Business Plan Development

Company Description:
The company is not yet formed, although I have been purchasing and manufacturing under my personal name to-date. The concept of the device I patented was developed by my grandfather in the early 1930's.

Short Project Name:
Market introduction of a new tool, the ZZZZZZZ

Project Description and Deliverables:
New tool development and introduction to market. Target market, marketing plan, web development, manufacturing plan to allow for maximum profit margin while maintaining quality, and then a plan for effective distribution.

The ZZZZZZZ is a tool I modified from an original tool hand-made by my grandfather in the early 1930's. I successfully applied for a patent on the modified design, so under this premise I wish to introduce the tool to market. In a non-scientific manner, I have determined at least a cursory interest in the device, as I have sold all that I manufactured (12 units), and continue to receive inquiries as to when I will have more available.

We need to identify markets for the tool, and a plan for marketing to each segment. We currently have a web site which is effectively no more than an electronic brochure, but in the process, have secured the domain name and are in the process of trademarking the name. Pricing, cost-efficient manufacturing, efficient and timely distribution are also areas where we need to make a specific and effective plan. I manufactured the first few devices by hand as would an artisan. The next few I made an assembly line where I still did the manufacturing, but made a large number of components in stockpile, then assembled using jigs and templates. This method provides for the manufacturing of 100 devices per week per work station, and can be increased simply by the establishment of additional work stations. Raw materials purchasing and subsequent manufacturing need to be done such that costs and pricing can allow for maximum profit margin, according to the market. Distribution of the finished devices needs to be determined, including packaging for shipping, transportation and timing. As well as all the above, I want to have a mechanism in-place to gather purchaser demographics and to provide for customer feedback and ideas, and then customer satisfaction. This data will be critical in further product development, marketing improvements and long-term sustainability of the entire enterprise.

Key Deliverables
Business plan to include the following:
1. Target markets
2. Marketing plan (including web development)
3. Brand development
4. Manufacturing plan to allow for maximum profit margin
5. Pricing strategy
6. Distribution to market
7. Purchase demographics and post-sale data

**Company Description:**
A medical device company which is poised to launch, beginning with three new, innovative surgical and home use foot and ankle products into the market. We will be expanding this base of products over time.

**Short Project Name:**
Turn a new company from Ready and Set - to Go

**Project Description and Deliverables:**
Final marketing material preparation, Distribution channel exploration, Medical networking / Physician awareness, Analysis of distribution / marketing strategy, Web presence work, New Product analyses

Interns will research various product distribution channels for effectiveness / cost, including the use of sales reps, distribution companies, online distribution, retail, medical conventions etc. They will learn and participate in marketing strategy and some of the final material preparation - video / brochure work etc., as skills allow. Students will see the results of doing SEO and direct contact efforts. Projects and desired outcomes will be specifically outlined with time goals. Students will work with a point person and four entrepreneurially minded individuals each of which brings a particular dimension of business expertise. The intern would be invited into an energized and well-coordinated team. We work synergistically with a web site - ZZZZZ.com to enhance outcomes.

Key Deliverables
1. Define in writing a marketing strategy, articulating key assumptions
2. Research and analyze various distribution channels for cost/benefit
3. Create some of the final marketing materials for distribution as skills dovetail
4. Direct and online marketing contact and analysis of results
5. Research and report on cost of creating new products - foreign/domestic

**Company Description:**
New OB/GYN office opened. By doctor who has been with another practice for 16 years but recently opened up his own practice. He offers women the option of seeing only a single provider during the course of her pregnancy and delivery. He has a very low c-section rate and 20 years of experience. In addition he offers a full range of women's health care needs including premarital exams, gyn exams, in office endometrial ablations, high quality level 3 ultrasound exams, NST testing, i.v. hydration, and a host of other services.

**Short Project Name:**
Project Description and Deliverables:
Looking for fresh, new ideas in Office Organization, Marketing, Acct/Finance and Info Systems. Help with marketing and managing an OB/GYN practice from all perspectives. Not only to attract new clients, but in being innovative in how the office is run and in growing the practice. The project will include 4 major areas of emphasis:
1. OB/HR Analysis of the office organization, people responsibilities and the work flow in the office.
2. Marketing plan development to growth the practice through a referral network and developing Business to consumer advertising including social networks and web presence.
3. Financial analysis of cash flow, billing procedures and a review of the accounting practices and reports.
4. I/S analysis of office records optimization moving from a paper records system to an electronic system.

The team will review the available software systems and recommend and potentially implementation of an electronic records transition.

Key Deliverables
Office Organization recommendations Marketing Plan for growth Financial and Accounting recommendations Information Systems recommendations for transitioning from paper to electronic record keeping.