



Comprehensive Business Plan

Student's Name

Instructor's Name

Date

Course

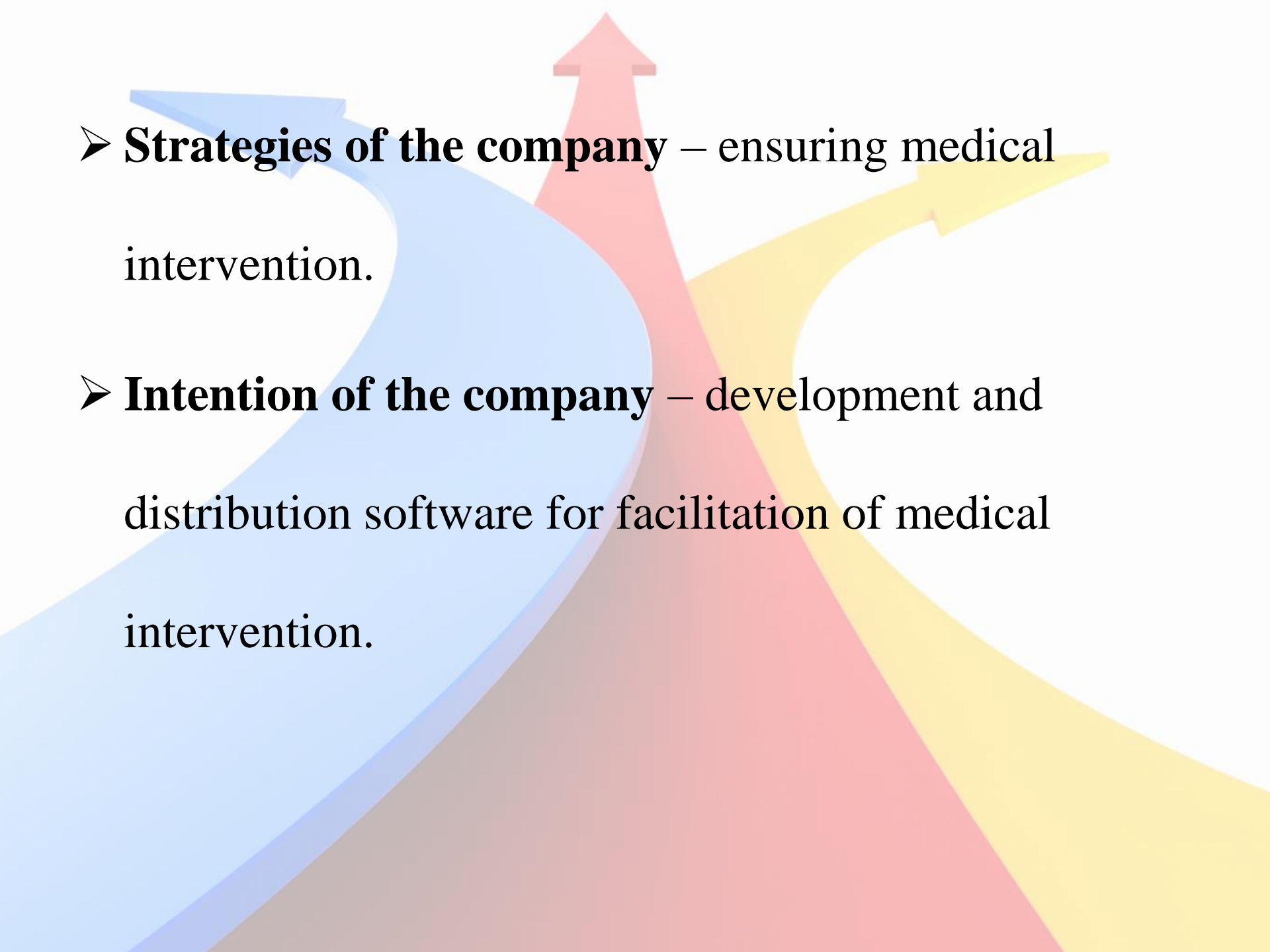


Business Proposal of HP

Introduction of **web based application for the health care services.**

Through this application, doctors and patients will be able to access the patient's information **via the Internet.**

The company will ensure confidence and security, differentiate its existing products and presentation of software that was not previously presented on the market.

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- **Strategies of the company** – ensuring medical intervention.
 - **Intention of the company** – development and distribution software for facilitation of medical intervention.

