

Internship Report

The Strategic Marketing Plan of CMED Health Ltd



The Strategic Marketing Plan of CMED Health Ltd

Prepared For

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Letter of Transmittal

December 30, 2019

Dr. Khandoker Mahmudur Rahman
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Subject: Submission of the Internship Report

Dear Sir,

I would like to submit internship report titled “The Strategic Marketing Plan of CMED Health Ltd”, which has been prepare as a requirement for the completion of the Bachelor of Business Administration Program of United International University.

CMED is an IoT enabled AI-driven cloud-based preventive health care platform provider who aims to provide health and wellness services utilizing smart medical technologies integrated in smartphone application to monitor health regularly.

While working on the report, I have tried to follow every guideline that you have advised. It has been a very enlightening experience to work in this new venture and thoroughly enjoyed this internship period at CMED Health Ltd. The authority of CMED has also extended their cooperation whenever required.

Sincerely,

Syed Reazur Rahman
ID No: 111142260

Acknowledgement

I want to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every step of internship. I am very much grateful to Dr Khondaker Abdullah Al Mamun (Founder & Chairman) and Mr. Ashraf Dawood (Chief Operations Officer) for allowing me the opportunity to complete internship at CMED Health Ltd. I am sure that their dynamic managerial activities will give inspiration to anybody to build one's career properly.

I also wants to thank Mr. Moinul H. Chowdhury (Head of Growth) and Mr. Ashiquzzaman Khondaker (Operation Executive) and all individual of CMED Health Ltd, for their support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

DECLARATION

I am Syed Reazur Rahman, student of School of Business and Economics (Marketing) of United International University, Bangladesh, now declare that the internship report on “Marketing Strategy on “CMED Health Ltd” is an original work and has not been previously submitted for any Degree, Diploma, Title, or Recognition.

Syed Reazur Rahman

ID No: 111142260

School of Business and Economics

United International University

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Executive Summary

CMED Health Limited is a startup company focusing on preventive healthcare. Mission at CMED is to accurately assess the vitals of people's health, over time, in the environments where they live, work and play so they can live more productive lives. Through innovative smart health monitoring devices (medical grade), technological support, and a passion to serve people. CMED provide easy to use, cost efficient regular health monitoring solutions to individuals and medical professionals. One of the most burning issues in today's world is health problems and unavailability of healthcare centers or healthcare professionals. This issue is more severe in developing countries where population growth is higher and health professionals are hard to find. With the growing population and diversity of health problems; a smart, automated and secured cloud based regular health monitoring system is a possible appropriate solution for developing countries like Bangladesh. CMED is addressing to resolve these problems. CMED uses smart medical sensors connected to a smartphone for measurement of vital signs and store data to its secured cloud server. Users will get instant feedback about their health status. It also generates health records that will help doctors to minimize diagnostic time and to give better treatment. CMED will focus on the exciting opportunities in the area of health technology, delivering meaningful innovation to improve people's lives across the health continuum through new, more integrated forms of care delivery. With an expanding and aging population, the rise of non-communicable diseases like hypertension, diabetes, cardiovascular diseases, etc. and global resource constraints, health systems all over the world are under tremendous pressure. At the same time, more and more people are keen to take an active role in managing their own health. And digital technology, whilst bringing vast new opportunities, is shifting value from devices to software and services. All of this is driving the convergence of professional healthcare and consumer end markets. By leveraging our deep understanding in advanced technology, research interest in clinical and consumer insights, long-standing aspirations for vast customer relationships, with CMED (cloud platform and integrated solutions portfolio) we can improve people's health and enable better outcomes at lower cost across the health continuum. In Bangladesh people spent around 600 crore Tk for blood pressure and blood glucose monitoring per year. But the monitoring is not

very effective. When people measure, they normally do not preserve the data, which consequence long diagnostic time, low efficacy in treatment. CMED aims to develop an automation process to record, analyze the data which will help doctors to better diagnostic and treatment. This is first time in Bangladesh. CMED developed this service and platform based on two years of research in AIMS Lab, United International University, Dhaka, Bangladesh.

1 BACKGROUND OF THE PROBLEM

1.1 Introduction

Bangladesh is facing a vital crisis in the health sector. People in Bangladesh are not aware about their health issues. As Bangladesh is facing significant problem of its population and people are suffering due to Cardiovascular diseases, Obesity, diabetes and many other Non-Communicable Diseases (NCD). In Bangladesh about 19% of young people are obese, around 21% people are suffering Hyper Tension, and 16% are diabetes patient. In contrast, due to the food and lifestyle Health risk are growing in Bangladesh. Consistent with research by Bloomberg in 2015, 69% of the deaths occurs in low-middle income countries due to NCD. Among this 3% of death is due to diabetes and 17% due to hypertension. It is estimated that there is a 11%-20% productivity loss in an employee due to Non-Communicable diseases. Preventive care is the best solution for NDC. Research suggests that preventive health care can diminish the health care risk, cost and time of an individual and of the nation as a whole. Research has proved that preventive health-care can decrease the probability of being ill, 80% Heart Attack, 73% Diabetes and 9/10 strokes can be prevented and people can reduce their health risk and cost by 5 times.

Aligned with the vision of Digital Bangladesh, supported by the ICT ministry of Bangladesh, CMED Health Ltd offers digital preventive health care services to the general public at low prices. CMED has come up with a number of technological integrated device that measures important health vitals and provide us with feedback through any Android and iOS based mobile application. All CMED devices are Bluetooth compatible and can be connected with the CMED application in any smartphone or tablet. Administration of each test is completely digital where users would get accurate health data on our application. Before taking the test, we register the user into our CMED database with their mobile number and a password. The result of each test is then stored in our secured cloud server which can be accessed by our registered users at any time. The app also provides the service of creating a digital report that can be emailed, SMS and printed instantly. Every time a person uses a CMED Health Ltd device, all their health records will be stored under his/her account. The health records generated by our app can be very helpful for doctors to

diagnose a patient during a time of emergency. Our service will allow your company to achieve a fully digitalized system where all the health vitals are measured through a finish digital process and stored in the server. Both the user and organization will get health data analytics and health risk prediction to take action for prevention.

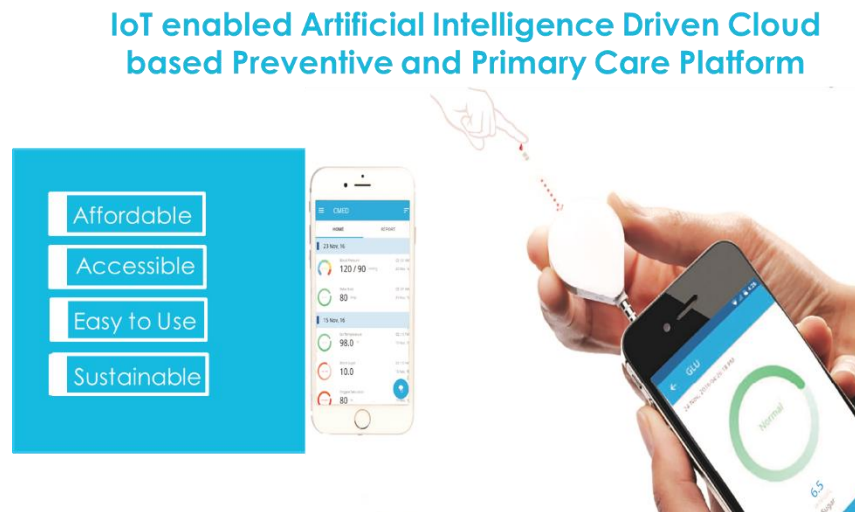


Figure: Internet of Things enabled Artificial Intelligence driven cloud based Primary and Preventive Care Platform

1.2 Topic of the report

A topic has to be selected for the report. A well-defined topic reveals what is going to be discussed throughout the report. The topic has been assigned “The Marketing Strategy of CMED Health Ltd in Bangladesh”.

1.3 Origin of the report

The report which has given the chance to practical learn about how to a particular company sets its Marketing Strategy to launch its services in the market place and contented the organizational goal. Now days academic education is not enough to enable a student. So, Student compete with confidence and reach their goals without having experience of the outside world.

1.4 Background of the Report

Internship which is a vital part of the BBA program to complete the degree. Then exercise a significant importance as it enables a student to familiar with the applied business

activities. The students work closely with the people of a company and learn about the functions of that company. This program enables a student to grow his analytical skill. For the completion of this apprenticeship, I have been placed in the “CMED Health Ltd” Dhanmondi, Dhaka as an internee for four months. This report would be base on-HealthCare Service activities of CMED Health Ltd.

1.5 Objective of the Report

Internship program is a realistic and practical subject to understand the situation nearly. It is a career develop activity help a student to build their career. The internship program provides me the following things:

1.5.1 General objective

The major objective of this learning is to finish the report. From this report, we would be able to know about current market information. Hence, it is significant to us to have objectives of our own for carrying out the report to have appropriate guideline during the report.

- Field visit and try to understand the process of Healthcare Services.
- To find the connection between academic education and the real practical field.
- To develop my knowledge about marketing that helps me to build my career as department of marketing in future.

1.5.2 Broad Objective

To find out and analyze the present market situation and marketing plan of the portfolio “Health Care Services” and come up with different promotional strategies for CMED Health Ltd.

1.5.3 Specific Objective

The report will fulfil some specific objectives. The specific of the report is to explore the Marketing strategy of “Healthcare Services of CMED Health Ltd”.

- To analyze the current market and compare the market shares.
- Creating a set of desired traits necessary for successful marketing plan.
- Find out equivalent position of the company.
- Find out the policy of service pricing.
- Finding the effectiveness of distribution strategy
- Classifying the target consumers according to demographic segmentation social class.
- To design promotional strategies for some Services under CMED Health Ltd.
- To recommend solutions for solving the problems faced by the organization.
- Giving a new idea about the PSL.
- Categorizing different promotional activities that the company offers like sponsorship, free sampling service provide, discount, occasional gift, incentive etc.
- Finding the standardization of the service.

