



# ABC CLINIC

## Feasibility Study + Business Plan

Services Type: Feasibility Study & Business Plan

Company Name: ABC Clinic

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3<sup>rd</sup> December 2024



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## Executive Summary



# 1. Executive Summary

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## 1.1. ABC Clinic: A Holistic Approach to Healthcare

ABC Clinic, a pioneering medical center based in Dubai, UAE, is set to redefine the future of healthcare. By merging traditional medical practices with innovative mind-body therapies, we aim to promote optimal health and well-being. Our unique approach integrates the physical, mental, and emotional aspects of health, providing comprehensive care for individuals of all ages.

We offer a wide range of services, including specialized medical care, advanced diagnostics, and holistic therapies. Our team of experienced physicians and therapists is dedicated to providing personalized care that addresses the individual needs of each patient. By combining the best of both worlds, we strive to empower individuals to take control of their health and achieve a higher quality of life.

## 1.2. Core Services and Products

ABC Clinic offers a comprehensive range of healthcare services, including:

- ✚ **Specialized Medical Care:** Our team of experienced physicians provides expert care in pediatrics, orthopedics, dermatology, and physiotherapy.
- ✚ **Advanced Diagnostics:** State-of-the-art laboratory and pharmacy services ensure accurate diagnosis and effective treatment.
- ✚ **Holistic Therapies:** Our unique blend of mind-body therapies, such as hypnotherapy, psychology, dietary therapy, and physical massage, addresses emotional and psychological well-being.



- ✚ **Membership Programs:** Flexible membership options cater to diverse needs and provide ongoing support for optimal health.

### 1.3. Target Market

ABC Clinic is committed to serving a diverse clientele, including:

- ✚ **Families residing in the UAE:** We offer comprehensive care for families, including pediatric services, family medicine, and specialized treatments.
- ✚ **Expatriates from the Gulf region:** We cater to the specific needs of expatriates, providing culturally sensitive care and addressing language barriers.
- ✚ **Tourists from Russia, Europe, and the USA:** We offer convenient and accessible healthcare services for tourists, including emergency care, consultations, and follow-up appointments.
- ✚ **Individuals of all ages, from children to seniors:** We provide tailored care for individuals of all ages, addressing the unique needs of each life stage.

### 1.4. Business Objectives

- ✚ **Leadership in Holistic Healthcare:** ABC Clinic will become a leading healthcare provider in Dubai, renowned for its innovative approach to integrating traditional medicine with mind-body therapies.
- ✚ **Pioneering a New Era of Healthcare:** We will pioneer a new era of healthcare by seamlessly integrating evidence-based mind-body therapies into standard medical practices, setting a new standard for holistic care.



- ✚ **Empowering Patients:** We will empower individuals to take control of their health and well-being by providing them with the knowledge, tools, and support to make informed decisions about their healthcare.
- ✚ **Transforming Lives:** We will transform lives by offering a comprehensive approach to healthcare that addresses the physical, mental, and emotional needs of our patients, promoting optimal health and well-being.

## 1.5. Initial Investment

The estimated initial investment for the project is **8,000,000 AED**. This funding will be used to cover the following expenses:

- ✚ **Facility renovation and equipment:** This includes the cost of leasing or purchasing a suitable facility, renovating it to meet medical standards, and purchasing state-of-the-art medical equipment.
- ✚ **Staffing and training:** This includes the cost of hiring and training qualified medical professionals, administrative staff, and support personnel.
- ✚ **Marketing and advertising:** This includes the cost of developing a comprehensive marketing and advertising strategy to reach our target market and build brand awareness.
- ✚ **Technology and software:** This includes the cost of investing in advanced medical software and technology to streamline operations and improve patient care.
- ✚ **Working capital:** This includes the cost of covering operational expenses, such as rent, utilities, salaries, and supplies, during the initial period of operation.



## 1.6. Market Highlights

The global hospital services market was valued at **USD 12.31 trillion** in 2023 and is expected to reach around **USD 22.57 trillion** by 2033 and is poised to grow at a compound annual growth rate (CAGR) of **6.05%** during the forecast period 2024 to 2033

According to Verified Market Research, the global healthcare market will reach **\$665.37 billion** by 2028. The healthcare sector is primarily segmented into pharmaceuticals, services, devices, and others. By application, the industry is categorized by cardiovascular, oncology, anti-infection, central nervous system, respiratory, and others.<sup>1</sup>

The United States is the world's largest healthcare market, but with consolidation and exposure to government payers, healthcare markets in other regions are expected to grow faster. In 2021, U.S. healthcare spending **was \$4.3 trillion** (about \$12,900 per person). The average cost of healthcare per person in other high-GDP countries is roughly half that.<sup>2</sup>

The MENA region's healthcare market is projected to grow at a compounded annual growth rate (CAGR) of 11.7% from US\$185.5 billion in 2019 to **\$243.6 billion in 2023**. In addition, current healthcare expenditure in the GCC was estimated to have reached \$105 billion in 2022.

