

Business Plan For Home Dental Services

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Objective

To Make Business Plan For Home Dental Services and check its feasibility.

Organisation Profile

Healthcare at home is backed by the Burman family, the promoters of Dabur and the founders of healthcare at home UK.

Literature Review

“India Dental Care Service Market Outlook to 2020—Increasing Awareness on Oral Care and Rising Number of Organized Players to Foster Future Growth”

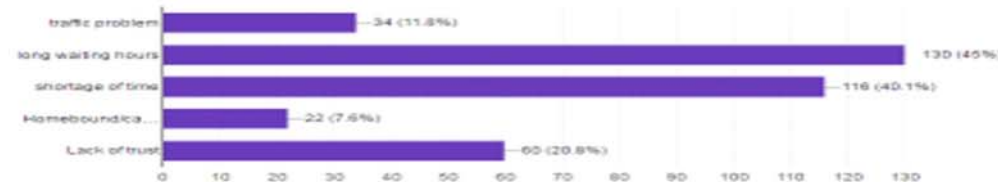
Market Research

A cross sectional study was conducted in month of April & May 2017

A questionnaire was circulated among 289 respondents to know people's view on home dental services and their willingness to pay extra for these services.

Findings

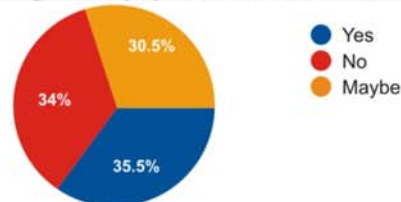
Major Reason For Not Visiting A Dentist



Respondents Views On Taking Dental Services At Home



Respondents Willingness Topay Extra For The Services



Conclusion

Due to minimum competition, an established infrastructure and an established customer base healthcare at home's dental services will reach the breakeven in less than 2 years (22months)

Key Learnings

- Learned about the operations management of various services.
- Observed the customer acquisition methods used by hcah.
- Worked with the strategy team on deciding the selling price of a particular service.