1.6 Scope of the report

This report has been prepared through extensive discussion with CMED Health Ltd employees, client and honorable supervisor. While preparing this report, I had a great opportunity to have an in-depth knowledge of all the marketing activities of PSL.

1.7 Methodology of the report

For smooth and accurate study everyone has to follow some rules and regulations. The study inputs were collected from two sources:

1.7.1 Primary sources

- Practical Brand develops
- Marketing Activities
- Face to face conversation with the Project Supervisor

- Direct observations
- Face to face conversation with the client/ employee

1.7.2 Secondary sources

- Report of the PSL
- Memos and Circulars
- Websites of PSL

1.8 Limitation

In preparing this report certain limitations were faced:

- Lack of sufficient sources prevented verification of information.
- The analysis presented here may vary with opinions of experts in this field.
- Some aspects of the report may be considered confidential by the organization.

2 ORGANIZATION PART

2.1 Overview of the Organization

This section includes vision, mission and organization chart of CMED Health Ltd.

Vision

To create a world where everyone has access to preventive healthcare.

Mission

Our mission at CMED is to accurately assess the vitals of people's health over time, in the environments where they live, work and play so they can reduce health risk, live healthier & productive lives. Consequently, CMED will minimize peoples suffering & the overall mortality rate from noncommunicable diseases

Organogram

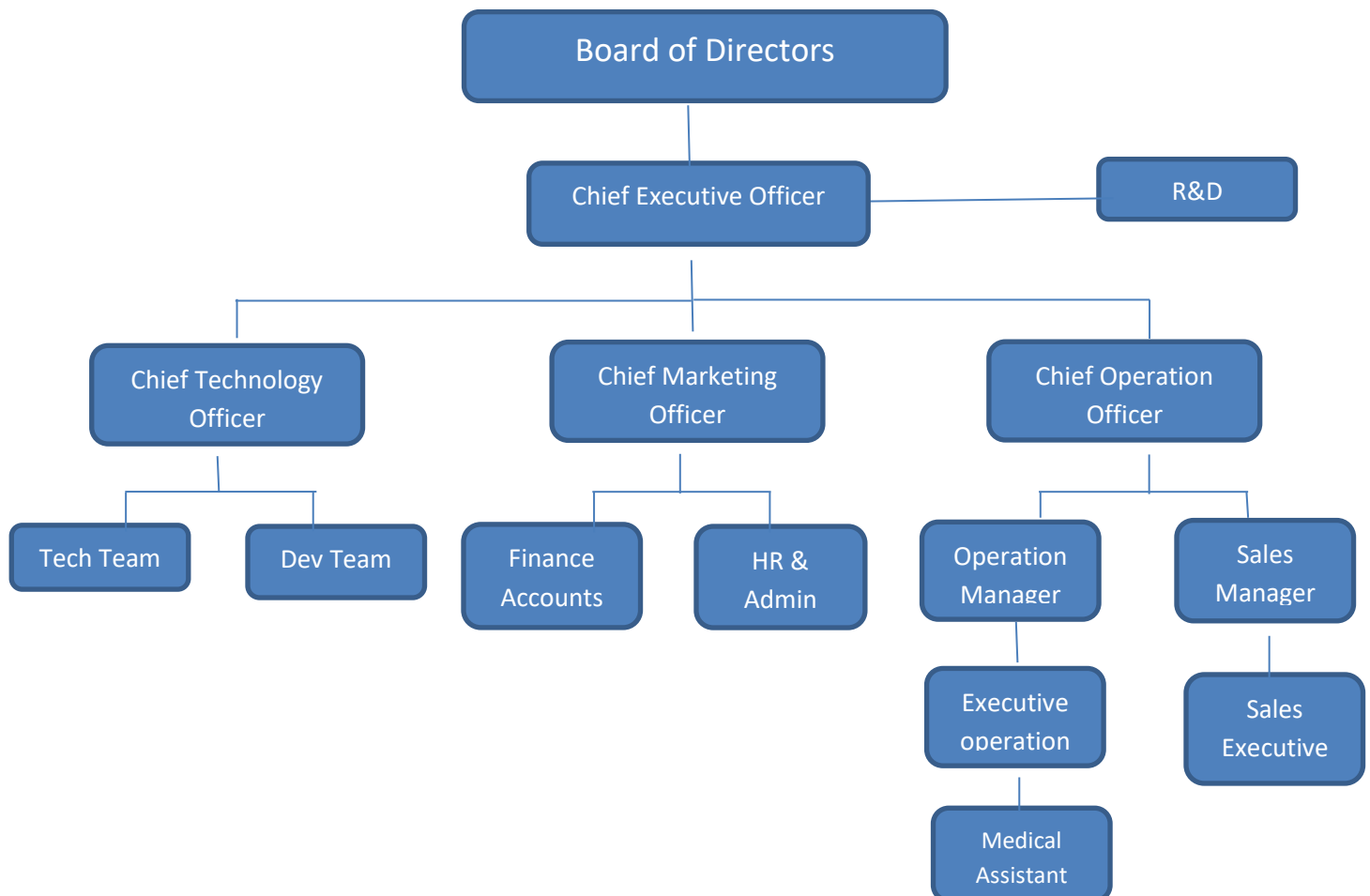


Figure-2.1: CMED Health ltd organogram

Staffing

Current Staff List	
Marketing & Sales	8
HR & Admin	2
IT and Technical	12
Service Delivery	15
Finance & Accounts	2

2.2 PORTFOLIO

PRIMARY HEALTH MONITORING

WORKFORCE WELLNESS PROGRAM (WWP)

SMART SHASTHO KORMI (SSK)

DIAGNOSTIC SERVICE AGENT (DSA)

STUDENT HEALTH & WELLNESS PROGRAM (SHWP)

FAMILY HEALTH & WELLNESS PROGRAM (FHWP)

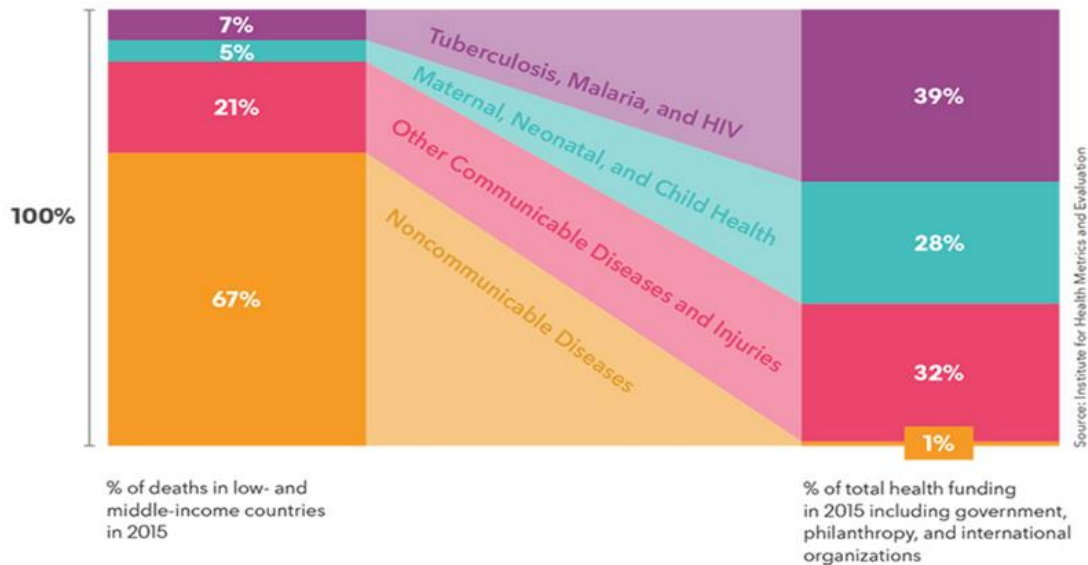
CMED APP CUSTOMIZATION SERVICE

CMED E-PRESCRIPTION

2.2.1 PRIMARY HEALTH MONITORING

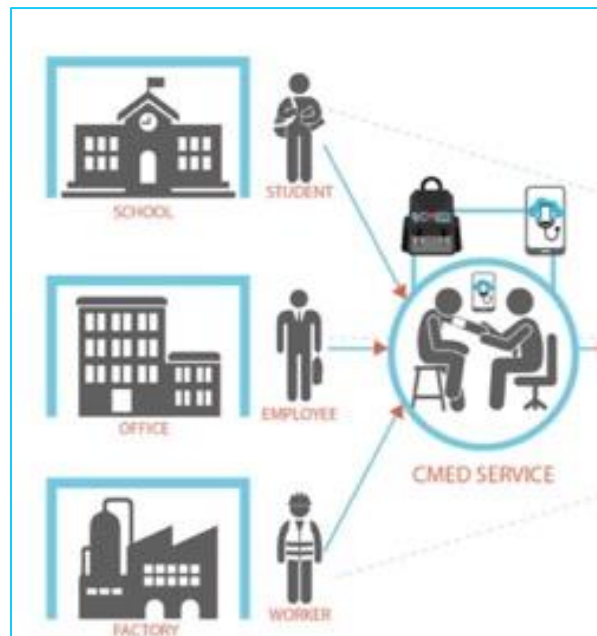
Users can screen their primary health vitals right at home by using CMED application which is integrating IoT enabled smart medical devices. The CMED application is able to synchronize the measured data to the secured CMED cloud-based server that can be used as referral to the doctors to prevent Non-Communicable Diseases.

Noncommunicable diseases account for **67% of deaths in low- and middle-income countries** but only **1% of health funding** addresses them



2.2.2 WORKFORCE WELLNESS PROGRAM (WWP)

Workforce Wellness Program is launched to increase the employees' productivity through regular health check up with CMED smart platform. It contains primary and preventive Health screening and Weight management program to reduce lifestyle pattern diseases known as Non-Communicable Diseases.



2.2.3 SMART SHASTHO KORMI (SSK)

Smart Shastho Kormi is launched to improve the Populations' productivity by monthly health screening with CMED smart platform. Smart Shastho Kormi provide service door to door. It includes preventive health monitoring to reduce lifestyle pattern diseases known as NCDs.