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<sup>1</sup> <https://www.benchmarkintl.com/insights/2024-global-healthcare-medical-industry-report/>

<sup>2</sup> <https://www.benchmarkintl.com/insights/2024-global-healthcare-medical-industry-report/>



The Hospitals market in the United Arab Emirates is expected to witness a significant increase in revenue, reaching a projected value of **US\$9.53bn by 2024**. This growth is anticipated to continue with an annual growth rate ([CAGR 2024-2029](#)) of **6.97%**, resulting in a market volume of **US\$13.35bn by 2029**

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**Vision & Mission**



## 2. Vision & Mission



To be a global leader in holistic healthcare, transforming lives through the integration of traditional and innovative therapies.



To provide comprehensive, patient-centered healthcare that addresses the physical, mental, and emotional needs of individuals, promoting optimal health and well-being. lives.



**Innovation:** Continuously explore and adopt cutting-edge medical and therapeutic practices.

**Compassion:** Treat every patient with empathy, respect, and dignity.

**Integrity:** Maintain the highest ethical standards in all aspects of our business.



**Description of**

**Business Concept**



## 3. Description of Business Concept

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### 3.1. Overview

ABC Clinic is a revolutionary healthcare facility that integrates traditional medical practices with innovative mind-body therapies. Our mission is to provide comprehensive, patient-centered care that addresses the physical, mental, and emotional needs of individuals. We are committed to empowering our patients to take control of their health and well-being by providing them with the knowledge, tools, and support they need to make informed decisions about their healthcare.

ABC Clinic offers a unique blend of traditional and alternative medicine, providing patients with a holistic approach to healthcare. Our team of highly qualified medical professionals and experienced therapists work together to provide personalized care that addresses the individual needs of each patient. We believe that by combining the best of both worlds, we can help our patients achieve optimal health and well-being.

### 3.2. Unique Selling Proposition

ABC Clinic offers a unique approach to healthcare that sets us apart from traditional medical clinics. Our holistic approach combines conventional medicine with complementary therapies like hypnotherapy, psychology, and physical therapy. This integrated approach allows us to address the root causes of health issues and promote overall well-being.

Our team of highly qualified medical professionals and experienced therapists provides specialized care tailored to individual needs. We utilize state-of-the-art medical equipment and technology to ensure



accurate diagnosis and effective treatment. Furthermore, we prioritize personalized care, building strong relationships with our patients to understand their unique concerns and aspirations.

### 3.3. Target Market

ABC Clinic caters to a diverse target market, including families, expatriates, tourists, and local residents. We offer a wide range of services to meet the diverse healthcare needs of our patients.

Families with children of all ages can benefit from our comprehensive pediatric care, including well-child checkups, vaccinations, and treatment for common childhood illnesses. We also offer specialized services for adolescents, such as mental health counseling and sports injury rehabilitation.

Expatriates often face unique healthcare challenges, such as language barriers and cultural differences. ABC Clinic addresses these challenges by providing culturally sensitive care and offering services in multiple languages. We also have a dedicated team of international healthcare professionals who can provide specialized care for expatriates.

Tourists visiting Dubai can access our convenient and accessible healthcare services, including emergency care, consultations, and follow-up appointments. We offer a wide range of services to meet the diverse needs of tourists, from minor ailments to complex medical conditions.

Local residents can benefit from our high-quality, affordable healthcare services. We offer a wide range of services, including primary care, specialized care, and preventive health services. We also have a strong focus on community outreach and education, providing health screenings and educational programs to promote health and wellness.



### 3.4. Revenue Streams

ABC Clinic generates revenue through various streams, including:

- ✚ **Medical Services:** Fees for consultations, treatments, and procedures.
- ✚ **Diagnostic Services:** Charges for laboratory tests and imaging studies.
- ✚ **Holistic Therapies:** Fees for hypnotherapy, psychology, dietary therapy, and physical therapy sessions.
- ✚ **Membership Programs:** Membership fees for access to exclusive benefits and discounts.
- ✚ **Retail Sales:** Revenue from the sale of health products and supplements.

### 3.5. Operational Model

To ensure efficient and effective operations, ABC Clinic has implemented a robust operational model. Key aspects of our operational model include:

- ✚ **Appointment Scheduling:** A well-organized appointment scheduling system optimizes resource allocation and minimizes wait times for patients.
- ✚ **Patient Management:** A comprehensive patient management system tracks patient records, medical history, and treatment plans.
- ✚ **Inventory Management:** Efficient inventory management ensures adequate stock levels of medical supplies and pharmaceuticals.
- ✚ **Financial Management:** Sound financial management practices monitor revenue, expenses, and profitability.



