

# Medical Equipment Sales Planning

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# Contents :

- Simple Planning.
- Business Analysis.
- Business Development Plan.
- Business Decisions.

# Simple Planning :

- Where we are?
- Where we want to go?
- How we will go?
- Time Planning.

إحنا فين ؟  
عاوزين نروح فين ؟  
نروح إزاي ؟  
الخطة الزمنية.

Where We Are ?

SWOT Analysis



# Where we are ?

## Sales analysis :

- Win deal analysis
- Lost deals analysis
- Total market volume = Win + Lost
- Market Share = Win / Market volume = %

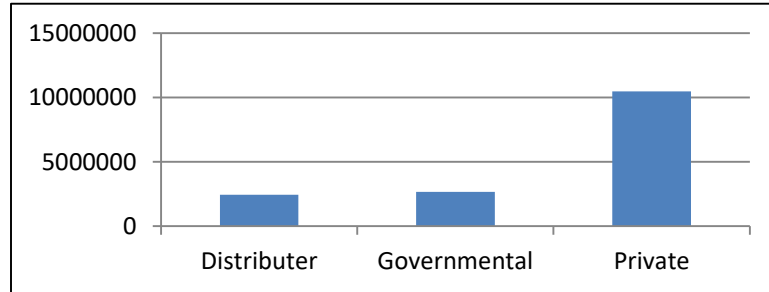
15-12-2014	Sales	0	1	Shahin Medical Center
15-1-2015	Bending	0	1	Police Hospital Agoza
15-3-2014	Bending	0	1	Police Hospital Agoza
8/5/2015	Sales	0	1	Police Hospital Agoza
15-4-2015	Sales	0	1	Mr Hosam Radiology Center
15-1-2015	Sales	0	1	El Fouad Cardiac Surgery
15-11-2014	Lost	0	5	Al Ataa Medical Center
15-1-2015	Lost	0	5	Smart Scan Radiology Center
15-1-2015	Lost	0	5	Cairo University Radiology

## Classify your sales per ,

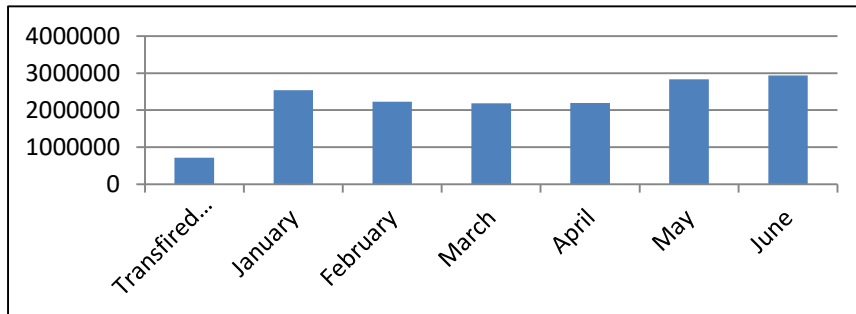
- Area
- Product
- Month
- Area Manager
- Segment
- Business
- Sector
- Country
- Delivery

Without powerful prospect list you will not have sales analysis

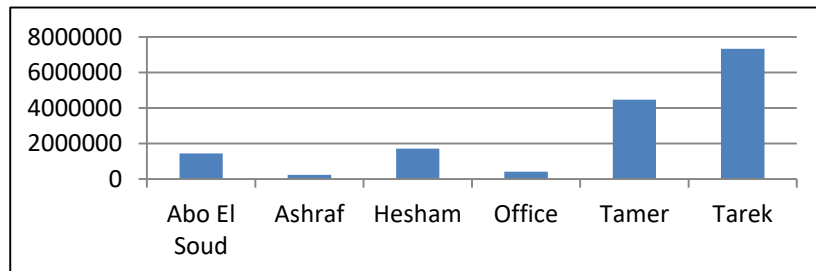
# Where we are ?