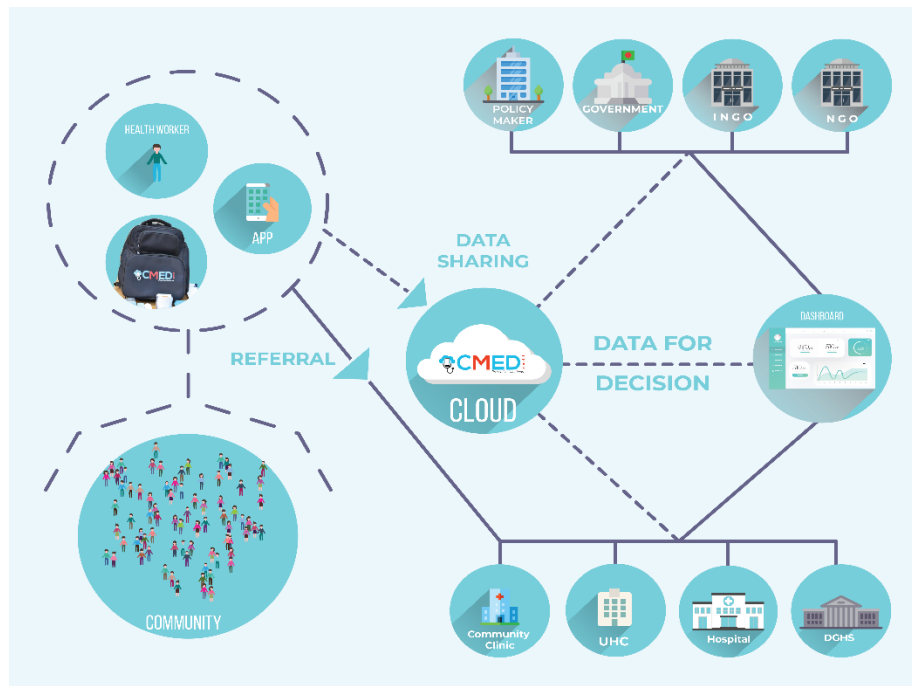


Figure-2.3: SSK service Process

2.2.4 DIAGNOSTIC SERVICE AGENT (DSA)

DSA is designed to monitor primary health condition in Pharmacy. So, it's also called Pharmacy Model. The DSA includes health screening to reduce lifestyle pattern diseases known as Non-Communicable Diseases.

65% visit pharmacies
Primary Healthcare



200K+
Pharmacies

2.2.5 STUDENT HEALTH & WELLNESS PROGRAM (SHWP)

Health is wealth. So, suitable health assistances to flourish brilliance of the students. Student Health & wellness program planned for educational institutes in Bangladesh for keeping students healthy with regular health monitoring. CMED Health believes that habit of a Suitable lifestyle should be practiced from the beginning to prevent Non-Communicable Diseases. To support that, CMED Health has planned the program with an aim to creating an intellectual nation by making steady health screening into practice at the younger age.

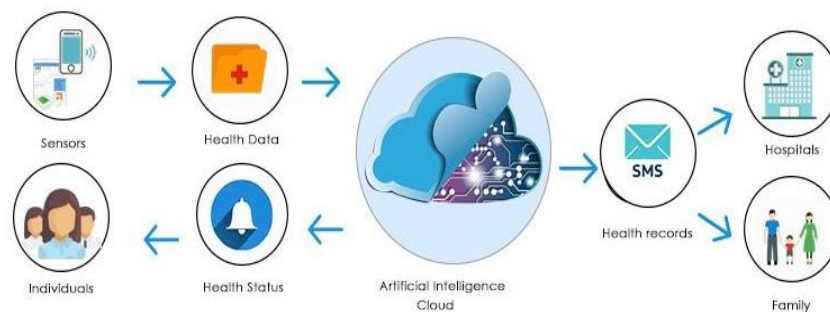
2.2.6 CMED APP CUSTOMIZATION SERVICE

CMED Health Ltd offers app customization service for the different organizations that wants to use CMED platform in modify way. With this customization service, the organization can look after dashboard and manage consequently.

2.2.7 CMED E-PRESCRIPTION

The world is getting smarter, Client do not need to carry their prescription. Neither do they have to concern about losing it. Because CMED Health prepare an e-prescription service. E-prescription will do the job for the users. With this addition, CMED is connecting the doctors and the patients.

The following diagram shows the production process in a flow-chart scheme.



3 PROJECT PART

3.1 Situation Analysis

This section will deal with industry sector scenario and elaborate on situation analysis. This is based on Porter's Five Forces model.

Michael Porter provided a framework that models industry as being influenced by five forces. The strategic business manager seeking to develop an edge over rival firms can use this model to good understand the industry context in which the firm operates. The Porter's five forces model are pure competition implies that risk-adjusted rates of return should be constant across firms and industries.



Figure-3.1: Industry Analysis based on Porter's five Forces

3.2 Threat of new entrants

Probable competitors are businesses that are not currently competing in industry but have the ability to do so if they want. Though firms attempt to discourage probable competitors from ingoing the sector, the more companies enter, the more difficult it becomes for established companies to hold their market share and generate profits from the market. A low risk of entry by probable competitors represents a threat to the profitability of established companies. *Example-* foreign country always helps for his entrepreneurs but our country is totally opposite. Entrepreneur harassment starts from bank loan to production all steps they creating barrier that for many of the entrepreneur are not run their business.

Then again, the risk of new entry is high, incumbent companies can take advantage of this opportunity to raise prices and earn higher returns. Barriers to entry→ it means to those factor that make costly for companies to enter in industry. Now some barriers to entry are given below:

3.3 Brand Loyalty

Loyalty of Brand means how much attach the buyer's in the brand and the buyer's favorites for the services of mandatory companies. In market CMED Health Ltd a Startup company. It creates by availability and fast mover and strong brand image in market. CMED Health Ltd is only so it's easy to create brand loyalty. Brand loyalty can create continuous advertising and promoting of the brand & company names, patent protection of products etc. In here there are some supplementary methods of brand loyalty are given below:

- ❖ Offer quality services.
- ❖ Continuous advertisement.
- ❖ Strong customer relationship.
- ❖ Services availability in market.

CMED Health try to provide those services to creating the brand loyalty and long term stay in market, and also try to market leader in future.

3.4 Government Regulation

Government regulation has constituted a primary entry barrier many industries. In our country govt. office activities are strongly slow and also demand unethical money or other things, that's not possible as a new business person or entrepreneur. When one file gets to survey in govt. office it's rounded one table to another table. In govt. every sectors and online website also slow work. They are always busy because few people look after most of the department. They are not enough people to work or enough people have but not experience, that the problem of government regulation. Example- When CMED Health applied for trade license from City Corporation and clearance from BSTI, DGDA and ICT, the government office is sending one table from another table. When CMED Health import machine and setting this machine or equipment they provide restriction.

3.5 Economies of scale

Economic of scale implies of increase or decrease services the cost of average of services. It also includes:

- ❖ Service provider of standardizes.
- ❖ Discount on purchase of Service Kit.

If these cost advantages are significant, a new entrant faces the dilemma of either entering on small scale and suffering a significant cost disadvantage or entering on large scale and bearing the large risk of significant capital costs. Example- CMED Health when start initially its cost increase but after a time is Services increase and provide standardize output then its total cost is reduced. At a same time, its need bulk quantity of Service Kit, when its purchase bulk amount it gets discounts or get offer from buyer it's Suitable for CMED Health.

Therefore, the threat of new entrants is high in market

3.6 Rivalry among Established Companies

The another of Porter's five competitive forces is the extent of threat of substitutes within this sector. If this substitutes Companies is weak, companies have an opportunity to raise prices and earn higher profits. If substitutes Companies is strong, significant price competition, including price wars, may result. The extent of substitutes among established companies within an industry is largely a function of three factors:

- ❖ Buyer propensity to substitute.
- ❖ Relative price performance.
- ❖ Buyer switching cost.

3.7 Competitive Structure

Structure varies from healthcare industries to consolidate and have different implications for rivalry. In a healthcare industry there are no sized companies, none of which can affect this industry. A Healthcare industry may be dominated by a small number of large companies or, in extreme cases, by just one company (a monopoly). Fragmented industries range from agriculture, video rental and health clubs to real estate brokers and sun tanning parlors. Consolidated industries include aerospace, automobiles and pharmaceuticals, etc. Example- In Market CMED Health is new entered but before CMED Health there is no preventive healthcare services in market. The market is growing day by day, so its competitive structure is increase, right now CMED Health is market leader. but CMED Health cannot sure it can stay over the time because in the market already other service provider always try to leader the market. So, the market is competitors always if anyone slows other are fast to capture other market.

3.8 Demand Conditions

New customers or additional purchasers by customers tends to competition by providing higher room for growth. Increasing demand tends to decrease as companies can sell more services deprived of taking market share away from other companies. On the other hand,

falling demand results in more as companies fight to get market share and maintain revenue. When consumers leave the market, Demand declines or when each consumer buys less. In this situation a company can raise only by enchanting market share away from other companies.

Example- Market has lot of brand of Healthcare Services, but customer is not taking all the brand services, they take Known company. when they are not found the brand then they purchase another brand.

3.9 Exit Barriers

Economic and emotional factors that keep companies in healthcare sector even when return is low. When exit barriers are high, companies can become sealed into a loss-making industry in which total demand is static or declining.

- Investments in plant and equipment that have no alternative uses and Cannot be sold off. If the company wishes to leave the industry, it has to write off the book value of these assets.
- High fixed costs of exit, such as severance pay to workers who are being made redundant.
- Emotional attachments to industry, as when a company is unwilling to exit from its original industry for sentimental reasons.
- Economic dependence on the industry as when a company is not diversified and so relies on the industry for its income.

