

Final Project 1

Code: MGM 496-PMG496

Project Template

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To

Faculty of Management
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عنوان المشروع مشروع عيادات بيطرية في منطقة جازان تعاطف

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٢٠٢٤- الفصل الثاني



Taeataf

Veterinary Clinic

Business Plan

Introduction

The researcher will study a veterinary clinic project in the Jazan region named "Tataf," which will provide medical services for pets in the area.

1.1 Meaning And Definition Of Business Plan:

This industry is one that includes establishments of licensed veterinary practitioners who do not only provide medical care but also dental and surgical treatments for pets or animals. This industry also includes establishments such as laboratories that provide diagnostic testing services for the establishments of veterinary practitioners.

The Taeataf Animals Medical Clinic will be located in Jizan , Jazan region . The Veterinary clinic will offer a full range of medical services to the area's pet owners. Currently, Clinic will be a five minute drive from most locations in Jazan . Our goal is to help customers' pets live long, happy and healthy lives. We believe that a key element to a healthy pet is a great relationship with your veterinarian. Everyone at Veterinary Clinic is committed to professional, caring, personalized service. Veterinary Clinic takes pride in our dedication to the highest standards in veterinary medicine. We have a full service clinic offering state-of-the-art veterinary medical technology.

1.2 Feature Of Business Plan

- We treat our patients as if they were our own pets and try to offer customers the service that they desire and deserve.

- We take an individualized approach to the long-term care of each of our patients and are dedicated to providing our clients with enough information to make appropriate decisions concerning the health care of their animal companions.
- The initial location will be in an upscale community on the Jazan area.
- We will cater to the needs of our pets owners as much as possible.
- We will uphold the statement 'the customer is always right' because when it comes to the clinic, owners know best.
- The business finances will be run in an organized and timely manner.

1.3 Purpose Of Business Plan

At Taeataf Veterinary Clinic, we intend to offer a full range of medical services to our customers – the pet owners and their pets. Our location in Jizan , Jazan region, where there are a high number of pet owners, will see us having no problem in generating the required revenue from the different services we intend to offer.

Taeataf Veterinary Clinic will offer the following services:

- Internal medicine and surgery;
- Orthopedics;
- Dental care;
- Skin disorders;
- Geriatric care;
- Endoscopy;
- Reproductive services.

1.4 Significance Of Business Plan

1. Community services.
2. New services in the region.
3. Profitability services in the region .
4. Revitalizing the local economy.
5. The project meet the need of the individuals
6. Part from the country economy.
7. Providing integrated services.

1.5 Location and Time of Taeataf Animals Medical Clinic Business

Time : Year 2024

Locative : Jazan Area , Saudi Arabia .

- ❖ This project site will be located in Prince Sultan Street , Jizan , Jizan Region . The clinic open from 10 AM to 10 PM .
- ❖ Due to the quiet geographical location and the large area . The Veterinary Clinic will be located in Jazan Region . The clinic will offer its customers the full range of medical services to the area's pet owners.

1.6 Limitation of Taeataf Animals Medical Clinic

The limitations of this project are the shortage of labor , finance and lack of completion according to the time plan, but we will be overcome and start the project .

Business Plan Model

2.1 Description of Business

2.1.1 Story of legal name and legal form :

The logo of the project was chosen in a manner suitable for the purpose of the project, which is Animals Medical Clinic . It will offer a full range of medical services to the area's pet owners. Currently, Clinic will be a ten minute drive from most locations in Jazan . Therefore, the colors used in designing the logo colors are pleasant and appropriate to the idea of the project. The code was also chosen for a animals were chosen as the main source of the project.



2.1.2 Location and geographical information

Located in the prince sultan , Jizan , Jazan Area , Saudi Arabia.



2.1.3 Vision , Mission and Goals of the business

Our Vision Statement

The vision of this business is to succeed and grow into recognition as a pets clinic that offers the best medical services to pets in the area of Jizan , Jazan region. Also, we aim to be a well standard and one-stop veterinary clinic for pet owners.