**Quality Assurance:** A strong focus on quality assurance maintains high standards of care and patient satisfaction.

By combining medical expertise with holistic therapies, ABC Clinic is poised to revolutionize healthcare and improve the lives of our patients.

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# Company Profile



## 4. Company Profile

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**Products & Services**



## 5. Products & Services

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ABC Clinic offers a comprehensive suite of healthcare services, combining traditional medical practices with innovative mind-body therapies. Our services are designed to address the physical, mental, emotional, and spiritual needs of our patients, promoting optimal health and well-being.

### 5.1. Core Medical Services

- ✚ **Pediatrics:** Our experienced pediatricians provide comprehensive care for infants, children, and adolescents. Services include well-child check-ups, vaccinations, treatment of acute and chronic illnesses, developmental screenings, behavioral assessments, and nutritional counseling.
- ✚ **Orthopedics:** Our orthopedic specialists diagnose and treat musculoskeletal disorders, such as fractures, sprains, and arthritis. We offer a range of treatments, including physical therapy, bracing, and surgery.
- ✚ **Dermatology:** Our dermatologists diagnose and treat skin, hair, and nail conditions, including acne, eczema, psoriasis, and skin cancer. We offer a range of treatments, including topical medications, oral medications, and laser therapy. We also provide cosmetic dermatology services.
- ✚ **Physiotherapy:** Our physical therapists develop personalized treatment plans to help patients recover from injuries, improve mobility, and manage chronic pain. We offer a variety of techniques, including manual therapy, exercise therapy, and electrotherapy.



## 5.2. Holistic Therapies

- ✚ **Hypnotherapy:** Our certified hypnotherapists utilize hypnosis to help patients overcome anxiety, depression, phobias, and other mental health challenges. Hypnotherapy can also be used to manage pain, improve sleep, and enhance overall well-being.
- ✚ **Psychology:** Our psychologists provide a range of mental health services, including individual therapy, couple's therapy, and family therapy. We help patients address a variety of mental health issues, such as depression, anxiety, trauma, and addiction.
- ✚ **Dietary Therapy:** Our registered dietitians provide personalized nutrition counseling to help patients achieve their health and wellness goals. We can help with weight management, diabetes management, and other dietary concerns.
- ✚ **Physical Massage:** Our skilled massage therapists offer a variety of massage techniques, including Swedish massage, deep tissue massage, and sports massage. Massage therapy can help relieve stress, reduce pain, and improve circulation.



### 5.3. Additional Services

Service	Description
<b>Wellness Programs</b>	Customized wellness programs tailored to individual needs, including stress management, weight management, and sleep improvement.
<b>Yoga and Meditation Classes</b>	Group and individual yoga and meditation classes to promote relaxation, mindfulness, and stress reduction.
<b>Nutritional Counseling</b>	Personalized nutrition counseling to help patients achieve optimal health and well-being.
<b>Acupuncture</b>	Traditional Chinese medicine technique to relieve pain, reduce stress, and improve overall health.
<b>Aromatherapy</b>	Therapeutic use of essential oils to promote relaxation, reduce stress, and improve mood.