Others are that affect the market for new entrees -

- Number of competitors
- Quality differences
- Switching costs
- Customer Loyalty

Table-3.1: Current Healthcare Service Market

Current Healthcare Service Market
Doctorola
Jeeon
HealthPrior21.com
Doctorkoi
Aponjon
Bhalothakun
Jolpie
Others

It is a pleasure that CMED service is different from the others. Because they only work on Preventive Healthcare.

Now Number of competitors in market – Low

3.10 Buyer's Power

The power of buyers is the influence that customers have on a healthcare service sector. Overall, Power of buyer is very strong for the relationship to the healthcare service sector is near to what an economist terms a monopoly- a market in which one buyer and there are many suppliers. This type of market the buyers are sets service charge or price. In reality, very few monopolies exist, but normally there is some asymmetry between a buyers and service industry sector. CMED healthcare Ltd are new in market so buyer's power affect in the company that's related to the company's profit. If the power is changing then affect the overall company's activities.

➤ Price Sensitivity

- Different between competitors
- Ability to Substitute
- Cost of changing.

The third of porter's five competitive forces is the bargaining power of buyers. A company's buyers may be the customers who ultimately consume its Service but they may also be the companies that distribute its Service to end users. According to porter, buyer is the important in the following situations:

- The healthcare service sector is composed of many small businesses and the buyers are few in number large or small. These conditions permit to dominate the supply companies.
- Buyers can use their purchasing power as leverage to bargain for price reductions, in this situation, the buyers purchase in large quantities.
- Here are a significant number of buyers (customers) relative to suppliers (Healthcare). However, customers can look at several options when choosing a Healthcare. Therefore, buyer power is medium.
- There are several Healthcare available to choose from with a low switching cost – buyer power is medium/high.
- When it is economically feasible for the buyers to purchase the input from several companies at once.

Example- In Healthcare market there are lot of buyers but now days not lot of sellers, so purchase situation is depending on buyer's willingness. Buyers can buy any product its totally his / her own choice.

3.11 Supplier's Power

Bargaining power of service suppliers is the fourth of Porter's competitive forces. Suppliers service can be observed as a threat when they are able to force up the price or charge that a firm must pay for its inputs or decrease the quality of the inputs they supply, thereby

depressing the company's profitability. According to porter, supplier is the important in the following situations:

- The service is important to company and they sell has few substitutes.
- When their individual services are separated to such a level that it is expensive for a business to shift from one service supplier to another. In this situation, the business depends on its service suppliers. The service suppliers cannot play them off against each other.
- When they can use the threat of vertically integrating forward into industry, to raise prices and competing directly with the company.
- When service supplying their own needs as a means to reduce input prices and buying companies cannot use the threat of vertically integrating backward.

CMED Healthcare Ltd is new company in market, so CMED search best and Suitable service suppliers in market though they provide their product best quality within same price. CMED justified all service suppliers then put one supplier because in market lot of suppliers that for CMED search the best quality suppliers.

- Number of suppliers
- Size of suppliers
- Uniqueness of service
- Ability to substitute
- Cost of changing

Example-in Healthcare service market sector seller cannot impose buyer to buy his product. If buyer wants other healthcare Service, the shop can suggest buy CMED Healthcare Ltd but not imposed to buy CMED Healthcare Ltd.

Supplier's power in market – High

3.12 Threat of Substitute Products

According to Porter's model, substitute service refers to service in other businesses. To the economist a risk of substitutes exists when a service's demand is affected by the price or charge modification of a substitute service. Service of substitute affect a service's price or charge elasticity as more substitutes become accessible; the demand becomes more elastic since customers have a more different service. Substitute service constrains the ability of the business to raise prices. Understand first substitute –

- Substitutes performance
- Cost of change
- Switching costs

In porter's model, the threat of substitute service is final force. Substitute service are those of business that serve buyers' needs in a way that is similar to those being served by the business being evaluated. The close substitutes present limiting the price a company can charge, its profitability and a strong threat. Though, if a company's services have few close substitutes. Then, the company has the opportunity to raise prices, other things being equal and earn additional profits. But CMED Healthcare Ltd is new Healthcare service in Bangladesh market so it cannot get additional charge of price. CMED Healthcare Ltd need to get incentive or charge to lower or similar price in the competitive market. CMED Healthcare Ltd substitutes are Doctorola, Jeeon, HealthPrior21.com, Doctorkoi, Aponjon, Bhalothakun, Jolpie etc.

- Substitutes affect is Low
- Low competitive market

Example-Now in our country Healthcare main competitors is Ayurved Hralthcare. In maximum People are take Ayurved Hralthcare, for low cost of service. In people mind set a reason, they also believe in Ayurveda healthcare anybody can take low price service. For ayurveda healthcare there are many company or people in market, they are trying to increase its sales. So, healthcare service substitute's affect is high in the market.

3.13 SWOT Analysis

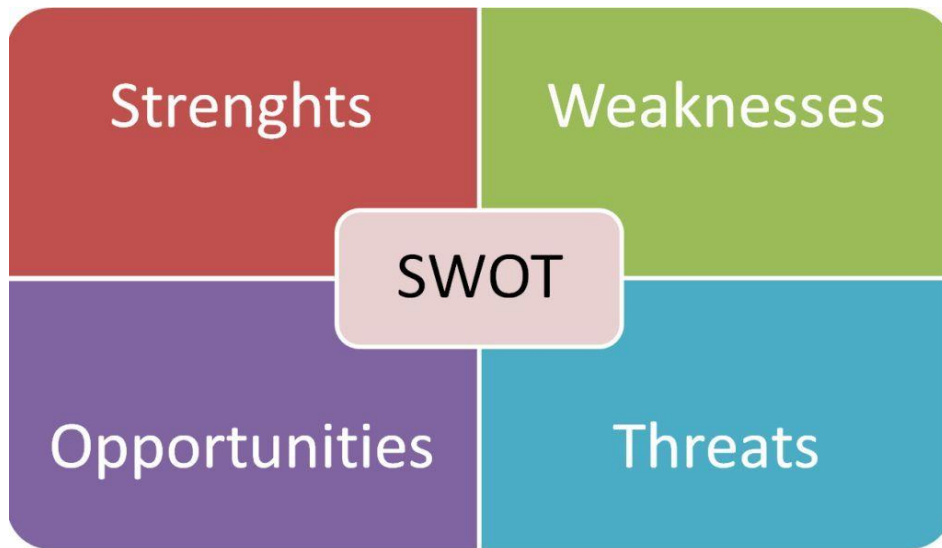


Figure-3.2: SWOT Analysis of CMED Healthcare Ltd

The SWOT analysis is having identified the company's external opportunities and threats as well as internal strength and weakness. In other word the overall evaluation of a company's strength, weakness, opportunities, and threats is called SWOT analysis. It can be developed new function business or corporate strategies to accomplish this change. A SWOT analysis for CMED Healthcare Ltd of Preventive Healthcare Service is as follows:

3.13.1 Strengths

- Strong and dedicated employee
- Suitable quality Service.
- All Devices are FDA and CE certified.
- Suitable Service provide capacity.
- Management competence.
- Suitable marketing skills.
- Competence of information system.

- Brand name is increasing reputation.
- Appropriate management style.
- Suitable monitoring system.

3.13.2 Weaknesses

- New in market
- Lack of experience

Overcome – When a company start his business, then its new in market. New in market is not a problem if its other relevant element is strong. If CMED can creating strong distribution channel. Here experience person and proper Service then it possible to overcome the weakness.

3.13.3 Opportunities

- It's a growing market
- Market players are limited
- Diversity into new growth business
- Extend cost or differentiation advantages.
- Exploit new market segments.
- Overcome barriers to entry.

3.13.4 Threats

- Understanding about the brand
- Competitors are strong in market
- New regulations imposed by DGDA
- Increasing foreign companies' domination Especially Indian Companies.
- Changes in consumer perception
- New dynamic industry competition
- Government regulation & political instability
- Economic depression.

Overcome – For a new business, there has lot of threats as same ways CMED Healthcare Ltd has some threats. But the threats can possible to overcome by consciousness of management team and CMED Healthcare Ltd management team are expert people, so it's easy to overcome the threats.

3.14 MARKETING MIX

Four P's is very famous word and every marketer has heard it. – price, product service, promotion and place. They are the foundation of many marketing educations. They are cornerstones of many marketers' practices. But a new marketing mix concept has started to arise based on the four P's. This new concept of marketing mix is based on the **Four C's- connect, create, cancel and correct.**

3.14.1 4 C's of Marketing Mix

3.14.1.1 Create

Create is the basis of new concept of marketing mix. In the past where a business person could just make a service or product and then spend all the money to persuade people. Now marketplace, where information flows free and fast. If he/she can get them to care about it, then he/she has really accomplished something. It is vital to put all your effort into creating something that people truly believe is useful.

3.14.1.2 Connect

Connect is the second basis of new concept of marketing mix. By way of make it possible for his/her to connect with customers to connect with each other. This type of connection is successfully connected with any person/product/service and vital to the growth. they search out what people don't like and what they like. This connection creates a community and where the whole is always more than the sum **of its parts.**

3.14.1.3 Change

If that never works, then these should be changed it. Measure and test repeatedly. The solution is never to plow more money into it and wait for people to “catch on.” Why waste time and money on something that is not doing what it is supposed to?

Use analytics to test the success of your advertisement operations or landing pages. Measure the results, tweak it, and measure again and then tweak it again, etc. In New Marketing, not only is there constant room for improvement, there is a need for it. Just because the ad is up or the copy done, does not mean it is set in stone.

3.14.1.4 Cancel

If you’ve tried to fix something, but it’s still not working - then stop doing it. Do not be afraid to give an underperforming service the axe. With so many other, positive things, you could find to spend your time

3.14.2 4 P’s of Marketing

In the following here there are primary marketing management decisions can be classified are :

- ❑ Product (Service)
- ❑ Price
- ❑ Place (distribution)
- ❑ Promotion

These variables are known as the 4 P’s of marketing mix. These are the variables that a marketing manager can governor in orders to satisfy client in the target market. The 4 P’s is described in the following diagram:



Figure-3.3: 4p's of Marketing

SERVICE PRODUCT

Service Product Objective

To place the product by understanding the Target Group insights in line with their decision-making tools like:

- Natural consistency
- Combination Healthcare service
- Hygienic Factor

Strategy

To focus Product differentiation in market

- Design
- Value
- Quality
- Almost generic in nature compare to all other competitor.