Mission

Our mission is to have a constant good sale in the first two years of operation and also be known for the reliable and quality services we offer our clients.

Goals

Our goal is to help customers' pets live long, happy and healthy lives. We believe that a key element to a healthy pet is a great relationship with your veterinarian. Everyone at Taeataf animals Clinic is committed to professional, caring, personalized service. The Clinic takes pride in our dedication to the highest standards in veterinary medicine. We have a full service clinic offering state-of-the-art veterinary medical technology.

Keys to Success

- We treat our patients as if they were our own pets and try to offer customers the service that they desire and deserve.
- We take an individualized approach to the long-term care of each of our patients and are dedicated to providing our clients with enough information to make appropriate decisions concerning the health care of their animal companions.

2.1.4 Nature and size of the business :

Because we intend to run a pets clinic that would ensure that we provide standardized services at all times, we therefore know how important it is for us to ensure that we get our business

structure right from the beginning, as this would ensure that we have a solid foundation with which to run our business.

Right from our owners to our management staff and other staff, we intend to ensure that we are all attuned to the vision of the company and that we are willing to work hard in ensuring that we attain the goals and objectives of the business. This is why we would also ensure that we source and recruit only those that are right for our business, and are committed to keeping our corporate culture.

On our part, we intend to ensure that we pay our staff well and that they have a welfare package that is comparable to other similar start-up businesses in the industry. We would also ensure that our employees work in an enabling and conducive environment and that they are continuously undergo training to enhance their professional skills, thereby resulting to higher productivity for the company.

2.2 Products/Services

2.2.1 *Types of products/services*

Taeataf Animals Clinic will offer the following services:

- General Examination
- Internal medicine and surgery
- Reproductive Services
- Orthopedics
- Skin Disorders
- Endoscopy
- Dental Care
- Geriatric Care

- Consultancy Service and Trainings

2.2.2 Features of products/services

The project will provides full ranges of services that consumers are able to experience with numerous categories of pets care services . Therefore, customers can experience different kind of pets care specialty with respect to different environments they are in. We will provide both tangible and intangible benefits to our customers. For tangible benefits, they are able to experience the first international standards animals care services in Middle Est plus full ranges of services that has not been found here yet. For intangible benefits, customers will experience a relaxation and entertainment environment at our project.

2.2.3 Pricing, fee or leasing structures of your products and services

Our services prices will be suitable to our ideal customer that will be from all classes clients. Customers will with their pets to check in the clinic and they will be impress with their unique experiences and amazing atmosphere during their visit with excellent services offer. We will also have special packages available for our customer . There else discount for big groups and repetitive visits .

2.2.4 What make your products / services unique

There are no Animals clinic for all kinds of pets available currently in Jazan. Despite the fact, we are the first business to provide this project .in which none of the business here has ever experienced before. As mentioned, we provide full ranges of services to our customers and ensure that all of which are of best quality.

2.3 Environmental and Industry Analysis

2.3.1 Future outlook and trends

1. Increase our marketing strategy: we will try to advertise as much as possible to show that our project is available and welcome for customers, we will make different surveys to learn what our customers need and satisfy the most.
2. Strengthen our relations with customer as well as our employees: we will build strong customer base by offer high quality services and amazing benefits to them.
3. Adjust major changes to meet customers' demands: throughout one-year experience in our business, we are now able to learn a lot from customers' desires and adjust changes to meet their demands and therefore we can attract more customers into our project.

2.3.2 Market Analysis Summary

Jizan is a section of the Jazan city that, in recent years, has become primarily industrial. The area's residents can be put into three groups:

- **Elderly;**
- **Pets owners**
- **Moderate-income families;**
- **Young single adults.**

All three groups own pets but find it difficult to find local veterinary resources when needed. Taeataf Animals Clinic will fill the community's need for reasonably priced local veterinary services.