**Industry & Market**

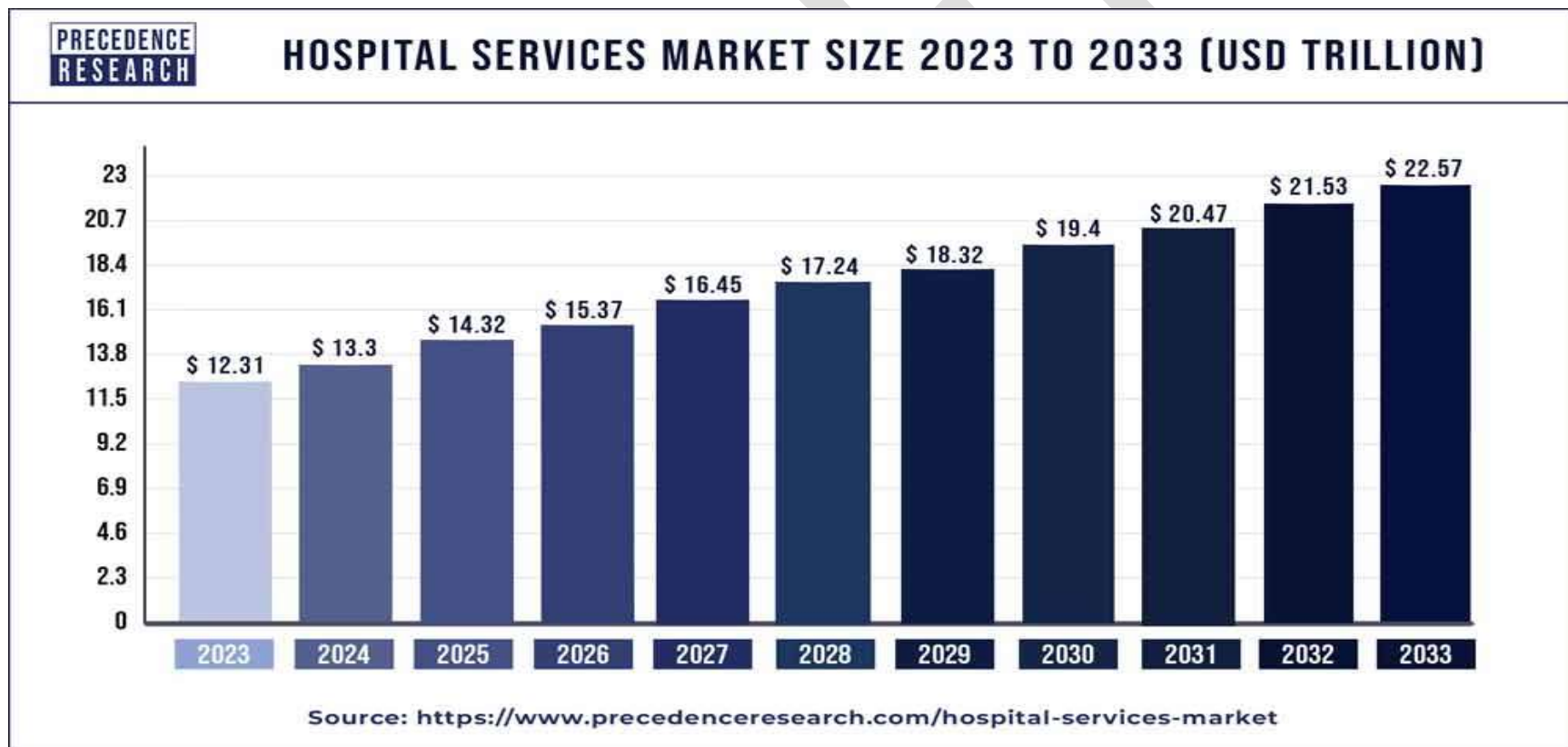
**Analysis**



## 6. Industry & Market Analysis

### 6.1. Global Market Overview

The global hospital services market was valued at **USD 12.31 trillion** in 2023 and is expected to reach around **USD 22.57 trillion** by 2033 and is poised to grow at a compound annual growth rate (CAGR) of **6.05%** during the forecast period 2024 to 2033.



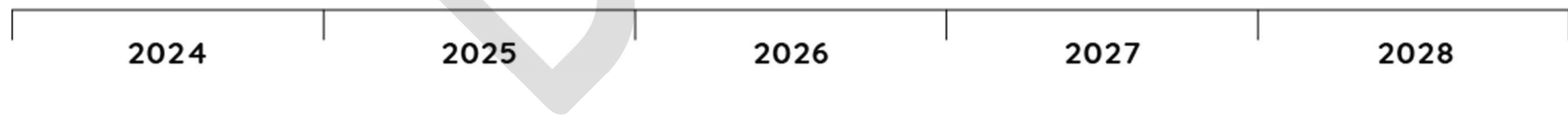


According to Verified Market Research, the global healthcare market will reach \$665.37 billion by 2028. The healthcare sector is primarily segmented into pharmaceuticals, services, devices, and others. By application, the industry is categorized by cardiovascular, oncology, anti-infection, central nervous system, respiratory, and others.<sup>3</sup>