PLACE

Place Objective

CMED has own R&D Centre where Research and Develop Their service product or Device and Services provide different locations

- Direct services
- Multi-channel

Strategy

CMED Healthcare Ltd has own R&D Centre where Research and Develop Their service product and Services provide different locations.

PRICING

Pricing decisions should take in to probable service pricing response of competitors or profit margins. This objective is to maximize the revenue & generate funds for ensuring proper pull for the brand

PRICING STRATEGY

CMED Healthcare Ltd are new in market, so its need charge lower price and ensure best quality service in market to compete the competition and can follow competitive base pricing.

PROMOTION

Promotions is wide in the market, without promotion cannot possible to widespread our brand-

- Online promotion like Facebook, YouTube, Linked In, Twitter etc.
- Advertising (Billboard, Press, Radio Television etc.)
- Special offers
- Sponsorship
- User trials
- Direct mailing (SMS Marketing)
- Leaflets / Posters
- Arrange Competitions

- Playground
- Traffic signal point
- Education institutions inside Service Corner
- Health institutions and Pharmacy inside Service Corner
- Inside road travelers waiting point set a Service Corner

Table-3.2: Summary of the Marketing Mix based on CMED Healthcare Ltd

Service Product	Price	Place	Promotion
Function	Price of list	Members of channel	Ad
Quality	Financing	Market Coverage	Personal Selling
Brand	Discounts	Location	Public Relation
Appearance	Leasing	Logistics	Message
Service/Support	Allowances	Channel Motivation	Media
		Service Level	Budget

CMED Healthcare Ltd need four marketing mix very well for Healthcare.

- Appearance of CMED Healthcare is Suitable but it should be changed the service of design, because these types of service is very uncommon in Bangladesh. So, to Creating and capture the customers attention
- CMED Healthcare in the context of Bangladesh market and compared with its competitors and also concern. Price of CMED Healthcare is lower or reasonable and best service quality comparing with its competitors.
- Motivating channel members such as distributors, employees, customers etc. and by market coverage, so that, they prove their best try for service.
- To build up a strong brand “CMED Healthcare”, need to give sufficient advertisement in TV, Radio, Newspapers etc. and build up a Suitable public relationship by participating in many social works, fair, and events.

3.15 Pricing Policy and Strategy

Price is the sum of all the value that consumers exchange for the benefits of having or using the product on serves. Historically, price has operated as the primary determination of buyer's choice.

3.15.1 Pricing policy

As the company has an objective to stay in the market as long as possible with this business. It has adopted the penetration price policy some both domestic markets.

Another viewpoint is that the company has adopted a fixed pricing strategy. The cause behind this strategy is that the target consumers generally do not like bargaining.

- ✓ Competitive base pricing
- ✓ Penetration price policy

3.15.2 Pricing Strategy

If Price strategy are selected need to Consider consumer preference, satisfaction, market demand etc. The pricing strategy is very specific and straight according to present market situation. Pricing decision is made through the discussion among the Managing Directors.

Firstly, the price, which the company fixed, is called factory prices.

Secondly, The Health Assistant CMED Healthcare provide Corporate service then they fix a price for service. This type of corporate sales pricing is called wholesale pricing. The wholesalers pricing system are given below.

Corporate Price = Server subscription charge + consumable kit cost + physical losses + transportation costs + other costs + profit margin.

Thirdly, the Health Assistant provide single service client. Then they keeping a certain profit margin and they fix a price. This type of pricing is called retail pricing.

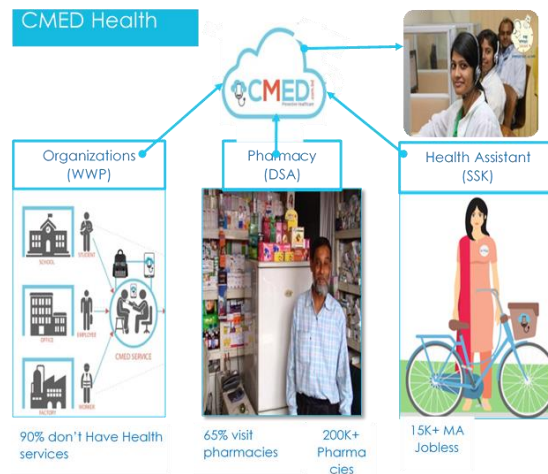
CMED Healthcare is service three types WWP, SSK & DSA service. The Three unit and price which given below:

Table-3.3: CMED Healthcare Service per Unit and Price

No.	Service name	Service Per Unit	Price (Tk.)
1.	WWP	1	80
2.	SSK	1	100
3.	DSA (Pharmacy Model)	1	85

3.16 Distribution Channel

A set of interdependent organizations involved in the process of making a product or services available for use on consumption by the consumer or business user. Three types can service provide the Health Assistant of CMED Healthcare.



3.16.1 Direct Distribution

Base on Dhaka city's Thana select the Monitors, the selected people in Health Assistant in every Thana. Those people are getting salary that is fixed. All 47 people has taken 10-15 Health worker to delivery and orders collect or promoting our brand.

- Recruit employees
- Salary provides
- Monitoring & Motivating employees
- Others facilities provide

3.16.2 Indirect Distribution

Indirect Operation if we get, they follow four –tier operation channel. CMED Healthcare just provide Monitor and the monitor delivery his ways. Monitor can monitor service form Medical officer, Medical officer to Health Assistant, Health Assistant to Health Worker and finally Health Worker to consumers.



Figure-3.4: Indirect distribution channel

Health Assistant of the company are trained by Master Trainer and IT Specialist. The company divides sales service areas among the Health Assistants. It offers economic benefits to the Health Assistant. This type of benefits is motivated them. The company does exclusive operation. It has power of controlling Health Assistant.

3.17 Promotional Strategies of CMED health Ltd

Promotional contains of four primary modems of communication these are: Advertising, personal selling, sales promotion and publicity.



Figure-3.5: Promotional Strategies of CMED Healthcare Ltd.

CMED Healthcare Ltd, a service of CMED Healthcare, Company uses all above promotional strategy to improve its service sales and creating consciousness:

3.17.1 Advertising

Advertising is one of the most common tools that the company uses to direct persuasive communications to longer target buyers, consumer, and public. It is aware of the consumer about its quality, price, and consumption **pattern**.

Advertising can be done in various ways such as-

3.17.1.1 Television

Television is the most prominent media in Bangladesh to reach the customer. Agency realized it and ongoing to apply for Television advertising campaign of CMED Healthcare Ltd. The advertisement of CMED Healthcare Ltd has shown on the TV channels:

- BTV
- NTV
- ATN
- Channel I
- Ekattor TV
- Jamuna TV
- Channel24
- News24
- RTV
- Channel 9
- Nagorik TV etc.

3.17.1.2 Radio

Radio is also the most prominent media in Bangladesh. It is now available everywhere and known as FM Radio. Radio can make appropriate appeal. Therefore, the organization places more importance on radio advertising. This Health care promote are telecast some special program that people hear always like-

- Bhoot FM
- Love Guru
- Kuasha
- Voutik
- Jiboner Golpo

3.17.1.3 Newspaper

Newspapers are the most discussed media now. A company can reach the customer's mind easily through the newspaper. All The daily Newspapers is advertising of CMED Healthcare service. Such as,

- ProthomAlo
- Jugantor
- Bangladesh Pratidin
- Kaler Kontho
- Observer
- Daily Star
- New Age
- Daily Sun

3.17.1.4 Cinema

Cinema is a medium that can easily set people's minds. Very few people in our country now watch movies. But globally cinema is still very strong media. So, to increase the sales volume, the company will have to arrange advertise through cinemas.

- Upcoming Cinema
- Song
- Drama
- Web series

3.17.1.5 Magazine

Different types of Magazine are published in Bangladesh. There are a specific target group of (CMED Healthcare Ltd) is reading these magazines. So, to attract the attention of CMED Healthcare Limited, the company has spent a lot of money advertising the magazine.

- Weekly Magazine
- Current News / Affairs / World

3.17.2 Personal selling

Personal sales are most important to companies. Personal selling makes a appropriate connection to the Monitor, Medical officer, Health Assistant, Health worker, with customer. So, the marketing people of company's also play important role there.

3.17.3 Sales Promotion

Sales promotion is an important element in marketing promotion. Such promotion contains of various collection of designed to stimulate quicker, for higher purchase of particular

services by customer and incentive tools, where advertising CMED Healthcare Services provides such factors as consumer promotion and sales promotion. There are-

- Free service
- Discount service
- Lower price than competitors (Small Scale)

3.17.4 Publicity

CMED Healthcare Ltd in Bangladesh uses some publicity. CMED frequently provide the material for publicity in the form of press conference, news releases and photograph.

- Area wise selective people for promotion
- Playground keep a service corner
- Medical or Pharmacy set a service corner
- Sponsorship
- Billboard

3.17.5 Banner hang on Over Bridge Outdoor Advertising

- Neon signs, bell signs, billboards, walling art etc. are used to aware the people.
- Hoarding Board Installation
- Bus, Rail & Lunch Station-branding
- Most popular visiting place
- Playground
- Traffic signal point
- Education institutions inside prototype sitting
- Inside road travelers waiting point set a service corner.

3.17.6 Special Sales Drive

- Pharmacy Outlet
- Bus Station
- Lunch Gate
- Rail Station

- Popular Restaurant

3.18 Target market

Initially Dhaka city are target market of CMED Healthcare for service selling but they specifically target all types of Health institution and corporate organization.