2.3.3 *Market segmentation*

The clinic will focus on three significant customer groups:

- **Elderly and pets owners** : This group is the first tier of customers that are pivotal to the success of the clinic. They are the most proactive to the health of their pets and demand a strong relationship with their pet's veterinarian. In return, they will become loyal customers who will refer both friends and neighbors.

- **Moderate-income Families**: The second tier of critical customers are the area's families. This group is important for the sustained growth of the clinic. A veterinary service relationship with a family can last 5-10 years over which time the family can own numerous pets.

- **Young, Single Adults**: This group represents the third tier of customers that the clinic will focus on. This group is primarily reactive to the health of their pets and will usually only visit the clinic for emergencies, reproduction services, and shots. This is still a significant source of customers from the community.

2.4 Operational Plan

2.4.1 Description of company's day to day operations

We staff and manage the daily operations of our project with a structure to ensure high quality customer service, guest and owner satisfaction, proper use of project resources/supplies, and property. The project also uses software to track maintenance requests and to ensure maintenance issues are addressed in a timely manner. Monthly maintenance reports are provided to each board member as part of the monthly operational report.

2.4.2 Technology utilization

We will create a website which will cover the details of our project include the features and services offered plus update promotions and customers can also use it as online brows our project services and information as well. We will use technology resources such as database and other software to keep track of customer information when check-in in our project .Our

camera and Internet system will equip with full capacity cameras and high speed Wi-Fi Internet access throughout the gallery building and other places in our project .

2.4.3 Machinery and equipment

Our project will start by one building for the all kinds of pets care services and all of this in Jizan , Jazan city.

2.5 Marketing Plan

2.5.1 Pricing

Our pricing strategy is penetration pricing in the sense that we will keep the price as low as possible but it also has to cover up the daily operation costs as well in order to generate little profits on hand. Our prices in average of 100 -200 SR per services.

Our pricing system is going to be based on what is obtainable in the Pets care industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors are offering in Jazan. Be that as it may, we have put plans in place to discount our products and services once in a while and also to reward our loyal customers.

Our payment policy is all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in every of our pub;

- ✓ Payment by cash ✓
- Cards. ✓ Payment in the website

2.5.2 Place (Distribution) Issues

Our business will provide services to customers so there will not be any distributions to retailers or wholesalers. Moreover, we will distribute our services to customers through delivers our services directly to customers without intermediaries. In fact, we will serve the best services to our customers ahead of our competitors locally and later on we will strive to compete internationally.

2.5.3 Promotion and Advertising

Our first advertising strategy is to advertise our business on billboard. Because billboard plays an important role in advertisement as the majority of people can see it, our target location for this type of advertisement will be held in Jazan City.

The second advertising strategy is on local newspapers , social media and television in which once again the majority of people especially our target customers can see it. We recognize that the key to success at this time requires extensive promotion.

Our project will organize our own website and we will post update information and especially various types of promotion on our website so that our ideal customers can realize it. Planned promotional efforts are in keeping with the New Veterinary Medical Association Advertising Guidelines.

- A free workshop for pets owners in “Feline Health and Happiness” to be conducted at a busy local bookstore, Between the Lines, several weeks before the opening of the practice. Attendees’ names will be collected, and we will send them an announcement of the practice’s opening.
- A listing in the yellow pages.
- Meetings with area veterinarians, to build relationships and channels for referrals.
- Cards sent to customers’ pets.

2.5.4 Product forecasts

It is important to state that our sales forecast is based on the data gathered during our feasibility studies and also some of the assumptions readily available on the field. Below is the sales projection for the project , The fact that there are more than enough pet owners in the Jazan , with more than half of the owners caring for their pets means there will always be a surge in demand for medical services from pet owners for their pets.it is based on the location of our project and the services and products that we will be offering;

