**These are questions you can answer in point form just to get me going in the right direction. Give you 3 days to answer:**

1. Brief history of white hall:

When was it started?

By who?

What was the motivation?

1. What are the major challenges facing the business? make me a point form list
2. What are the threats to this business? Make me a list?
3. Who does the business target? The old? The poor? The old with money? Old without family? Generally just the sick? Sick without means of transport? Critically ill? Who? Tell me ☺
4. What other market demographic are you targeting that you do not currently cover adequately? All the sick?
5. What opportunities do you believe remain untapped? Just a list
6. What are your main marketing strategies? List them in order… websites? Radio commercials?