3.19 Competitor Analysis of CMED Healthcare Ltd

CMED Healthcare service identify the following competitors are complete extensively. CMED Healthcare Ltd main competitors are Doctorola, Jeeon, HealthPrior21.com, Doctorkoi, Aponjon, Bhalothakun, Jolpie and others. CMED Healthcare service evaluate, strength, weakness, strategy objective of the same level company and try to understand that the other company strategy and philosophy. Then capture their strategy and remove weakness as possible.

3.20 Positioning

Company's competitive advantages is higher quality lower price, offering more benefit to the customers, those features differentiate the company from the competitors. CMED Healthcare are follow competitive price that follow penetration base pricing system that helps to creating position in market, and also maintain stick delivery schedule and standard quality products.

- Quality Service
- Competitive Price
- Available in market
- Support service / Immediate feedback
- Offer service Offer / Gift items

3.21 Product Management

Operations, Marketing and Medical department leads a team of highly qualified executives and medical assistants selected among the high profile smart young and active persons. Research team will always try to improve the service of quality by research and

a group of well-trained people ensures the quality services. Provide Suitable product in market and keep the needs.

- Strong Management team
- Young & Energetic person
- Smooth Device operator
- R&D team

3.22 PLC (Service Life Cycle) of CMED Healthcare

Through the service (product) life cycle, everyone can know the current status of a service. We may be able to know from a PLC graph where a service is located. From the company information and Data, we know that at present CMED Healthcare Ltd is in Introduction stage. But at this current moment there is no existing brand. CMED Healthcare just starts their construction building. They already research the market and their all process is completed. When their construction process completed, they start their production. In market CMED Healthcare Ltd that increasing day by day. The PLC of CMED Healthcare Ltd-

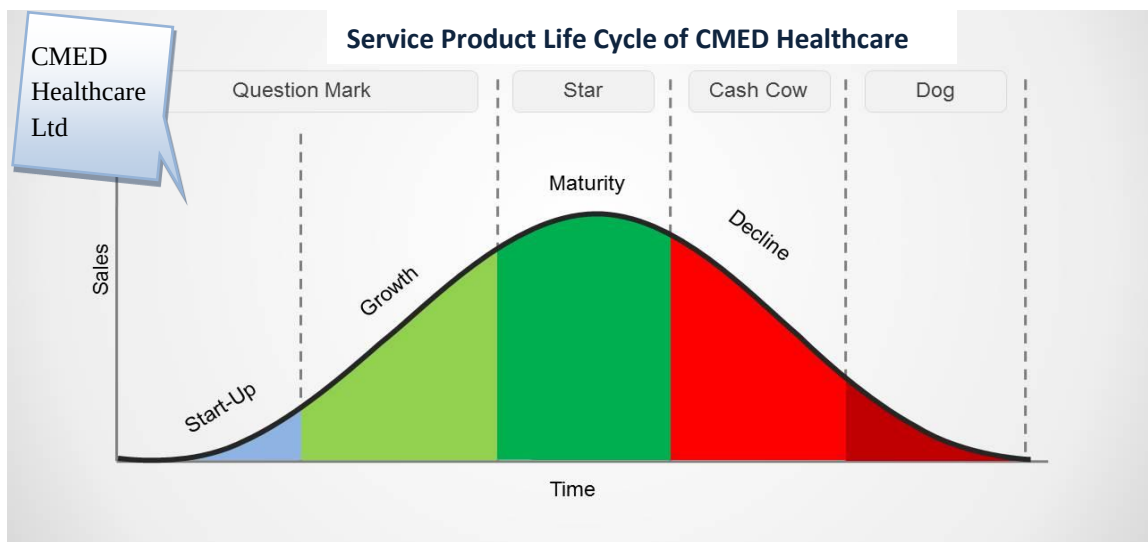


Figure-3.7: Service Product Life Cycle of CMED Healthcare.

3.23 Push & Pull Strategy

CMED Healthcare Ltd currently in the stating stage so they no plan to pull stage. When they start the Service follow push strategy. When their product is familiar in market then they go to pull strategy, they have planned.

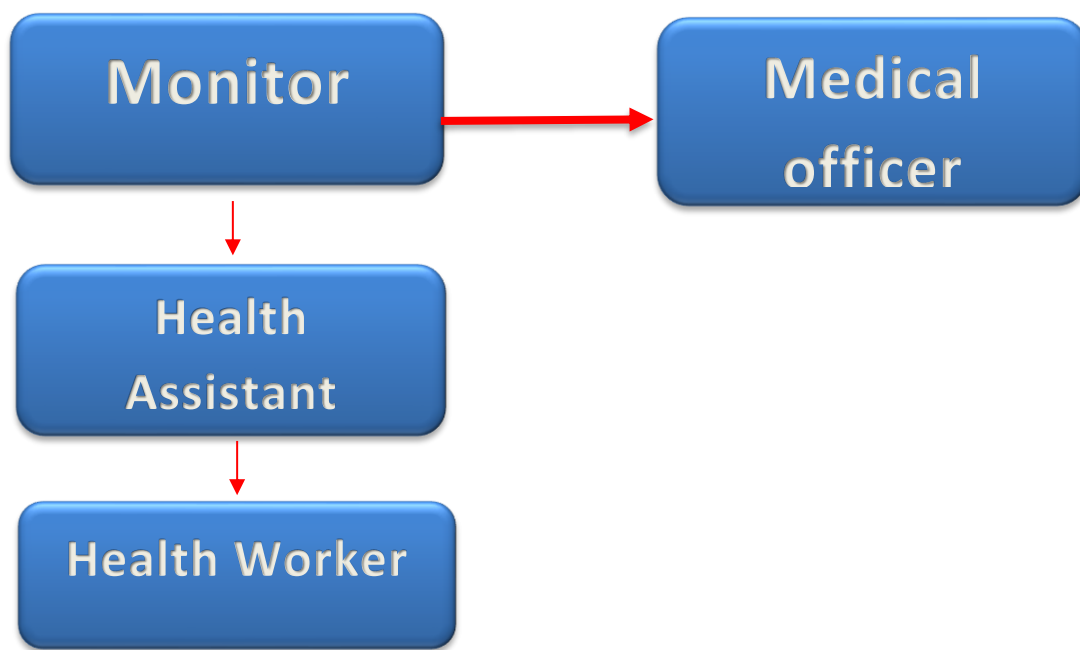


Figure-3.8: Push Strategy

4 FINDINGS

4.1 Finding and Analysis of Variation in Healthcare Service between other competitors

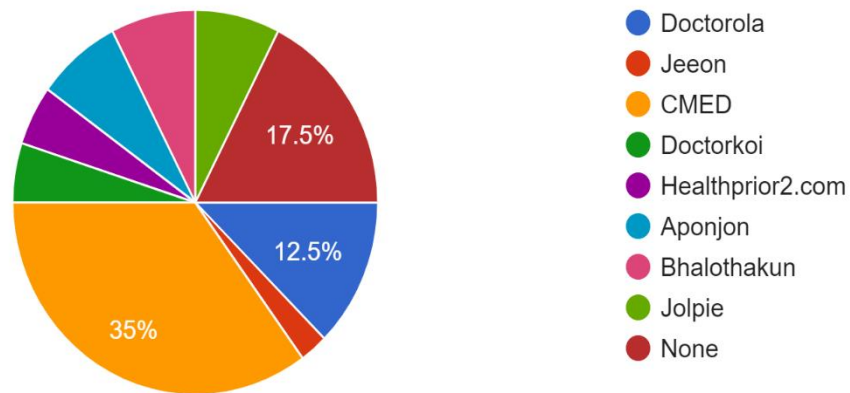


Figure-4.1: Variation in Healthcare Service between other competitors

The above Pie chart shows that Healthcare service companies are not so much familiar. Like CMED are more popular than other Companies.

4.2 Findings and Analysis of Different the objective of the healthcare Companies

Healthcare services companies' charges are competitive price. Its price not same but objective of the healthcare services is almost same.

4.3 Finding and Analysis of Users of Healthcare Service

Middle Age people are the largest segment for Healthcare Service. As middle age people are very concerned about health, they accept healthcare services the most. 100 to 80 Taka per Service is an affordable range.

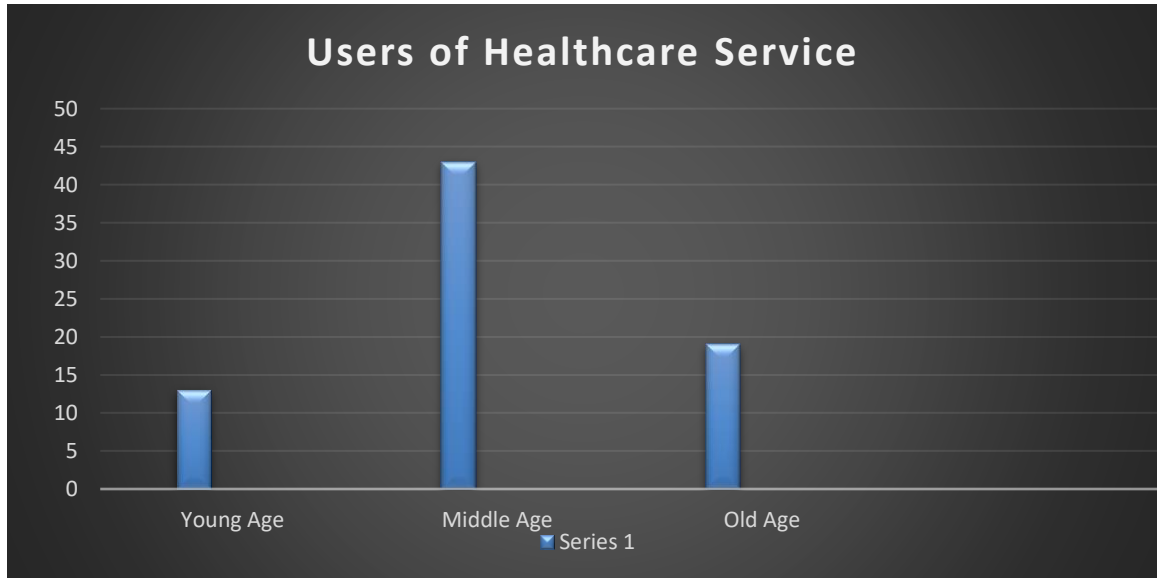


Figure-4.2: Users of healthcare service

4.4 Finding and Analysis of Opportunities of Healthcare companies

25 respondents out of 75 are saying that client obtaining healthcare service occasionally. 8 respondents out of 75 are saying that client obtaining healthcare service on a regular basis. We can see from the previous questions that consumer tendencies are increasing day by day so they acquire healthcare services regularly.