## The Global Healthcare Market

2028 PROJECTED VALUE OF THE  
GLOBAL HEALTHCARE MARKET,  
ACCORDING TO VERIFIED  
MARKET RESEARCH

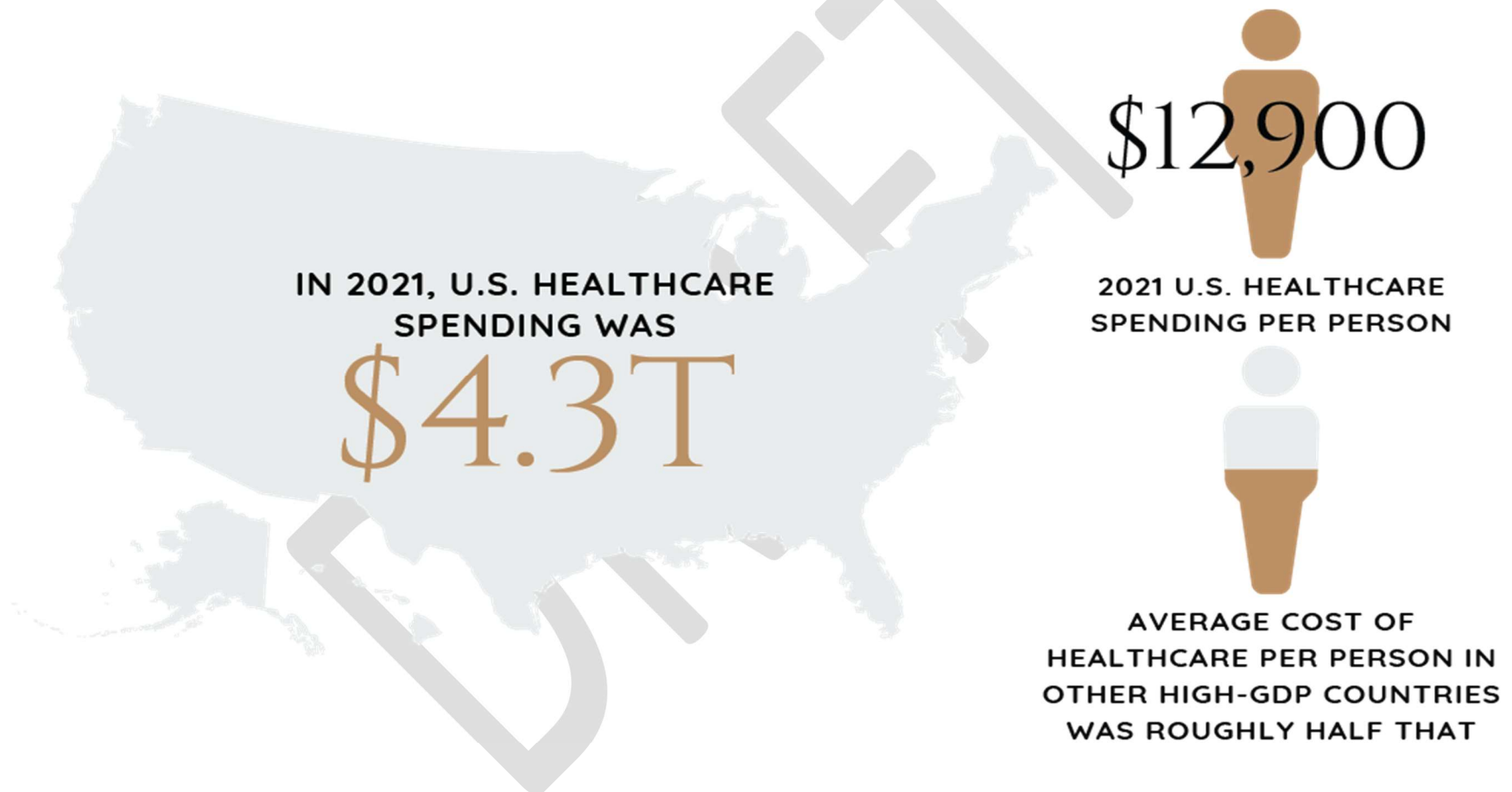
\$665.37B



<sup>3</sup> <https://www.benchmarkintl.com/insights/2024-global-healthcare-medical-industry-report/>



The United States is the world's largest healthcare market, but with consolidation and exposure to government payers, healthcare markets in other regions are expected to grow faster. In 2021, U.S. healthcare spending was \$4.3 trillion (about \$12,900 per person). The average cost of healthcare per person in other high-GDP countries is roughly half that.<sup>4</sup>