- First Year-: SR 300,000
- Second Year-: SR 500000
- Third Year- : SR 800,000

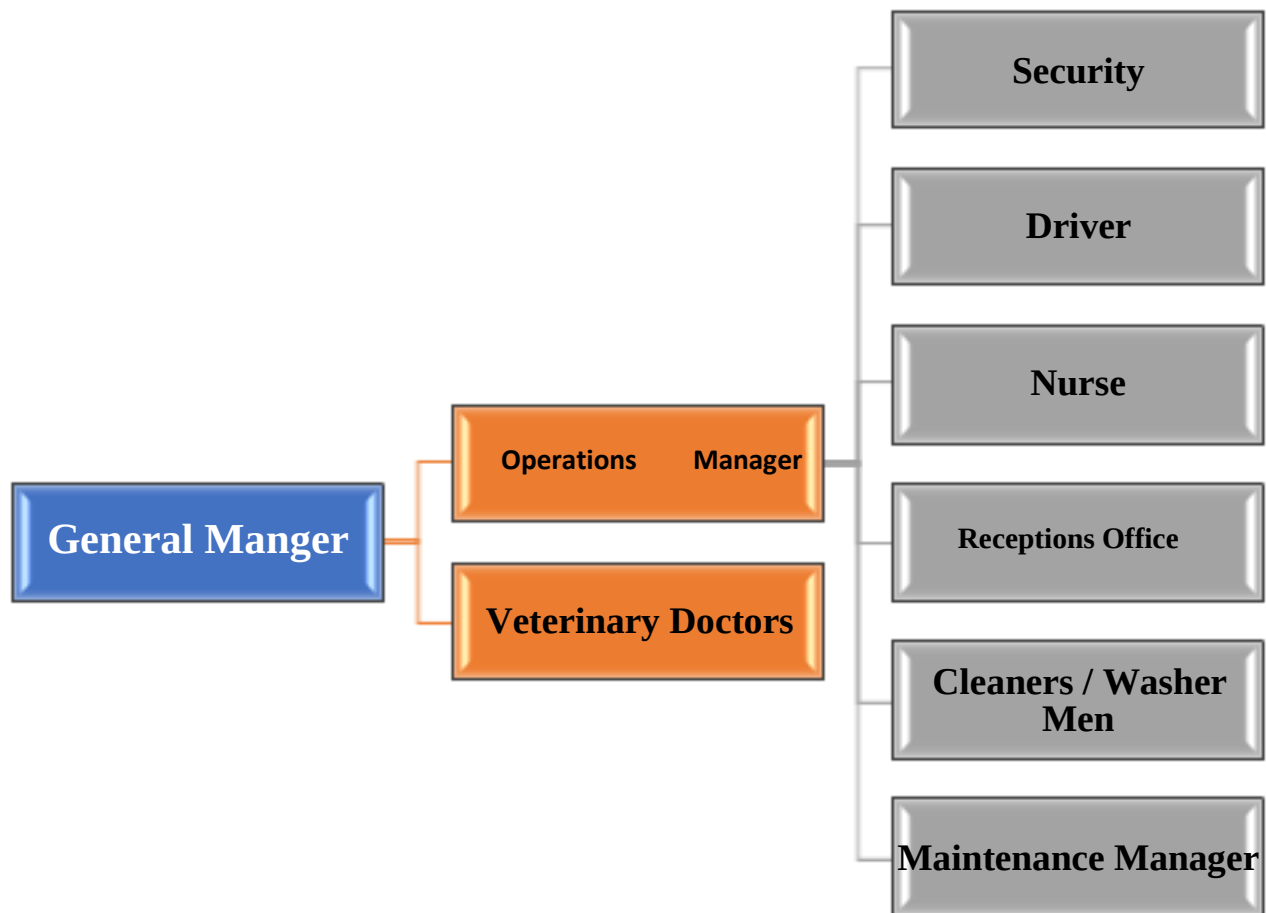
Note: The above sales projections were done based on verifiable and accurate data that was obtained from the pet industry. As at the time of conducting the analysis, certain assumptions such as location of the veterinary clinic, lack of any major competitor offering same service in same location, and the state of the economy were taken into consideration. Should there be a change in the listed assumptions, there would likely be an impact on the sales projections, which could cause the figures to increase or decrease.