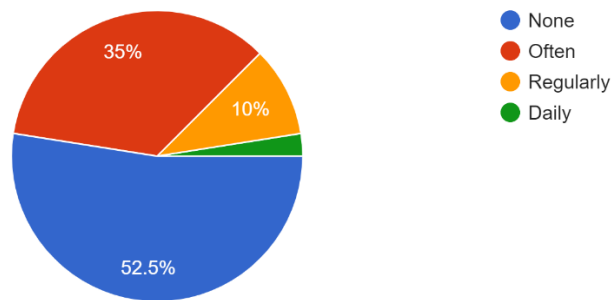


Figure-4.3: How frequently consumers purchase Healthcare service

4.5 Finding and Analysis of Customer Acceptance

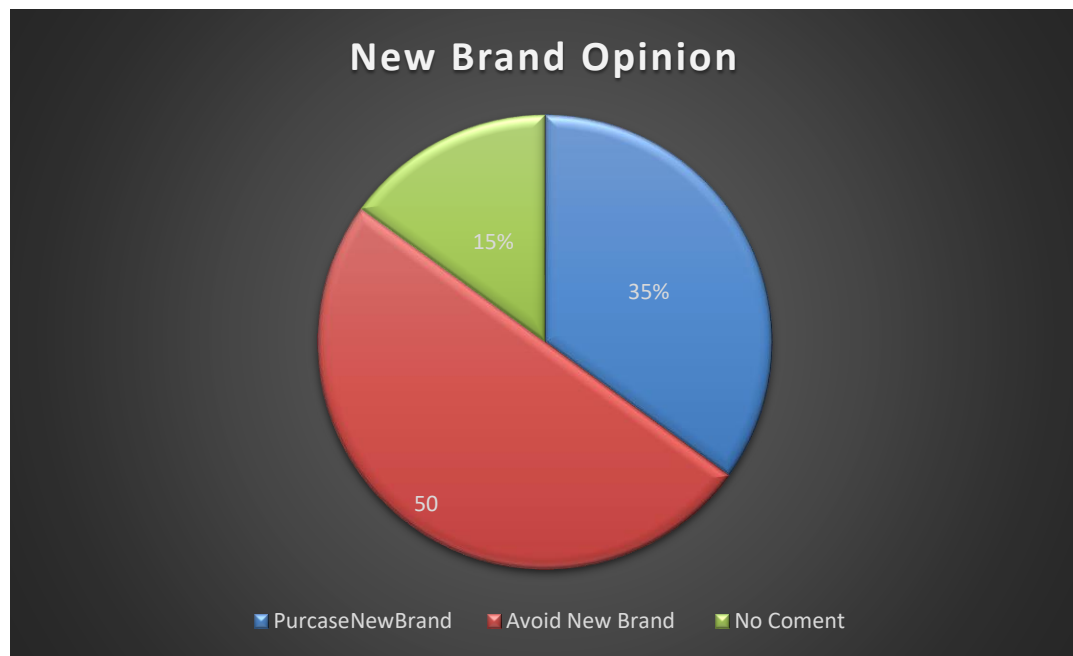


Figure-4.4: Opinion of New brand

CMED Health Ltd as a new in market, that for need to market research consumer wants the service or not. I initially survey 75 consumer 58% of the consumer said if CMED Health Ltd get competitive price and ensure Suitable quality they buy it. 25% people strongly told they deny the brand because of new in market; the 25 % people are loyal in different brand. They think new brand how to get position in market. 15% people are not provided any comment. The person is occasionally taking service. They have no interest about services.

5 FINANCIAL ANALYSIS

5.1 Total Cost of The Project

SL. No.	Cost Component	Figure in BDT
1	Building	4,500,000
2	Equipment's	1,500,000
3	Furniture	1,000,000
4	Device	1,000,000
5	Application Software	1,160,000
	TOTAL FIXED COST OF THE PROJECT	9,160,000
6	Cash & Bank Balance & Working Capital	4,500,000
7	Stores & Spares	400,000
8	Advances, Deposits & Prepayments	2,000,000
	TOTAL COST OF THE PROJECT	16,060,000

5.2 Means of Finance

DEBT	9,779,583
EQUITY	1,380,417
RATIO	87%:13%

5.3 Income Statement

PROJECTED INCOME STATEMENT					
DESCRIPTION/ YEAR	YEAR-1	YEAR-2	YEAR-3	YEAR-4	YEAR-5
Service Sales Revenue	8,000,000	8,800,000	9,600,000	14,400,000	15,200,000
Cost of Suitable Sold	472,000	619,200	766,400	913,600	860,800
Gross Profit	7,528,000	8,180,800	8,833,600	13,486,400	14,339,200
Selling & Administrative Expenses	351,600	597,110	906,926	1,221,435	1,572,346
Operating Profit	7,176,400	7,583,690	7,926,674	12,264,965	12,766,854
Financial Expenses	395,270	307,779	224,646	274,232	147,974
Depreciation Expense	241,000	241,000	241,000	241,000	241,000
Net Profit Before Tax	6,540,130	7,034,911	7,461,028	11,749,733	12,377,880
Tax	407,055	562,337	688,437	1,291,137	1,385,599
Net Profit After Tax	6,133,075	6,472,574	6,772,591	10,458,596	10,992,281

5.4 Balance Sheet

Projected Balance Sheet						
	Construction Year	Year-1	Year-2	Year-3	Year-4	Year-5
Current Assets						
Cash & Bank Balance	400,000	540,000	594,000	648,000	702,000	756,000
Inventory		303,062	450,000	540,000	585,000	630,000
Receivables		500,000	590,000	880,000	1,070,000	1,260,000
Stores & Spares	50,000	50,000	49,200	43,800	38,400	38,400
Advances, Deposits & Prepayments	100,000	208,000	237,200	366,400	395,600	324,800
Total Current Assets	550,000	1,601,062	1,920,400	2,478,200	2,791,000	3,009,200
Fixed Assets						
Building	4,500,000	3,275,000	2,050,000	2,025,000	1,600,000	1,375,000
Equipment's	1,500,000	1,200,000	900,000	600,000	300,000	-
Furniture	1,000,000	800,000	600,000	400,000	200,000	-
Devices	1,000,000	800,000	600,000	400,000	200,000	-
Application Software	1,160,000	1,160,000	1,160,000	1,160,000	1,160,000	1,160,000
Other Investment (FD)		559,330	712,316	858,455	1,161,639	1,681,423
Total Fixed Assets	9,160,000	7,794,330	6,022,316	5,443,455	4,621,639	4,216,423
Liabilities & Equity	9,710,000	9,395,392	7,942,716	7,921,655	7,412,639	7,225,623
Current Liabilities						

Short Term Loan	117,583	117,583	522,726	933,227	1,049,570	1,072,279
Accounts Payable		456,000	301,600	447,200	492,800	438,400
Long Term Liabilities						
Term Loan	2,662,000	2,728,932	1,498,713	1,731,995	1,360,739	1,308,272
Total Liabilities	2,779,583	3,302,515	2,323,039	3,112,422	2,903,109	2,818,951
Owners' Equity	6,930,417	6,046,417	5,548,875	4,716,678	4,403,232	4,270,532
Owners' Equity						
Retained Earnings		46,460	70,802	92,555	106,298	136,140
Total Owners' Equity	6,930,417	6,092,877	5,619,677	4,809,233	4,509,530	4,406,672
Total Liabilities & Owners' Equity	9,710,000	9,395,392	7,942,716	7,921,655	7,412,639	7,225,623

5.5 Sales Forecasting

Fiscal Year	1/7/2016
Service unit	22,240
Service cost	BDT 542,660
Revenues	BDT 179,580
Taxes	BDT 51,429

5.5.1 Forecasting- 2016 (OCT-DEC)

Month	Base	Oct-16	Nov-16	Dec-16
Service %	100%	10%	10%	10%
Purchases (consumable kit)	BDT 542,660	BDT 246736	BDT 211410	BDT 302551
Service units	22240	48460	54306	55737
Service sales increase %	100%	15%	15%	15%
Monthly sales	BDT 807,980	BDT 203,213	BDT 583,695	BDT 681,249
Sold units	22240	392,897	451,831	519,606
Taxes	BDT 51,429	BDT 24,258	BDT 62,896	BDT 122,331
Inventory		BDT 303,062	BDT 361,680	BDT 396,660
Fixed costs		BDT 751,733	BDT 751,733	BDT 751,733
Variable costs		BDT 646,736	BDT 211,410	BDT 202,551
Vat		BDT 24,258	BDT 22,896	BDT 22,331
Startup costs	BDT 1,962,000			
Total costs	BDT 1,962,000	BDT 1,272,727	BDT 1,676,039	BDT 1,826,614
Cash	BDT 10,000,000	BDT 1,112,578	BDT 1,251,065	BDT 2,358,721
Revenues		BDT 203,213	BDT 583,695	BDT 681,249

Net cash inflow/outflow	BDT 8,038,000	BDT 2,051,065	BDT 2,358,721	BDT 1,113,356
Net return		-49%	-44%	-38%

5.5.2 Forecast- 2017 (JAN-JUN)

Month	Base	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17
Service %	100%	5%	5%	5%	35%	35%	35%
Purchases (consumable kit)	BDT 542,660	BDT 246736	BDT 211410	BDT 302551	Purchases (consumable kit)	BDT 542,660	BDT 246736
Service units	22240	48460	54306	55737	Service units	22240	48460
Service sales increase %	100%	15%	15%	15%	Service sales increase %	100%	15%
Monthly sales	BDT 807,980	BDT 203,213	BDT 583,695	BDT 681,249	Monthly sales	BDT 807,980	BDT 203,213
Sold units	22240	392,897	451,831	519,606	Sold units	22240	392,897