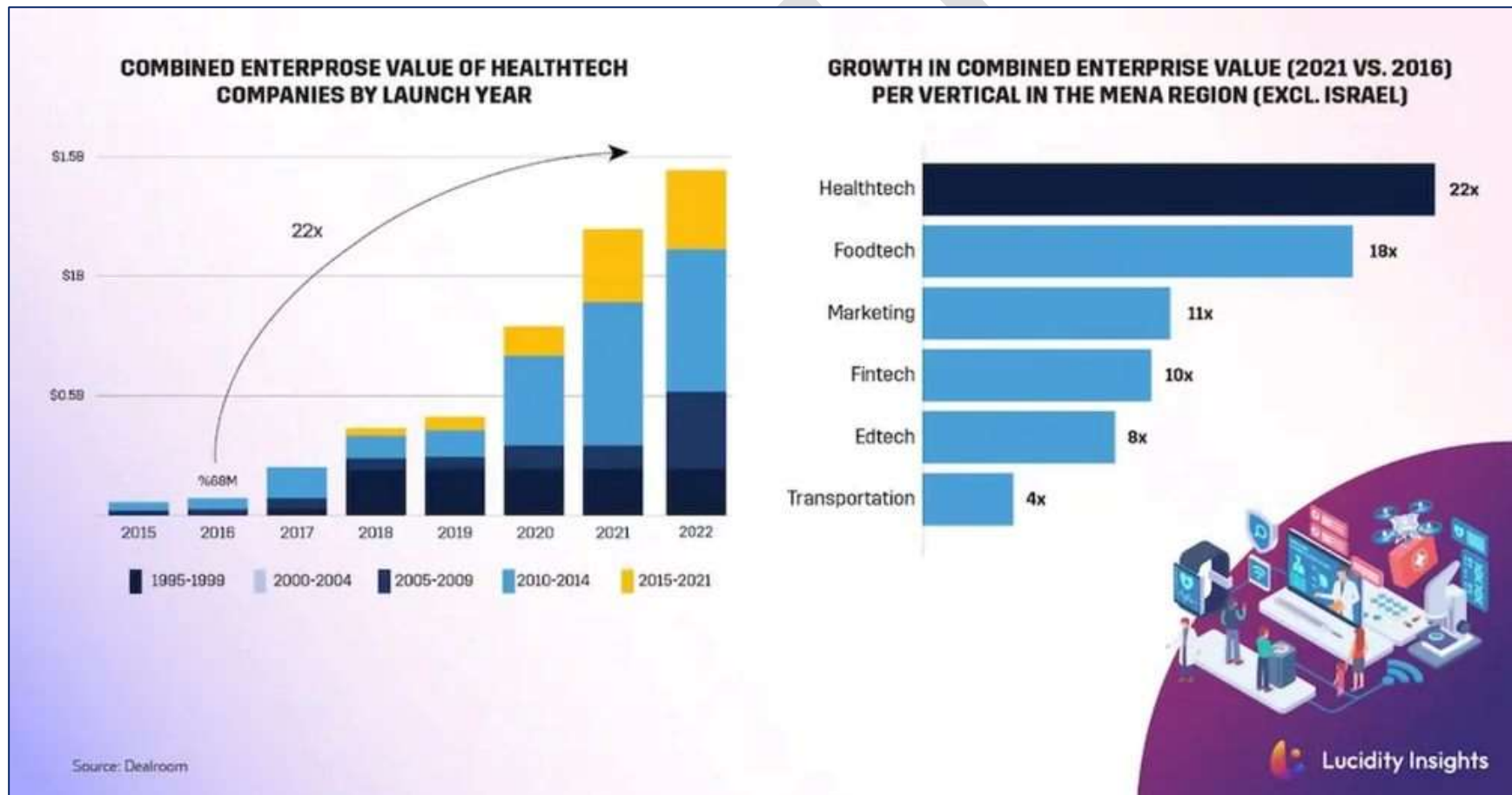


<sup>4</sup> <https://www.benchmarkintl.com/insights/2024-global-healthcare-medical-industry-report/>



## 6.2. MENA Region Market Overview

The MENA region's healthcare market is projected to grow at a compounded annual growth rate (CAGR) of 11.7% from US\$185.5 billion in 2019 to [\\$243.6 billion in 2023](#). In addition, current healthcare expenditure in the GCC was estimated to have reached \$105 billion in 2022.





Demand for healthcare services in the region is soaring, unlocking immense investment opportunities. The UAE alone accounts for 25% of the GCC healthcare spending, with the government having historically been the primary investor – new data shows private sector participation has increased significantly in the past decade. The latest research shows that the digital health market, a growing segment within healthtech, in the United Arab Emirates and Saudi Arabia alone could reach [\\$4 billion by 2026](#)<sup>5</sup>.

The UAE has already registered over 250 healthtech startups in its ecosystem. The MENA region has a fast-evolving healthcare ecosystem, and the diversity of the countries in the region has resulted in various approaches to health management – with varied access to healthcare and health expenditures, resulting in disparities in healthcare and health outcomes across the region.

The MENA also has the lowest healthcare expenditure in the world at 6% of gross domestic product (GDP), compared to the world average of 10%, or the USA, which spends 17% of its GDP on healthcare. However, the MENA region has one of the highest out-of-pocket expenses as a percentage of expenditure in the world – possibly in part due to younger demographics in the region. High out-of-pocket expenditures for healthcare is often associated with negative health outcomes, but this depends on the wealth of each country's population.

Of course, the MENA region has some of the youngest populations in the world, requiring infrequent access to healthcare services. Country demographics certainly play a role in how much a country spends on healthcare, as well as on its out-of-pocket payment policies. The region is likely to see a shift, particularly expected to be witnessed in the GCC markets over the next two decades, as countries like the

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<sup>5</sup> <https://dharab.com/report-healthcare-market-in-mena-hit-243-6-billion-in-2023/>



United Arab Emirates will go from housing a population that is over 60 years old at 3% in 2020, [to grow to 20%](#) of the population by 2050.