2.6 Organizational Plan

2.6.1 Organizational Chart

Our business will be a partnership which means we will run it together. The reasons why we choose to be partnership rather than sole proprietorship or corporation is because we require

a lot of capital investment, talent and skills in order to operate our business. As a partnership, we have high capacities to expand our business through adding new talents as well as skills and money from each and every members . general manager will be the veterinary doctor from Saudi Arabia and have experience in this sector.



2.6.2 Description of Management-team

The success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available role. The project will work with a business structure that will give the chance to our employees to explore their creativity, give a sense of belonging, as well as grow through the corporate ladder of the organization.

We will work hard to ensure that we only recruit the right set of people with the right mindset to help us achieve our business goals and objectives in record time.

2.6.3 Personnel requirements and their roles and responsibilities

Our employees will have variety of skills that they will bring to the workplace. Some of them have a lot of experiences that our project needed and also the employees that do not have experiences, so we will organize the on-the-job training for them. Because our the project need to provide high quality service to customers, that is why training is an important course for our workplace. So we will let the new employees work 1 months for training with suitable salary as their working. While they're on-the-job training, we will have the projects that give employees' exposure to other parts of the business and allow them to take part in new activities. After training, it can provide big payoffs for the employer in increasing staff productivity, knowledge, loyalty, and contribution. Every 6 months, there will be off-the-job training to improve employee's performance and effectiveness.

The business structure which we intend building at Taeataf Animals Clinic is;

- Managing Director
- Veterinary Doctors
- Nurse
- Security Guard
- Driver
- Cleaner.

2.6.4 Authority and responsibility

Authority to give orders and take decisions will come from the general manager. Responsibility and accountable or answerable for any obligation, trust, debt or something will be for all staff in the Pets clinic .

2.6.5 Consultants/Specialists

We will appoint consultants in the field of law , as well as specialized personnel in the field of quality so that we can meet international standards of quality.

2.6.6 Assessment of Risk

Determining the risk in the pets clinic and how to deal with it will be a function associated with risk management and security manager at the project as well as the internal control of the project. ***2.6.7 Contingency Plans***

To prepare contingency plans for disasters and crises, the following should be considered:

- The contingency plan should include information on all possible sources of emergency and potential physical and chemical risk assessment.
- The emergency plan should include exits for all emergency duty stations, and all plans should include detailed fire reporting and other situations.
- The contingency plan should include ways to alert staff, including those with special needs, to emergency measures. Ensure that the emergency alert is distinctive and recognized by all staff, to facilitate response.
- All emergency communications must be made available for reporting hazardous situations.

Consider the possibility of providing power supplies in the event of a power outage.

2.6.8 New technologies

In our project we will adopting any new technologies in our sector to be advanced with the world.

2.7 Financial Plan

2.7.1 Projected Requirements and Funding

Start-Up Requirements

Start-up Expenses

Legal	SR 5,000
Stationery etc.	SR 3,000
Medical/Surgical Equipment	SR 50,000
Lab Equipment	SR 40,000
Insurance	SR 10,000
Rent	SR 36,000
Clerical/Bookkeeping Setup	SR2,000
Kennel Equipment	SR 5,000
Waiting Room /Examination Rooms Setup	SR 14,000
TOTAL START-UP EXPENSES	SR165,000

START-UP ASSETS

Cash Required	SR25,000
Other Current Assets	SR0
Long-Term Assets	SR110,000
TOTAL ASSETS	SR135,000
TOTAL REQUIREMENTS	SR 300,000

Expenses costs

Cost	Monthly Cost	Yearly Cost
Rent	3000	36000
Salaries and wages	25000	300000
Supplies	1000	12000
Advertising and other promotion	2000	24000
Utilities	1000	12000
Telephone and Internet	500	6000
Security	2500	30000
Insurance	1000	12000
Total expenses	36000	432000

Expected Revenues

In this section, we are going to classify it into different categories of our services including clinic services, we expect that we can gain approximately **360** customers in month and the average fees **150** SR per person then will be **54000** by month.

$$\text{Clinic revenue per year} = 54000 * 12 \text{ month} = 648000 \text{ SR}$$

Although, the number of customers are our expectation but it could vary depending upon different days and times of the year. We would experience some traffic on special days throughout the year.