Elements of the Implementation Plan



- Products and services
- Financial plans
- Marketing plans
- Human resource plans
- Technology, Internet and web planning

Products and Services Planning Goals



- Launching products to potential clients
- Improving efficiency in managing health information
- Ordering health care services to clients
- Transaction of health care services to clients
- Easy to adjust to treatment plan
- Facilitation in communication between doctor and patient
- Providing training solutions to the patient

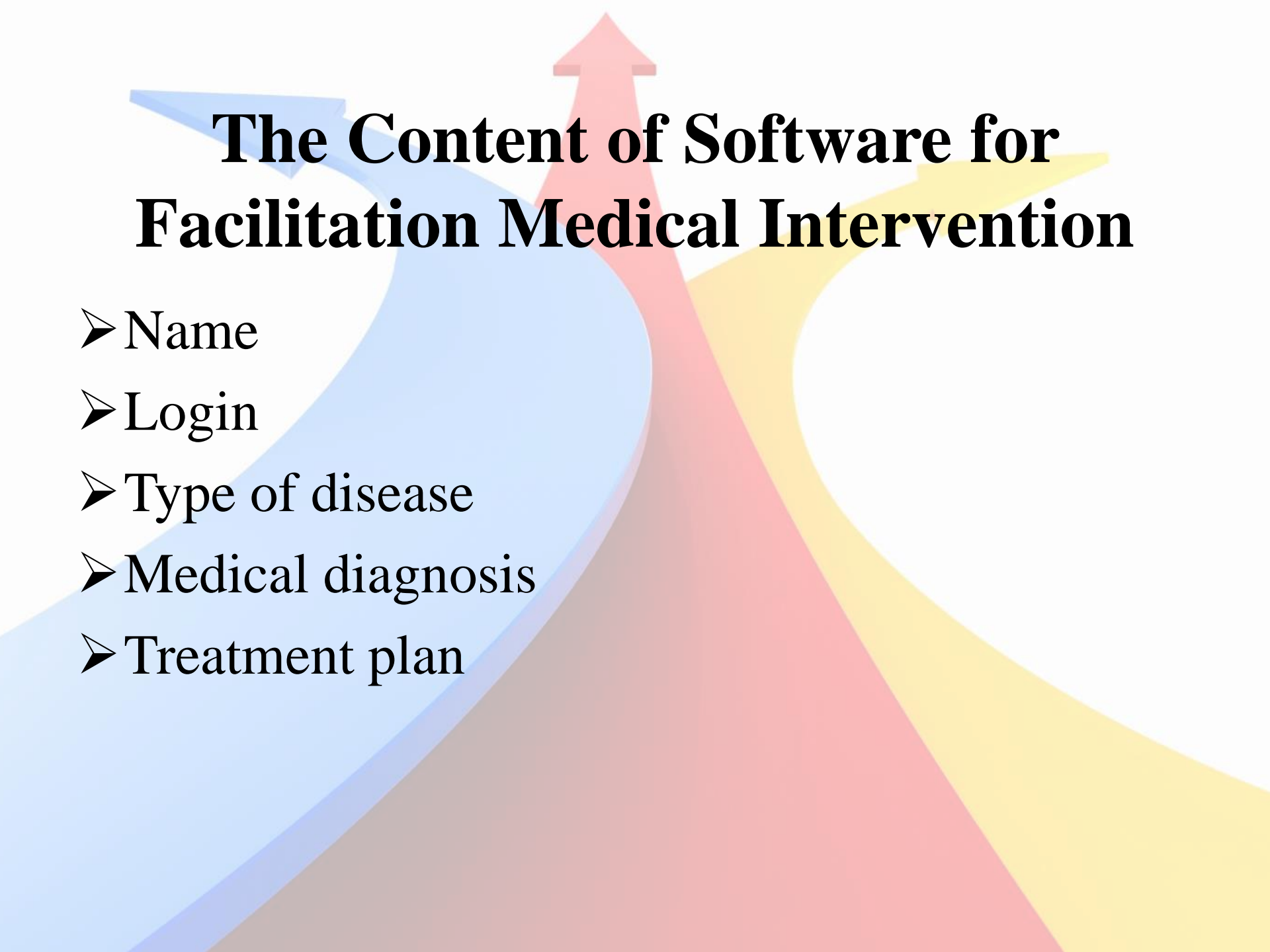
Products and Services Planning Goals (as a web application)

- Automation of health care services providing to clients
- Automation of transactions of health care services
- Simplification of finding information about treatment
- Easy approach to management hospital records via Internet

Characteristics of Online Medical Intervention



- Orientation on consumer
- High quality
- Security
- Confidence



The Content of Software for Facilitation Medical Intervention

- Name
- Login
- Type of disease
- Medical diagnosis
- Treatment plan



Testing

During the first and the second year, patients will be able to access the service 3 times a day for testing workability before reaching its satisfaction point.

In the middle of the year, additional staff will join to the software.

Providing many people an ability to use the software for improvement efficiency of medical intervention



Providing Training Solutions to the Patient

- The patient will receive training via Internet.
- The doctor will pass vital information to patient, who receives it in real time without distortion.
- These solutions will help to use time more efficiently.



Financial Plans

- **Financial goal** – increasing the fixed sacrifice of the firm, which should be met almost by additional earnings from accounting sales.
- **Financial issues** - actual gross profit margin to fall, because it will take a time lag to adopt the software.

Possible Sources of Income



- Sales
- Software copyrights
- Sponsorships
- Grants
- Plough back profits



Possible Expenses

- Wages
- Expert fees
- Rent
- Installation costs
- Advertising
- Transportation
- Computer maintenance

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Marketing Plans Background

- Customers' needs
- Customers' preferences
- Measurement of available resources of the company
- Strong and innovative team
- Marketing research and analysis



Human Resource Plans

- Human resource plan is based on the **analysis of workplace.**
- The main source of success is **personnel**
- The main focus of HR department – **technical issues**

Functions of HR Department

- Training and development
- Compliance with existing legislation
- Compensation and benefits to employees
- Maintenance of professional relations
- Improvement of safety standards
- Providing recruitment

Modification of Existing HR Plan



- Classification of working areas on technical, managerial and marketing spheres
- Specification and clarification
- Introduction of a timeline
- Increasing the number of employees and providing career development

Goals of HR Department



- Optimization of work of the personnel
- Increase market share and profitability of HP
- Using technological approach in making decisions

Technology, Internet and Web Planning

Technology

- Financial records of HP
- Processing orders
- Interaction with customers
- Communication with suppliers
- Providing security



Technology

The technology used will have the capacity to integrate with existing information and technological systems to avoid the occurrence of a glitch in the company's operation.



Internet Strategy

- Use of the Internet as a business strategy
- Reviewing of web site design and maintenance
- Equipment of people to use the Internet's capabilities (special trainings for employees)



Web Planning of HP

- User friendly web for customers and suppliers
- Familiarizing to the interactive nature of programming
- Simplification of customers' shopping experience
- Policy of measurable marketing and e-commerce



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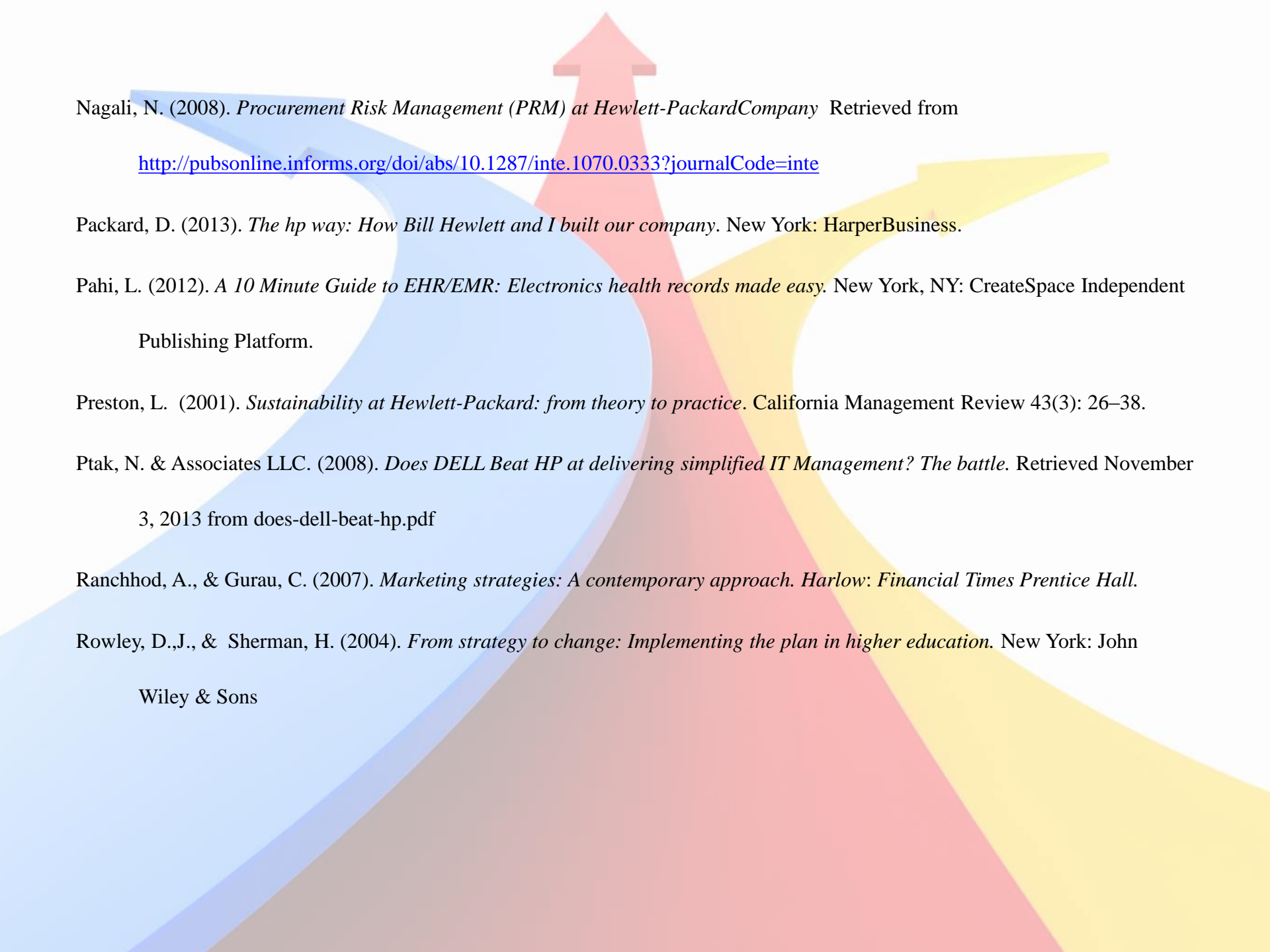
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