All of this points to more reasons for healthcare innovation in the region over the coming decades. In that sense, funding has increased in the MENA healthtech space over the past few years – with a particular bump seen during the pandemic years, which saw many healthcare providers invest in technology and digitalization.

Though 2023 has seen a drop in venture funding for healthtech startups driven by the ongoing VC winter, funding is still higher than pre-pandemic levels, and funding rounds have grown, indicating investments in later-stage healthtech players.<sup>6</sup>

Healthtech has been exploding in the region, with valuations of healthtech startups seeing a significant jump since the COVID-19 pandemic started in 2020.

According to Dealroom, healthtech companies in MENA (excluding Israel) have reached a combined value of over \$1.5 billion in 2022, a 22x increase since 2016. This makes it the fastest-growing tech sector in the MENA region, solving real-world problems.

Interestingly, though some healthtech startups that were founded in the 1990's and 2000's have also seen an increase in value, it is those startups that were established after 2010 that are most highly valued today. This likely speaks to the sophistication and level of technological innovation that we have witnessed in the past 15 years in particular.

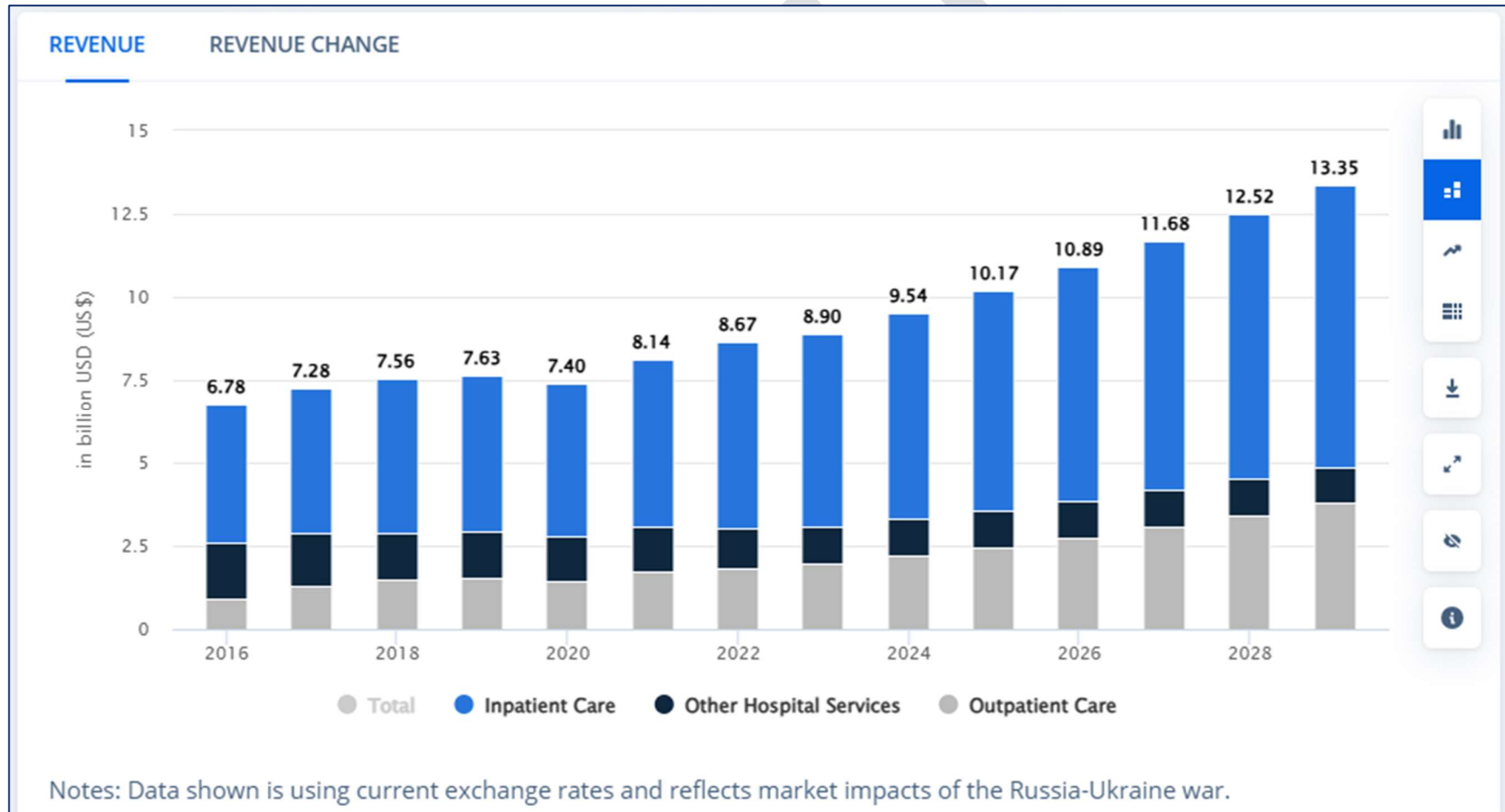
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<sup>6</sup> <https://dharab.com/report-healthcare-market-in-mena-hit-243-6-billion-in-2023/>



