as doctors, nurses and other medical staff.	The implication of the process in different states of England and Ireland.	3-4 months
Improving service quality	Reducing the waiting line of the patient	Establishing an emergency ambulance to carry out the transportation.	Ambulance, medical team and logistics team.	Ensuring the logistics channel can be beneficial for the driver to reach their place within a duration of time.	Within 15 days from the initiation of the service

Increase revenue of the company.	Increasing revenue margin over the months.	Ensuring the operation of the company can provide excellent service of dialysis eliminating the time duration.	Medical equipment, professional doctors, customer loyalty and so on.	Implicating with prioritisation service.	3-4 weeks
----------------------------------	--	--	--	--	-----------

**Table 7: Action Timeline**

(Source: Created by the author)

**Budget timeline**

<b>Projected Cost Allocation</b>	
<b>Particulars</b>	<b>£</b>
Projected Expenses	
_"Set-up Costs"	20000
_"Raw Materials"	50000
_"Advertisement"	15000
_"Rental Costs"	120000
_"Technology Infrastructure Costs"	20000
_"Medical Equipments"	12000
<b>"Total Expenses"</b>	<b>237000</b>

**Figure 4: Budget Timeline**

(Source: Self-Created)

The estimated budget can be highlighted in the figure given above. The cost structure is based on different expenses that can be based upon the identified factors such as set-up costs, raw materials such as aluminium, technological facilities and so on, rental costs and so on.

### **Addressing sustainable issues**

The valuable outcome of the company is also accounting for valuing the sustainable issues that have been observed in the current healthcare setting in the UK. In research, the NHS has observed that healthcare excretes 25% of carbon dioxide emissions (Kings Fund, 2023). It thus has a major impact not only on the environment but also on the patients who are connected with the company. The growing concern for the health department is mostly diversified to different places in the UK which includes England and Ireland as major contributors to harnessing the environment. Therefore, it can be suggested that Health Corner will be aiming to facilitate the entire equipment that is being used that can reduce the carbon emission. In this context, the company will be considering *hemodialysis treatment* as the major treatment facility that can have sizable carbon footprints varies across the emission and treatments. The utilisation of renewable sources of energy such as biogas will be utilised to address the carbon issues.

## **Part 3: Measurement and control**

### **Resources required**

The resources will be of utmost importance for Health Corner to ensure that they can be valuable at critical times. In the words of Saeidi et al. (2019), the resources' feasibilities ensure provide a competitive edge by sustaining the right strategic implication. In this context, the company can be discussed below:

**Medical rental rooms:** It is the most important USP of Health Corner. Therefore, the main resources will be to acquire rental rooms in different places in England and Ireland such as London, Belfast, and Manchester and so on.

**Pharmaceuticals and care need:** It will contain medical products such as medical drugs, antibiotics, syringes and many more. The medical needs will also carry hemodialysis including Fresenius, Baxter-Gambro, and Nipro.

**Human capital:** The entire process will be carried out by the medical experts, hence the medical staffing required for the company will be professional doctors, nurses, wardens, and skilled and unskilled staff to manage the entire process.

### **Strategy implication**

The involvement of the strategy will be based on scheduling small milestones or the goals that need to be carried forward. In this context, the first strategic outcome will be to hire rental flats in the places of concern along with getting a licence for the practice. The company will ensure that the places can be feasible to different places of the states to eliminate the reduced time. The later step for the strategic implication will be to hire the required talents such as medical experts to ensure that the company can potentially value their goals and mission in making a better environment. In this context, the company will be providing training to staff to ensure that the entire process can be understood and implicated as per the plan defined. Along with the company will also ensure that the company has been promoting the entire marketing feasibility to ensure that the values of the company can be spread all over the UK. It will be beneficial for the company to spread the information to people who have been suffering from chronic diseases.

### **Success measurement**

The above-mentioned factor for the company will be determined over the monthly recurring revenue and customer retention rate. In the words of Bahri-Ammari & Bilgihan (2019), the customer retention rate explains the loyalty and value of the customers towards the company. Hence, the company will ensure that the company can initiate the success criteria based on the retention rate and the increase in revenue over the months can be beneficial for the company.

### **Conclusion**

The conclusion that can be made from the above discussion implies that kidney chronic disease has been causing multiple premature death due to the unavailability of medical facilities or financial limitations. Hence, establishing Health Corner in the UK will be to eliminate the unavailability of medical facilities by ensuring that rental flats can help people to get dialysis within the scheduled time. Since the company has been considering valuing the financial requirement, the dynamic pricing strategy will ensure that the company is able to value those who have to require critical attention but have limited financial viability.