Net Income Statement :

<i>Item</i>	<i>SR (amount)By Year</i>
<i>Total revenue</i>	648000
<i>(-) total expenses</i>	(432000)
<i>Net income</i>	216000 SR

Balance Sheet

Start-Up Expenses To Fund	SR 165,000
Start-Up Assets To Fund	SR 135,000
TOTAL FUNDING REQUIRED	SR 300,000

Assets

Non-Cash Assets From Start-Up	SR 250,000
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Cash Requirements From Start-Up	SR 25,000
Additional Cash Raised	SR0
Cash Balance On Starting Date	SR 25,000
TOTAL ASSETS	SR 300,000
Liabilities And Capital	
Liabilities	
Current Borrowing	SR 0
Long-Term Liabilities	SR 0
Accounts Payable (Outstanding Bills)	SR 0
Other Current Liabilities (Interest-Free)	SR 0
TOTAL LIABILITIES	SR 0,000
Capital	
Planned Investment	-
Owner	SR300,000
Additional Investment Requirement	SR0
TOTAL PLANNED INVESTMENT	SR 300,000
TOTAL CAPITAL	SR 300,000

2.7.2 Break-even analysis

Break even, based upon fixed initial market overheads, will be obtained prior to the end of the 1st year of operation. Cost control and continuous improvement in the operation and implementation of the market strategy will increase profitability which will increase the availability of cash.

Assumptions :

Average monthly Revenue: SR 60000

Average monthly Variable Cost: SR 15000

Estimated Monthly Fixed Cost: SR 5000

Total Cost (Fixed + Variable) =. SR 20000

Monthly Revenue Break Even = SR 40000

2.7.4 Sources and applications of project funds

The animals clinic will be financed by the owners of the project and their business partners. Capital of the project is 300000 , the capital of the project will divide equally between them.

3.1 Economic Viability

our project will help to reduce unemployment in Jazan region and make and make young people do the labor to become responsible for themselves. We intend to ensure that we hire competent employees, innovating and expanding our services so as to have a competitive advantage as well as ensuring we retain a huge number of our customers. We are a Low-Cost Clinic that gives quality Veterinary Services to all our clients at affordable prices , and this will help customers to find the needs that they want by reasonable prices . The project will help in increase the region income and improving the economic growth of the country . We have drafted effective sustainability and expansion strategies to ensure that we not only make profit and compete favorably with our competitors, but that our bottom line is healthy so as to sustain us in such a way that we can grow and expand at the pace we want. And we will become part from the KSA economic.

3.2 Ecological Viability

The impact of the project was measured on the technical and material environment, as well as on the health of the population and employment, and the benefits and harms of the project to the surrounding environment. We have found the project is friendly to the environment, it is a service project, established to serve the Jizan community, and the approval of the competent authorities was obtained and the project site was chosen so that it does not harm the surrounding environment. The project's advantage is the support of businesses to have a real impact on the Jazan community. The revitalization of the project can only be built upon the improved quality of pets health in Jazan region.

3.3 Technical Viability

Our clinic will start from the new building, therefore, we have to purchase everything new. The first types of raw materials and supplies that we'll need to run our business are rent building . We will use technology resources such as database , other software and Internet system will equip with full capacity cameras and high speed Wi-Fi Internet access throughout the clinic. We have to search to get the cheapest prices and highest quality

There is a full \ staff with extensive experience in this field and trained at the highest level for animals clinic services . The clinic has rooms equipped with all the services and has taken into account the application of security and safety standards in clinics. It is also equipped with the latest medical equipment for the treatment of animals in addition to providing its services at affordable prices where the demand for project services is characterized by increasing and continuity due to the high level of culture of attention and health care for animals.

3.4 Marketing Viability:

This is a natural issue for any planning activity as information is the basis on which the advertising plan is based , the location of the clinic will be a strategic location not far from the city ,and will not be in the middle of it to ensure easy access to it. And the equipment used is Hight quality . On the demand side , we will increase the animals care services promotions to attract more customers. we will be expected to develop plans to reduce our prices and increase the level of services. we will be more than one way for advertising ,the first one social media and the other one by advertising company .

Even though we intend to offer core medical services in our veterinary clinic, we also intend to other services as well to our target market. This will not only bring in

increased customers and revenue to our business but it will also ensure that we have a competitive advantage over our competitors in the same industry.

3.5 Managerial Viability

Authority to give orders and take decisions will come from the clinic manager. Responsibility and accountable or answerable for any obligation, trust, debt or something will be for all staff in the clinic . A decentralized management approach is implemented in the management of the project and all staffs work together to achieve the objective of the project and each department has specific responsibilities in the scope of its work and is committed to its highest degree of performance.

Finally, we know how important customers are to a business, for without customers our business is going to die, which is why we intend to treat our customers fairly, which extends to their pets as well. Our customer care executives have been trained to handle agitated pet owners and pets effectively and our veterinary doctors as well as other staff understand the need of treating the customers right always.

3.6 Financial Viability

Depending on the financial feasibility study and such any other projects require a financing as the cost of building, equipping, operating and maintaining them is quite high compare to small projects. therefore, working on a small project that includes multiple services enables the clinic with experts in the animals health care fields , we need financing and financial support for the project . The capital for this project will paid by the owners of this project . The expected returns on this project are enough to compensate the capital and achieve a satisfactory profit during the first two years period from the start of work on it.

Conclusion

The name of the project is Taeataf Animals Medical Clinic and will be located in Jizan city , Jazan region . The clinic will offer a full range of medical services to the area's pet owners. Currently, Clinic will be a five minute drive from most locations in Jizan . Our goal is to help customers' pets live long, happy and healthy lives. We believe that a key element to a healthy pet is a great relationship with your veterinarian. Everyone at Veterinary Clinic is committed to professional, caring, personalized service. Veterinary Clinic takes pride in our dedication to the highest standards in veterinary medicine. We have a full service clinic offering state-of-the- art veterinary medical technology.

The vision of this business is to succeed and grow into recognition as a pets clinic that offers the best medical services to pets in the area of Jizan city , Jazan region. Also, we aim to be a well standard and one-stop veterinary clinic for pet owners.

We treat our patients as if they were our own pets and try to offer customers the service that they desire and deserve. We take an individualized approach to the long-term care of each of our patients and are dedicated to providing our clients with enough information to make appropriate decisions concerning the health care of their animal companions.

At Taeataf Animals Medical Clinic, we intend to offer a full range of medical services to our customers , the pet owners and their pets. Our location in Jizan city , Jazan region, where there are a high number of pet owners, will see us having no problem in generating the required revenue from the different services we intend to offer.

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Our services prices will be suitable to our ideal customer that will be a high-class and middle-class clients. Customers will with their pets to check in the clinic and they will be impress with their unique experiences and amazing atmosphere during their visit with excellent services offer. We will also have special packages available for our customer . There else discount for big groups and repetitive visits.

The clinic design to meet the highest international standards and standards for pets care providing services in a unique animals health care environment , it aim to provide the best animals care services for animals owners in Jazan region . The work hours of revenue office are from Sunday to Thursday from 8 AM to 8 PM. In Saturday and Friday will be from 2 PM to 11PM.

Our employees will have variety of skills that they will bring to the workplace. Some of them have a lot of experiences that our project needed and also the employees that do not have experiences, so we will organize the on-the-job training for them. Authority to give orders and take decisions will come from the general manager. Responsibility and accountable or answerable for any obligation, trust, debt or something will be for all staff in the Pets clinic .

The Taeataf Animals Medical Clinic will be financed by the owners of the project and their business partners. Capital of the project is 300000 , the capital of the project will divide equally between the clinic owners .

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