Taxes	BDT 51,429	BDT 24,258	BDT 62,896	BDT 122,331	Taxes	BDT 51,429	BDT 24,258
Inventory							
Fixed costs		BDT 751,733	BDT 751,733	BDT 751,733	Fixed costs		BDT 751,733
Variable costs		BDT 646,736	BDT 211,410	BDT 202,551	Variable costs		BDT 646,736
Vat		BDT 24,258	BDT 22,896	BDT 22,331	Vat		BDT 24,258
Startup costs	BDT 1,962,000				Startup costs	BDT 1,962,000	
Total costs	BDT 1,962,000	BDT 1,272,727	BDT 1,676,039	BDT 1,826,614	Total costs	BDT 1,962,000	BDT 1,272,727
Cash	BDT 10,000,000	BDT 1,112,578	BDT 1,251,065	BDT 2,358,721	Cash	BDT 10,000,000	BDT 1,112,578
Revenues		BDT 203,213	BDT 583,695	BDT 681,249	Revenues		BDT 203,213
Net return		-31%	-23%	-15%	-10%	-7%	-5%

5.5.3 Forecast- 2017 (JUL-DEC)

Month	Base	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
-------	------	--------	--------	--------	--------	--------	--------

Service %	100%	3%	3%	3%	5%	5%	5%
Purchases (consumable kit)	BDT 542,660	BDT 246736	BDT 211410	BDT 302551	Purchases (consumable kit)	BDT 542,660	BDT 246736
Service units	22240	48460	54306	55737	Service units	22240	48460
Service sales increase %	100%	15%	15%	15%	Service sales increase %	100%	15%
Monthly sales	BDT 807,980	BDT 203,213	BDT 583,695	BDT 681,249	Monthly sales	BDT 807,980	BDT 203,213
Sold units	22240	392,897	451,831	519,606	Sold units	22240	392,897
Taxes	BDT 51,429	BDT 24,258	BDT 62,896	BDT 122,331	Taxes	BDT 51,429	BDT 24,258
Inventory							
Fixed costs		BDT 751,733	BDT 751,733	BDT 751,733	Fixed costs		BDT 751,733
Variable costs		BDT 646,736	BDT 211,410	BDT 202,551	Variable costs		BDT 646,736

Vat		BDT 24,258	BDT 22,896	BDT 22,331	Vat		BDT 24,258
Startup costs	BDT 1,962,000				Startup costs	BDT 1,962,000	
Total costs	BDT 1,962,000	BDT 1,272,727	BDT 1,676,039	BDT 1,826,614	Total costs	BDT 1,962,000	BDT 1,272,727
Cash	BDT 10,000,000	BDT 1,112,578	BDT 1,251,065	BDT 2,358,721	Cash	BDT 10,000,000	BDT 1,112,578
Revenues		BDT 203,213	BDT 583,695	BDT 681,249	Revenues		BDT 203,213
Net return		3%	11%	20%	18%	16%	14%

5.5.4 Forecast- 2018 (JAN-May)

Month	Base	Jan-18	Feb-18	Mar-18	Apr-18	May-18
Service %	100%	0%	0%	0%	0%	
Purchases (consumable kit)	BDT 542,660	BDT 246736	BDT 211410	BDT 302551	Purchases (consumable kit)	BDT 542,660
Service units	22240	48460	54306	55737	Service units	22240
Service sales increase %	100%	15%	15%	15%	Service sales	100%

					increase %	
Monthly sales	BDT 807,980	BDT 203,213	BDT 583,695	BDT 681,249	Monthly sales	BDT 807,980
Sold units	22240	392,897	451,831	519,606	Sold units	22240
Taxes	BDT 51,429	BDT 24,258	BDT 62,896	BDT 122,331	Taxes	BDT 51,429
Inventory						
Fixed costs		BDT 751,733	BDT 751,733	BDT 751,733	Fixed costs	
Variable costs		BDT 646,736	BDT 211,410	BDT 202,551	Variable costs	
Vat		BDT 24,258	BDT 22,896	BDT 22,331	Vat	
Startup costs	BDT 1,962,000				Startup costs	BDT 1,962,000
Total costs	BDT 1,962,000	BDT 1,272,727	BDT 1,676,039	BDT 1,826,614	Total costs	BDT 1,962,000
Cash	BDT 10,000,000	BDT 1,112,578	BDT 1,251,065	BDT 2,358,721	Cash	BDT 10,000,000
Revenues		BDT 203,213	BDT 583,695	BDT 681,249	Revenues	

Purchases (consumable kit)	BDT 542,660	BDT 246736	BDT 211410	BDT 302551	Purchases (consumable kit)	BDT 542,660
Net return		15%	16%	17%	18%	

6 RECOMMENDATIONS

6.1 Future Course of Action

Preventive Healthcare is too much competitive and big sector in our country. If CMED healthcare Ltd can stay or be a leader in the market need new strategies. Because some of brands are available in the market and new brands are coming, in this situation, its take positions in the market or increase brand image as well as brand loyalty need adopt new strategy. CMED healthcare can take strategy for creating market by follow lower cost charge and availability in anywhere or can change the service. CMED can charge initially lower price to keep the market, and CMED healthcare Ltd are available in every area that helps to creating position in the market. CMED healthcare Ltd can spread services because there is a demand from customer.

- Haier expert people and take action to creating brand image.
- Youth generation is moderately more Significant than other generation. So, by focusing this generation some creative ad can be created.
- Some promotions can be given for middle age people thus they become more motivated to take CMED healthcare service.
- CMED healthcare Ltd can sponsor to Game/Sports in Various education sector (school, colleges and University etc.). for creating brand image or brand awareness.

6.2 Conclusion

Bangladesh is an overpopulated country. At this moment with a population around 160 million, the 42nd largest economy in the world, and 31st largest by purchasing power parity; Bangladesh is classified among the Next Eleven emerging market middle income economies and a Frontier market. Healthcare is touted as one of the most promising sectors as the developed nation moves towards Vision 2041. The direct contribution of the sector to GDP grew from \$1.78 billion in 2017 to 3.45 billion.

At CMED, we understand that alone we cannot go far. Which is why we are focusing on strong partnerships to move forward. We have already partnered with Directorate General of Drugs Administration (DGDA), the regulating authority for pharmacies & medical devices in Bangladesh. We are partnering together with Palli Karma Sahayak Foundation (PKSF), an apex develop organization who serves over 5.6 million people to bring digital healthcare to rural people. We are also partnering with Grameenphone Limited, the largest telecom company in Bangladesh with over 65 million subscribers to provide health service to their 2000+ employees & jointly work together to dissipate digital healthcare across Bangladesh. Pragati Life Insurance, one of the largest insurance companies in Bangladesh with 400 corporate clients, is also our partner to provide microinsurance for our clients & to provide digital preventive care platform for their clients. Besides, we are in late stage of discussion for partnership with ASA Bangladesh, the best managed microfinance institute in the world, to provide finance opportunities for our CMED Health Agents.

Aligned with the SDG-3 - Suitable health & wellbeing and SDG-8 - Suitable jobs & economic growth, CMED is bringing a completely new outlook to healthcare service delivery. Especially considering low- and middle-income countries like our country, where healthcare services are missing in rural/remote areas, CMED is conveying upon creating and changing impact by saving people lives.

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Appendix

Market Survey Questioner

Market, Product and Production Related Question

1. Do you any idea about Healthcare service?

Ans. Yes.

2. Are you thinking of diversification your service?

Ans. Already service diversification exists. Try to add new diversification.

3. What is the Corporate demand of Preventive Healthcare Test?

Ans. Demand. It's very on-brand to brand

4. What is the target market?

Ans. All classes of people.

5. How to develop the quality of existing service?

Ans. Develop is the continuous process, it's updated by research and develop of market.

6. What is your annual service target (Preventive Healthcare Test)?

Ans. To capture 40 % of total Preventive Healthcare Test

7. If the target was not achieving, what was the reason for that?

Ans. Selling dept. was responsible for unfulfilling target. Get feedback why not fulfill than take action.

8. What are Device capacity and your service?

Ans. Capacity of Device available because we have FDA Certified Device to Preventive Healthcare Test and cope up the demand gap.

9. Which branded Device you use and why?

Ans. They use 'iHealth' brand Device made by China. Suitable quality Device that use it.

General Questions

1. Which materials needed for Preventive Healthcare Test?

Ans. Needle, Alcohol pad, and Cotton.

2. From where do you collect these materials?

Ans. America, China and some other's country.

3. What issue do you focus on materials?

Ans. Quality

4. What difficulties are faced collecting materials?

Ans. Outside country there is no problem face but, in our country, they face several problems. like worker stick in seaport.

5. What method is used for demand Forecasting?

Ans: Sales forecasting method base on market survey.

6. Does your organization participation in social develop activities?

Ans. Yes.

Distribution

1. Which areas are you now serve healthcare test to?

Ans. 30% serve in Dhaka city and 70% serve cover rest of the area.

2. How do you appoint middleman?

Ans. Contractual, Target base appoint, selling dept. appoint the middleman

3. Do the representatives work area-wise?

Ans. Yes.

4. How many Health Assistant work in each zone?

Ans. One Health Assistant.

Promotion

1. Do you Assess the effectiveness of your advertising?

Ans. Direct service.

2. What types of service promotion activities use?

Ans. Campaigns, sample provide, testing, competition, sponsorship provide etc.

Price

1. Which method do you usually follow to set service charge?

Ans. They follow competitive base price.

Service Sales

1. What factor do you consider for service sales?

✓ (a) *In cash* (b) *in credit* (c) *In cash credit* (d) *others.*

2. How do you collect orders from customer or Buyer?

Ans. They collect data from Health Assistant and Health worker.

Competition

1. What is the nature of competition?

✓ A) Cost Savings b) Control of Quality c) Easy access