**Project Proposal for a Life care Medical Centre (Diagnostic Centre)**

**Location:** Rajendropur, Bangla Bazar, at Gazipur.

**Our mission**:We provide actionable diagnostic information for healthy lives and well-being for all

**Our Vision:** Leadership through excellence in service to patients and the medical community with reliable diagnostics and value added.

**Expenses:** Initially the project will require about taka 4crore. For machinery 2 crore, land or building taka 1 crore, development cost 50lac, working capital taka 1 crore.

**Target market:** Reason for choosing Gazipur is because there is no Government hospital in that specific area and some private diagnostics are very old featured, not equipped, less professional. In addition to it they cannot meet local patient need. As there are hundreds of industries lots of RMG and pharmaceutical businesses situated there so a huge population lives on that area. Our target is to establish a digitalized diagnostic center in their locality to attract the local people.

**Plan:** Digitalized diagnostic center with highly automated machine and special doctor, and the charges of service is 20% less than any other diagnostic in their locality for attract the local people.

**For Growth Purpose:** Website, SEO, Social media, referrals, reviews and feedbacks, create a brand identity, business cards and fliers, offer excellent services, networking, collaborate with other laboratories, blogging, Appreciate local customers, sponsor local events, email newsletters.

**Operations:** Human resources- Management as per policy, CEO-1, Accountant-2, Manager/Incharge-1, Doctor full time- 4, chamber bassis-8 to 12, marketing-10 to 12, Reciptionist-2

**Revenue** Expect- From sixth month(Breakeven), basically it depends on the patient availability. The revenue margin is 20% to 30% of the selling price.

Monthly cost will be approximately 20 to 30 lacs.

**Profit margin:** Income statement and Cash flow Statement

Summary, Findings and Recommendations.