

BUSINESS MODEL

FOR

DAY CRYSTAL CLINIC AND MATERNITY

HOSPITAL

KADUNA.

FOR

THE PURCHASE AND RUNNING OF MODERN DAY

STANDARD DIAGNOSTIC CENTRE.

EXECUTIVE SUMMARY

Day Crystal Clinic and maternity hospital is a private healthcare setup, owned and started by Dr. Adedayo Adekunle Awonuga in 1995 with about 3 staff and have grown to become one of the leading household name quality healthcare services with about 35 staff in its employment as date. It provides state of the art services to all its patients; and is geared at creating jobs for youths and women through health care value chains, boosting the economy for sustainable development.

It intends to open up a new value of diagnostic centre that will cater for difficult health challenges and problems by providing solutions through the use of MRI scan and CT scan machines, recognizing the large market demand and the unavailability of the machines in any private health hospital in Kaduna State as a whole, and even within its environs. We see this as an untapped opportunity that is virgin for investor(s), can leverage for return on investment.

CT scan machines are only available in two Government owned hospitals in Kaduna state and because of high demand, it is unable to satisfy the highest number of customers on every day need, opening up endless opportunities for sustainable investment for development in the sector.

Therefore, Day Crystal clinic and maternity will be the first private owned hospital to acquire MRI scan and CT scan machines in Kaduna State; attracting a very high number of market shared and dominance for market penetration with high profits in short and long terms, together with our investors as partners in progress. Our location is attractive and is in an area with substantial need for

such facility, with synergistic effect of combining general healthcare treatment with first class diagnostic center which will be first of its kind in the State and region as a whole.

ABOUT US

Day Crystal Clinic and Maternity Hospital is a leading medical service provider in Kaduna State, Nigeria with the state of art facilities and with over 18 years of experience in delivering quality, timely and affordable health care service delivery to its esteem clients as patients/customers so as to accelerate the achievement of Sustainable Development Goal 3 by 2030 going forward. We are located at No. 6 Makera, road, Opposite Kaduna South Local Government area secretariat, Kakuri, Kaduna State, Nigeria.

Day Crystal Clinic & Maternity Hospital operates from its privately owned state of the art building.

VISION: To provide affordable access to top class healthcare facilities to those who need it most at appropriate prices and as service to humanity always.

OUR MISSION – To save lives by preventing, improving and advising population on healthy living, availing access to quality healthcare delivery services to the most vulnerable using international best practices.

OUR TEAM - MANAGEMENT AND STAFF

The following are the key management staff of the Hospital.

Dr. Adedayo Adekunle Awonuga - Medical Director

He worked with UCH Ibadan from 1989 to 1991, Doctors surgery from 1992 to 1995, after which he resigns in 1995 to start his own private practice (**Day Crystal Clinic and Maternity**). The Hospital has grown to an enviable organization under his leadership. He started from a humble beginning with staff strength of 3 in 1995, but today, the Hospital has grown to a strength of

over 35 staff. It also has a branch office in Tudun Wada area in Kaduna State, Nigeria operating on its own building facility.

He is a strong manager of human and financial resources.

Mrs. Folashade Rehanat Awonuga - Director

She is a season nurse and midwife. She is a versatile and multitasking administrator. She is a 1998 graduate of University of Ilorin School of Nursing and Midwifery. She works as a staff nurse with Arewa Hospital joining Day Crystal clinic and Maternity in 2008 as a matron. She is married with children.

Dr. Olukunle Innocent - Medical Officer

He is a 2011 medical graduate with MBBS in medicine from Ahmadu Bello University Zaria. He has worked in Both Government and Private Hospital in Zaria and Sokoto. He joined Day Crystal Clinic and Maternity in 2013.

Dr. Adeyemi John - Medical Officer

He is a 2011 Medical graduate with MBBS in medicine from University of Ibadan he has worked in both government and private hospitals in Zaria and Sokoto. He joined day crystal clinic and maternity in 2013.

STAFF

The Hospital has about 35 competent staff in different category. The staff are qualified nurses and midwives and administrators. The management ensures that their staffs are exposed to regular on the job training and new innovations in the medical profession. The staff are trained to be professional in their approach to work.

OUR CUSTOMERS – Considering that Day Crystal clinic and maternity hospital is a healthcare centre that relies strongly on market research and development; understands what customers demand are at local marketplace, our customers will primarily be patients seeking treatments and diagnosis for fast and accurate health solutions to difficult and severe health problems. They include population of all domain and lifestyles.