## References

- Abrate, G., Nicolau, J. L., & Viglia, G. (2019). The impact of dynamic price variability on revenue maximization. *Tourism Management*, 74, 224-233.  
[https://researchportal.port.ac.uk/files/13539838/VIGLIA\\_2019\\_cright\\_TM\\_The\\_impact\\_of\\_dynamic\\_price\\_variability\\_on\\_revenue\\_maximization.pdf](https://researchportal.port.ac.uk/files/13539838/VIGLIA_2019_cright_TM_The_impact_of_dynamic_price_variability_on_revenue_maximization.pdf)
- Bahri-Ammari, N., & Bilgihan, A. (2019). Customer retention to mobile telecommunication service providers: the roles of perceived justice and customer loyalty program. *International Journal of Mobile Communications*, 17(1), 82-107.  
[https://www.academia.edu/download/61824044/2018\\_IJMC\\_3659\\_PPV20200118-2092-10igbez.pdf](https://www.academia.edu/download/61824044/2018_IJMC_3659_PPV20200118-2092-10igbez.pdf)
- Darsini, D., Notobroto, H. B., Afiyah, R. K., Cahyono, E. A., Aryani, H. P., & Rahman, F. S. (2022). Quality of life of hemodialysis patients during the COVID-19 pandemic in Gatoel Hospital, Mojokerto City. *Open Access Macedonian Journal of Medical Sciences*, 10(E), 293-302. <https://doi.org/10.3889/oamjms.2022.7583>
- Fainshmidt, S., Wenger, L., Pezeshkan, A., & Mallon, M. R. (2019). When do dynamic capabilities lead to competitive advantage? The importance of strategic fit. *Journal of Management Studies*, 56(4), 758-787. <https://doi.org/10.1111/joms.12415>
- Hanaysha, J. R., Al Shaikh, M. E., & Alzoubi, H. M. (2021). Importance of marketing mix elements in determining consumer purchase decision in the retail market. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, 12(6), 56-72. DOI: 10.4018/IJSSMET.2021110104



Hu, F., & Trivedi, R. H. (2020). Mapping hotel brand positioning and competitive landscapes by text-mining user-generated content. *International Journal of Hospitality Management*, 84, 102317.

[https://bradscholars.brad.ac.uk/bitstream/handle/10454/17120/Trivedi\\_IJHM.pdf?sequence=2](https://bradscholars.brad.ac.uk/bitstream/handle/10454/17120/Trivedi_IJHM.pdf?sequence=2)

Ibis World, (2022). *Hospitals in the UK - Market Size 2011–2029*

<https://www.ibisworld.com/united-kingdom/market-size/hospitals/>

Insights, (2023). *UK Dialysis Market Analysis* <https://www.insights10.com/report/uk-dialysis-market-analysis/>

Karugu, K. P., Muturi, W. D., & Muathe, S. M. (2021). Microfinance in Africa: Interest rate, financial leverage, and financial performance: Experience and lessons in Kenya. *Journal of Applied Economics and Business*, 9(2), 22-44. [https://ir-](https://ir-library.ku.ac.ke/bitstream/handle/123456789/22337/Microfinance%20in%20Africa%20-%20Interest%20Rate...pdf?sequence=1)

[library.ku.ac.ke/bitstream/handle/123456789/22337/Microfinance%20in%20Africa%20-%20Interest%20Rate...pdf?sequence=1](https://ir-library.ku.ac.ke/bitstream/handle/123456789/22337/Microfinance%20in%20Africa%20-%20Interest%20Rate...pdf?sequence=1)

Kidney Care UK, (2023). *Facts about kidneys* <https://www.kidneycareuk.org/news-and-campaigns/facts-and-stats/>

Kings Fund, (2023). *Environmental sustainability in health and social care*.

<https://www.kingsfund.org.uk/projects/environmental-sustainability-health-and-social-care>

Madhavan, S., Bastarache, L., Brown, J. S., Butte, A. J., Dorr, D. A., Embi, P. J., ... & Ohno-

Machado, L. (2021). Use of electronic health records to support a public health response to the COVID-19 pandemic in the United States: a perspective from 15 academic medical

centers. *Journal of the American Medical Informatics Association*, 28(2), 393-401.

<https://academic.oup.com/jamia/article/28/2/393/5952684>

Mykhailichenko, M., Lozhachevska, O., Smagin, V., Krasnoshtan, O., Zos-Kior, M., &

Hnatenko, I. (2021). Competitive strategies of personnel management in business processes of agricultural enterprises focused on digitalization. *Management Theory and Studies for Rural Business and Infrastructure Development*, 43(3), 403-414.

<https://doi.org/10.15544/mts.2021.37>

NHS, (2022). *Medicines information*. [https://www.nhs.uk/conditions/medicines-](https://www.nhs.uk/conditions/medicines-information/#:~:text=In%20the%20UK%2C%20licences%20are,that%20comes%20with%20the%20medicine.)