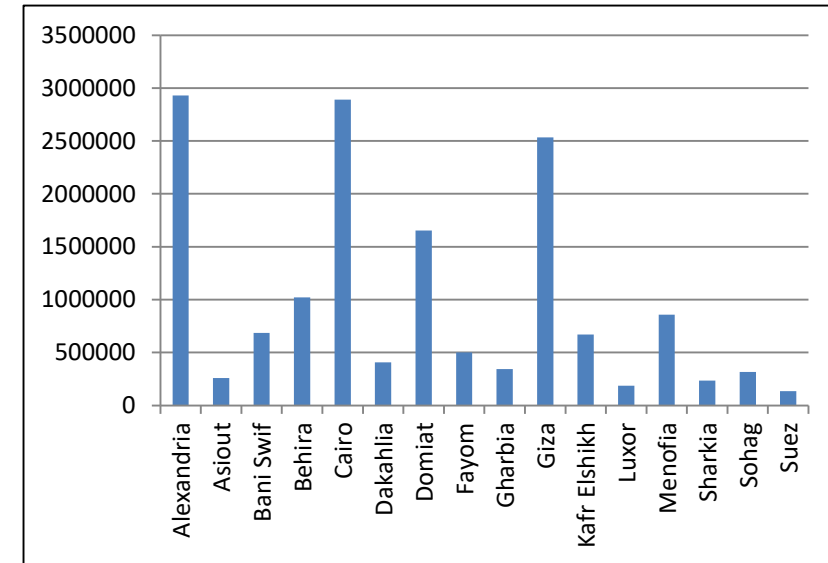
**Sector Analysis**



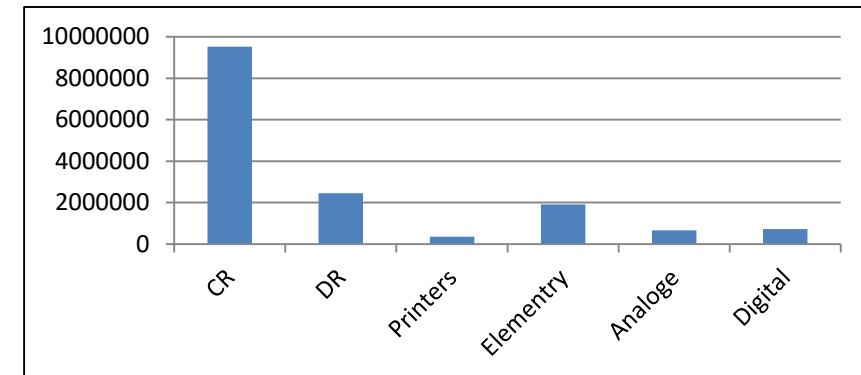
**Market Behavior Decisions**



**Sales Force Analysis**



**Coverage Analysis**



**Product Range Analysis**

# Where we want to go ??

Business Development Plans : خطط تطوير الأعمال

## Income Statement

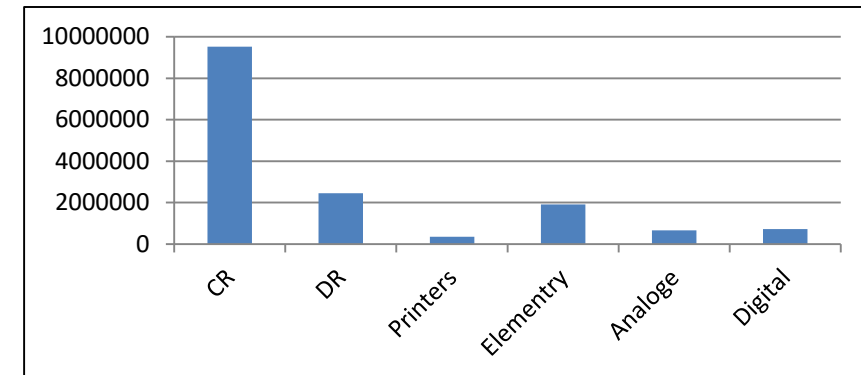
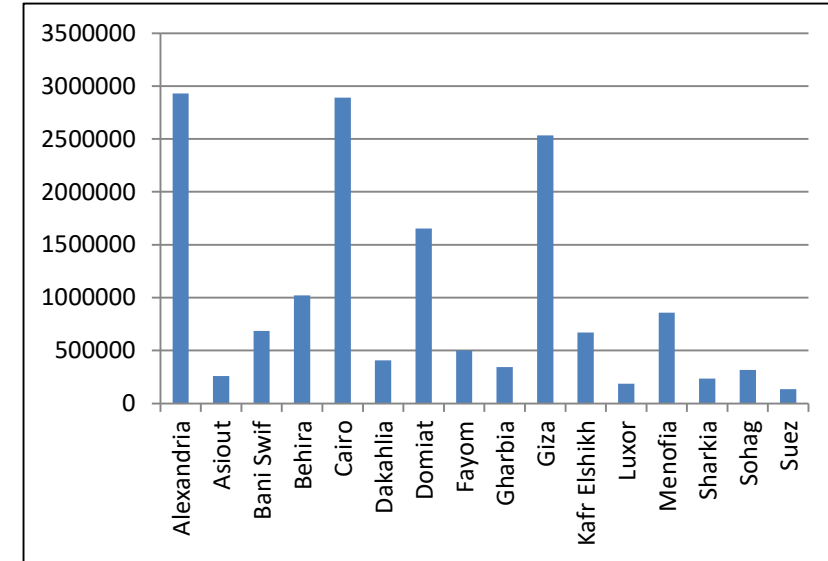
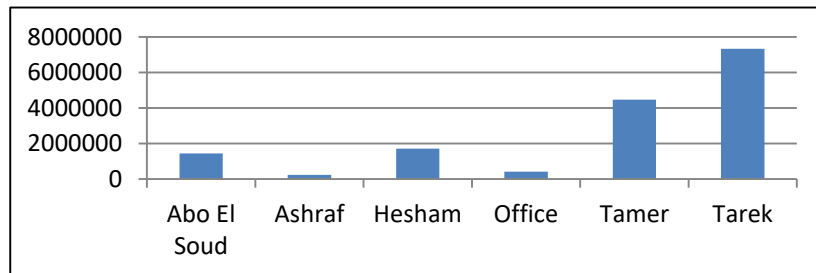
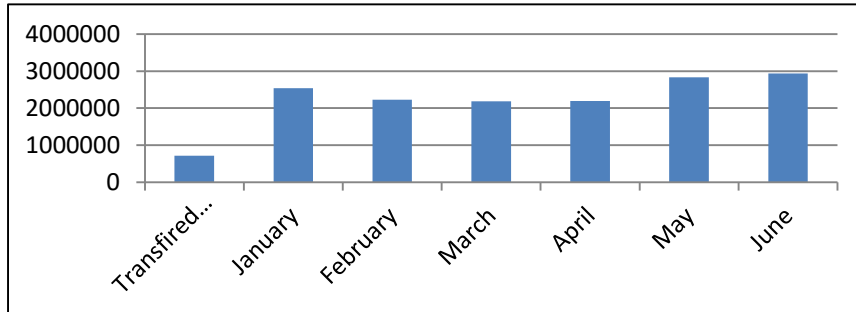
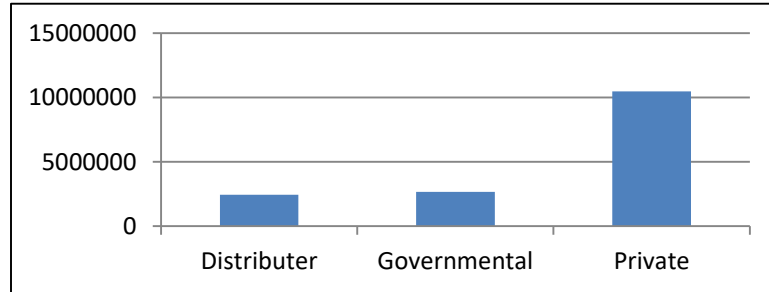
صافي المبيعات	Net Sales	3000000
تكلفة البضاعة المباعة	Cost of Good Sold (-)	2400000
مجمّل الربح	Gross Margin	600000
المصروفات	Expenses (-)	300000
صافي الربح قبل الضرائب	Net Profit Before Taxes	300000
الضرائب	Taxes(-)	60000
صافي الربح	Net Profit	240000

## How to Increase Net Profit ???

- 1- Increase Net Sales ( Volume – Pricing )
- 2- Decrease Cost of Good Sold. ( Purchasing )
- 3- Expenses Management ( Decrease – Increase )
- 4- Taxes Management.

يتم التعامل مع كل بند على حدة لزيادة الربحية أو مع كل البنود مرة واحدة لتعظيم الربحية.  
- قرار التعامل مع بند واحد أو جميع البنود مرة واحدة قرار تقديري حسب ظروف وطاقت وإمكانيات وظروف كل منشأة.

# How we will go ?



**Thanks.**