- OPD
- Emergency care patients
- Chronically patients

- Treatment fund patients

THE PRODUCT – The healthcare landscape in Nigeria is changing, but hospitals are not really the primary cause of this change but demand that's higher than supply especially in diagnosis of difficult health issues. For us as hospital to stay competitive, we will employ the utilization of modern technology in healthcare delivery to enable us treat our customers better, providing experts care and result for patients as our customers. We are providing access to MRI machine and CT scan machine in our diagnostic center to those who need it most target population.

OUR NEED – MRI machine and CT scan machine for standard diagnostic center in Kaduna State, Nigeria.

- Magnetic Resonance Imaging (MRI) machine – is a medical imaging technique used in radiology to form pictures of the anatomy and the physiological processes of the body.
- Computerized Tomography (CT) Scan machine – used in series of x-ray images taken from different angles around the body and uses computer processing to create cross-sectional images (slices) of the bones, blood vessels and soft tissues in the body.

COMPETITORS – There are two government owned hospitals as at date that provide CT scan diagnosis to Kaduna residents health population, with over 6 million total population (Census 2006). The two Government owned hospitals in Kaduna state, Nigeria that have CT scan machines are over burden in meeting up demand and do not provide timely and quality service delivery to customers to meet up their expectations. It is our unique strategy to beat this using professionalism, timely and quality healthcare service delivery to win, maintain and sustain growth in the diagnosis of severe and difficult health problems of Kaduna populate and its environs. We intend to leverage on technology vis a viz

social media in our marketing mix to win and beat competition including the traditional media.

Interestingly no private sector hospital in Kaduna state have so far provided this high demand service, not that there are no real need and very high demand but rather the cost of affording the machines has been a big challenge. Therefore, this call for investment is to position us market leader and avail us all the potentials to navigate, adventure and tap all the bountiful benefits that are unlimited and endless as business patronage for quick growth, business expansion and sustainability by venturing into operations of a modern day standard diagnostic center in Kaduna state, Nigeria.

OWNERSHIP – The hospital is owned and managed primarily by Dr. Adedayo Awonuga and is legally incorporated in Nigeria as Limited Liability Company with registration number- RC1557148.

Name	Shareholding	& Holding
1. Awonuga Folashade	2,200,000	20%
2. Awonuga Adedayo	8,800,000	80%
TOTAL	11,000,000	

HISTORY – Dr. Awonuga Adedayo always wanted to a make a difference by helping people solve difficult problems and challenges; that made him became a doctor. However, after running successful private hospitals for years, he realized a greater need as gap in the health care sector in Nigeria, particularly in the private healthcare sector.

His research took him through the exploration into the relevance and viability of setting specialized facilities for medical diagnosis of acute, most difficult and severe health problems faced by everyday people and how accurate diagnosis of illnesses can impact lives and well being of the vulnerbales. He decided with his team that they should open a diagnostic centre to provide quick care and

accurate diagnosis to patients with difficult health issues and advance the Sustainable Development Goal 3 through investment partnership therein in SDG 17 as well.

WHO ARE WE LOOKING FOR? – Investors that can invest a minimum of 1 million Euro for a 5years profit sharing plan on return on investment.

PURPOSE OF REQUEST - For the purchase of –

- (i) One MRI machine
- (ii) One CT Scan machine as facility equipment for our diagnosis centre in Kaduna State, Nigeria.

AMOUNT REQUESTED – N810,500,000.00 (@N439.45 to 1Euro bank rate)

COST

One MRI Machine	-	N640,500,000.00
One CT Scan Machine	-	N158,000,000.00
TOTAL	-	N798,500,000.00

START UP EXPENSES

i. Legal / documentation	-	N2,000,000.00
ii. Consultants	-	N2,500,000.00
iii. Insurance	-	N5,000,000.00
iv. Marketing / communication	-	N2,000,000.00
v. Contingencies	-	N500,000.00
vi. Expensed equipment	-	N798,500,000.00
SUM TOTAL	-	N810,500,000.00

LOCATION – The diagnostic centre will be in the ground floor of the hospital with other medical services and management team on the building. The building is a storey building.

OUR TARGETS – To become a trustworthy healthcare diagnostic centre where people can come to get immediate solutions whenever they need. It is our long term target to continually innovate the hospital business model through creativity for expansion. We are targeting healthier population of Kaduna State and its environs, enabling and alleviating patients/customers illnesses for overall positive experience.