[information/#:~:text=In%20the%20UK%2C%20licences%20are,that%20comes%20with%20the%20medicine.](https://www.nhs.uk/conditions/medicines-information/#:~:text=In%20the%20UK%2C%20licences%20are,that%20comes%20with%20the%20medicine.)

NHS, (2023). *Chronic Kidney Disease in England: The Human and Financial Cost*.

<https://www.england.nhs.uk/improvement-hub/wp-content/uploads/sites/44/2017/11/Chronic-Kidney-Disease-in-England-The-Human-and-Financial-Cost.pdf>

NIH, (2022). *Eco-dialysis: fashion or necessity*

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7060957/#:~:text=Medical%20waste,-The%20problem%20of&text=Dialysis%20is%20one%20of%20the%20medical%20interventions%20which%20produce%20relatively,than%201%20billion%20kg%20waste.>

Olsen, L. E., Meling Samuelsen, B., Pappas, I., & Warlop, L. (2022). Broad vs narrow brand positioning: effects on competitive brand performance. *European Journal of Marketing*, 56(3), 799-816.

[https://www.researchgate.net/profile/Luk-Warlop/publication/358355565\\_Broad\\_vs\\_narrow\\_brand\\_positioning\\_effects\\_on\\_compe](https://www.researchgate.net/profile/Luk-Warlop/publication/358355565_Broad_vs_narrow_brand_positioning_effects_on_compe)

[titive\\_brand\\_performance/links/625a7a0a4173a21a0d16e655/Broad-vs-narrow-brand-positioning-effects-on-competitive-brand-performance.pdf](https://doi.org/10.1016/j.csi.2018.11.009)

Saeidi, P., Saeidi, S. P., Sofian, S., Saeidi, S. P., Nilashi, M., & Mardani, A. (2019). The impact of enterprise risk management on competitive advantage by the moderating role of information technology. *Computer standards & interfaces*, 63, 67-82.

<https://doi.org/10.1016/j.csi.2018.11.009>

Sjödén, D., Parida, V., Jovanovic, M., & Visnjic, I. (2020). Value creation and value capture alignment in business model innovation: A process view on outcome-based business models. *Journal of Product Innovation Management*, 37(2), 158-183. DOI: 10.1111/jpim.12516

Spieth, P., Schneider, S., Clauß, T., & Eichenberg, D. (2019). Value drivers of social businesses: A business model perspective. *Long Range Planning*, 52(3), 427-444.  
<https://fardapaper.ir/mohavaha/uploads/2018/10/Fardapaper-Value-drivers-of-social-businesses-A-business-model-perspective.pdf>

Statista, (2022). *Renal health in the United Kingdom (UK)*.

<https://www.statista.com/topics/5152/renal-health-in-the-uk/#topicOverview>

Thao, N. X., & Duong, T. T. T. (2019). Selecting target market by similar measures in interval intuitionistic fuzzy set. *Technological and Economic Development of Economy*, 25(5), 934-950. <https://doi.org/10.3846/tede.2019.10290>

Trivedi, S., & Patel, N. (2020). The Impact of Artificial Intelligence Integration on Minimizing Patient Wait Time in Hospitals. *Researchberg Review of Science and Technology*, 3(1), 21-35. <https://researchberg.com/index.php/rrst/article/download/45/54>

Ziyadin, S., Doszhan, R., Borodin, A., Omarova, A., & Ilyas, A. (2019). The role of social media marketing in consumer behaviour. In *E3S Web of Conferences* (Vol. 135, p. 04022). EDP Sciences. <https://doi.org/10.1051/e3sconf/201913504022>

# UKS31280.FINAL

## ORIGINALITY REPORT

6%

SIMILARITY INDEX

2%

INTERNET SOURCES

0%

PUBLICATIONS

6%

STUDENT PAPERS

## PRIMARY SOURCES

1

Submitted to Anglia Ruskin University

Student Paper

3%

2

Submitted to Napier University

Student Paper

1%

3

Submitted to University College London

Student Paper

<1%

4

[www.pure.ed.ac.uk](http://www.pure.ed.ac.uk)

Internet Source

<1%

5

Submitted to Central Queensland University

Student Paper

<1%

6

[pdfcoffee.com](http://pdfcoffee.com)

Internet Source

<1%

7

Submitted to University of Bedfordshire

Student Paper

<1%

8

Submitted to Northern Beaches Christian School

Student Paper

<1%

9

[kidneyresearchuk.org](http://kidneyresearchuk.org)

Internet Source

<1%

10

pstorage-wellington-  
7594921145.s3.amazonaws.com

Internet Source

<1 %

11

www.coursehero.com

Internet Source

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography On