

EMERGENCY MEDICAL CLINIC BUSINESS PLAN OUTLINE

1.0 EXECUTIVE SUMMARY (1 PAGE)

2.0 COMPANY OVERVIEW

2.1 MISSION STATEMENT

2.2 THE BUSINESS OPPORTUNITY

2.2.1 COMPANY DESCRIPTION

2.2.2 FACILITY DESCRIPTION & LAYOUT

2.2.3 INDUSTRY BACKGROUND

2.3 CAPITAL REQUIREMENTS

2.4 BUSINESS MODEL & GROWTH STRATEGY

3.0 THE SERVICES

4.1 OVERVIEW

4.2 PRE-HOSPITAL ASSISTANCE

4.3 PREPARATORY & BASIC SERVICES

4.4 CHILD BIRTH

4.5 CARDIAC MANAGEMENT

4.6 MEDICAL MANAGEMENT

4.7 AIRWAY MANAGEMENT

4.8 TRAUMA MANAGEMENT

4.9 PRICING STRATEGY

4.0 THE MARKET

4.1 U.S. EMERGENCY MEDICAL CLINIC MARKET ANALYSIS

4.1.1 FIGURES

4.1.2 TRENDS

4.1.3 INDUSTRY ANALYSIS

4.2 XYZ, FLORIDA DEMOGRAPHIC STATS

4.3 PROFILE OF DIRECT COMPETITORS

4.4 COMPETITIVE ANALYSIS

5.0 MARKETING PLAN

- 5.1 MARKETING OVERVIEW & STRATEGY**
- 5.2 BRANDING STRATEGY**
- 5.3 SIGNAGE**
- 5.4 INTERNET MARKETING**
- 5.5 AFFILIATE MARKETING**
- 5.6 INDUSTRY TRADE SHOWS & EVENTS**
- 5.7 PRINT ADVERTISING**
- 5.8 PUBLIC RELATIONS**
- 5.9 PROMOTIONS**

6.0 OPERATIONAL PLAN

- 6.1 OPERATIONAL OVERVIEW**
 - 6.1.1. HOURS OF OPERATION**
 - 6.1.2. LEGAL STRUCTURE**
 - 6.1.3. OPERATIONAL GROWTH PLAN**
- 6.2 EQUIPMENT**
- 6.3 SUPPLIES**
- 6.4 INVENTORY MANAGEMENT**
- 6.5 COMPUTER HARDWARE & SOFTWARE**
- 6.6 LICENSING & ACCREDITATION**
- 6.7 LEGAL & INSURANCE**
- 6.8 ACCOUNTING**
- 6.9 CUSTOMER SERVICE**
- 6.10 QUALITY CONTROL**

7.0 MANAGEMENT & STAFF

- 7.1 EXECUTIVE MANAGEMENT**
- 7.2 STAFF**

8.0 FINANCING STRATEGY

- 8.1 CAPITAL REQUIREMENTS**
- 8.2 FINANCING STRATEGY**
- 8.3 RISK ANALYSIS**
- 8.4 EXIT STRATEGY**

9.0 FINANCIAL PLAN

9.1. REVENUE MODEL

- 9.1.1 PRICING, GROWTH, & SALES ASSUMPTIONS
- 9.1.2 YEAR 1-5 REVENUE (ANNUAL) PROJECTIONS

9.2 EXPENSE ASSUMPTIONS

- 9.2.1 G&A EXPENSES
- 9.2.2 MARKETING EXPENSES
- 9.2.3 STAFF HEADCOUNT & SALARIES

9.3. PRO-FORMA FINANCIAL SUMMARIES

- 9.3.1 YEAR 1-5 INCOME STATEMENT (ANNUAL) PROJECTIONS
- 9.3.2 YEAR 1-5 CASH FLOW STATEMENT (ANNUAL) PROJECTIONS
- 9.3.3 YEAR 1-5 BALANCE SHEET (ANNUAL) PROJECTIONS

9.4. EXCEL PRO-FORMA FINANCIAL STATEMENTS

- 9.4.1. YEAR 1-5 MONTHLY REVENUE MODEL
- 9.4.2. YEAR 1-5 MONTHLY OPERATING EXPENSE MODEL
- 9.4.3. YEAR 1-5 MONTHLY CAPITAL BUDGET
- 9.4.4. YEAR 1-5 INCOME STATEMENT (YR 1 MONTHLY; YR 2-5 QTLY)
- 9.4.5. YEAR 1-5 CASH FLOW STATEMENT (YR 1 MNTLY; YR 2-5 QTLY)
- 9.4.6. YEAR 1-5 BALANCE SHEET (YR 1 MONTHLY; YR 2-5 QTLY)