Our customer experience features includes:-

- Clean and comfortable facilities
- Patients / customer communication
- Lower-cost care / cost transparency
- Staff attentiveness

We strive to build relationship with our customers through timely and accurate diagnosis for wellness, integrating our general health care service delivery for the good of all.

The financial target we want to meet within the first 5 years of starting the diagnosis centre are mentioned below –

PROFITABILITY FORECAST (per annum)

On MRI Machine -

Targeting 20 customers per day @ N150,000.00 per = N3,000,000.00 per day

Per week (@N3,000,000.00 x 7 days) - N21,000,000.00

Per month (@N21,000,000.00x 4weeks) - N84,000,000.00

Per annum(@N84,000,00.00 x 12months)- N1,008,000,000,000.00

On CT SCAN MACHINE

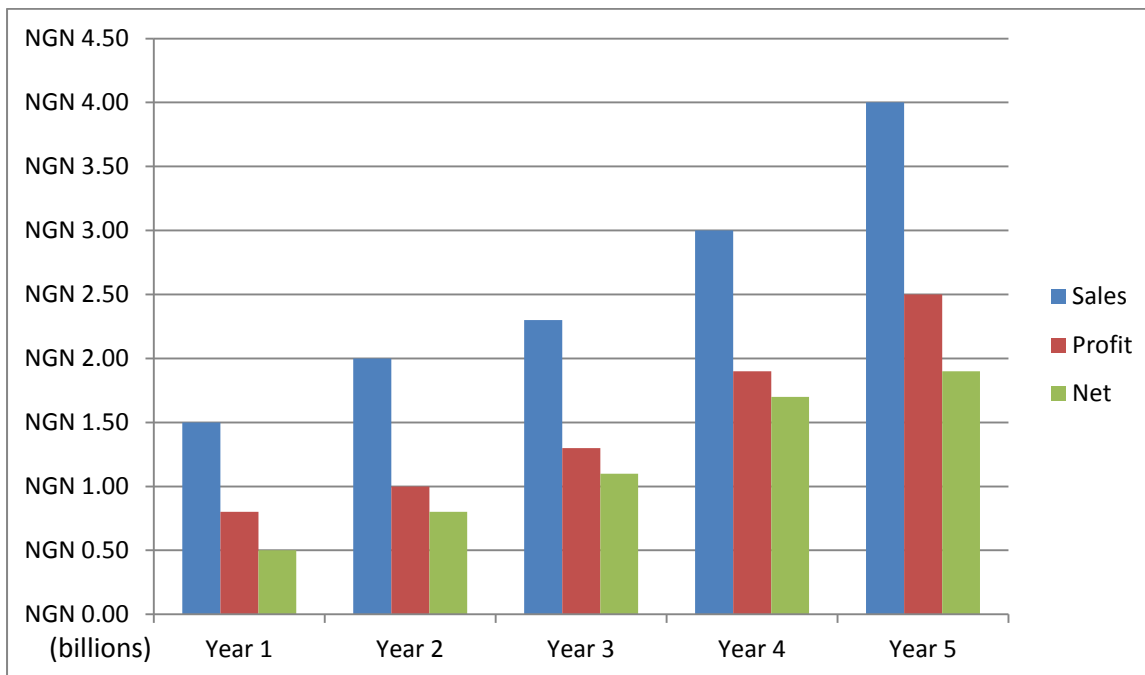
Targeting 20 customers per day @ 70,000,000.00 per = N140,000.00

Per week (@N140,000 x 7days - N980,000.00

Per month (@ N980,000 x 4 weeks)- N3,920,000.00

Per annum (@ N3,920,000.00 x 12 months)- N47,000,000.00

5 YEARS FINANCIAL PLAN FORECAST ON INVESTMENT



DEVELOPING GO TO MARKET BRAND – To get the word out about our unique business model, we have established partnership with as many local and big and small private and Government hospitals in Kaduna State and environs, who would be referring patients/customers to us for health care diagnosis services. We will also use the social media as enabler to facilitate access to e-health services thereby attracting new and retaining old customers at profit.

WINDOW ON REPAYMENT PLAN ON INVESTMENT – Investor(s) stand to gain premium profit on investment of 2% of total amount invested per annum and for the period of five years investment tenure.

- The 2% premium profit on investment would be broken into quarterly basis payment per annum

- Remittance of capital fund invested shall begin after 3 years investment tenure plan.

- Capital fund invested shall be remitted in the ratio of

40% sum invested on 3rd year tenure plan

30% on 4th year

30% on 5th year.