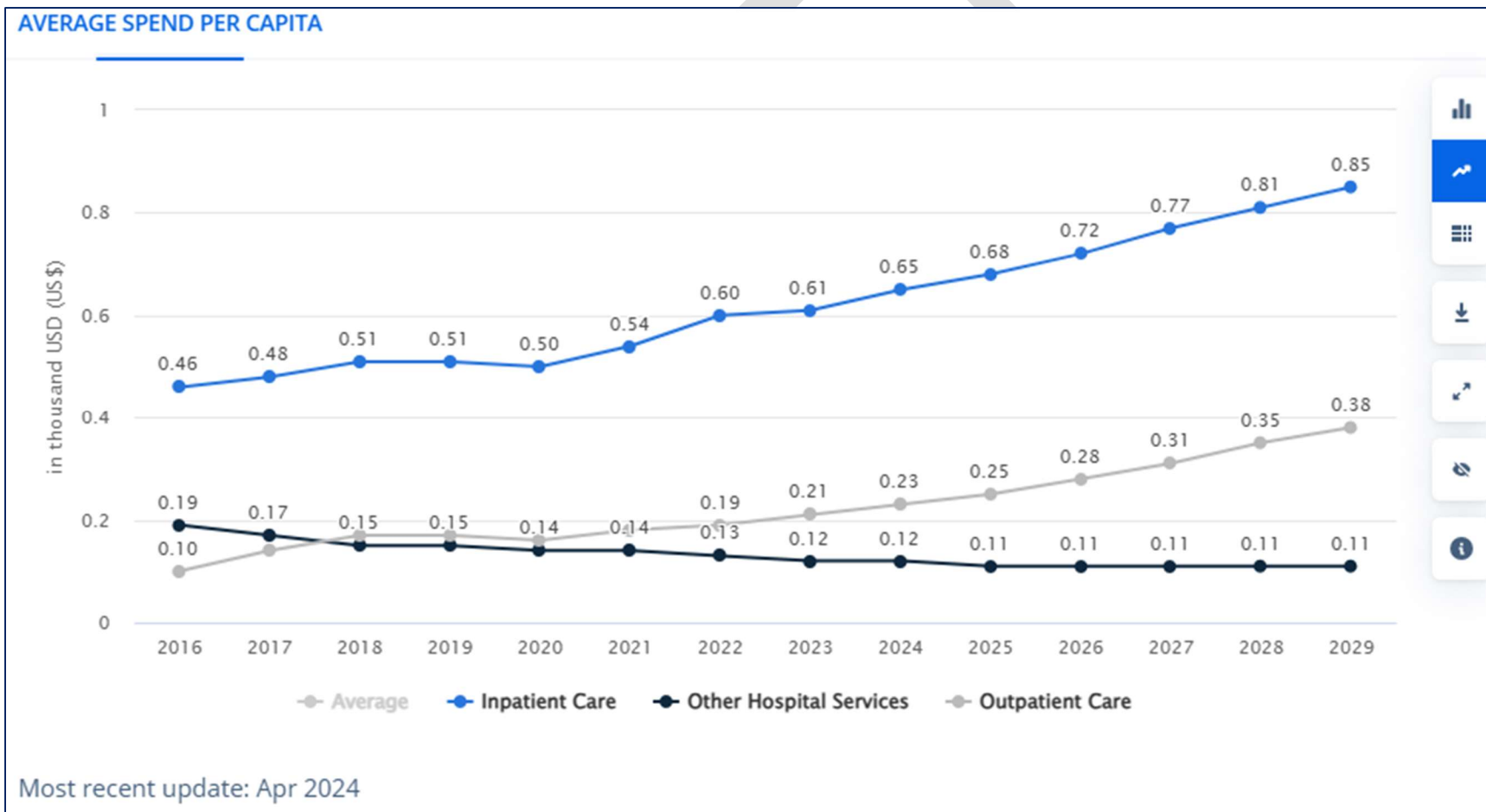
### 6.3. UAE Market Overview

The Hospitals market in the United Arab Emirates is expected to witness a significant increase in revenue, reaching a projected value of **US\$9.53bn by 2024**. This growth is anticipated to continue with an annual growth rate ([CAGR 2024-2029](#)) of **6.97%**, resulting in a market volume of **US\$13.35bn by 2029**.





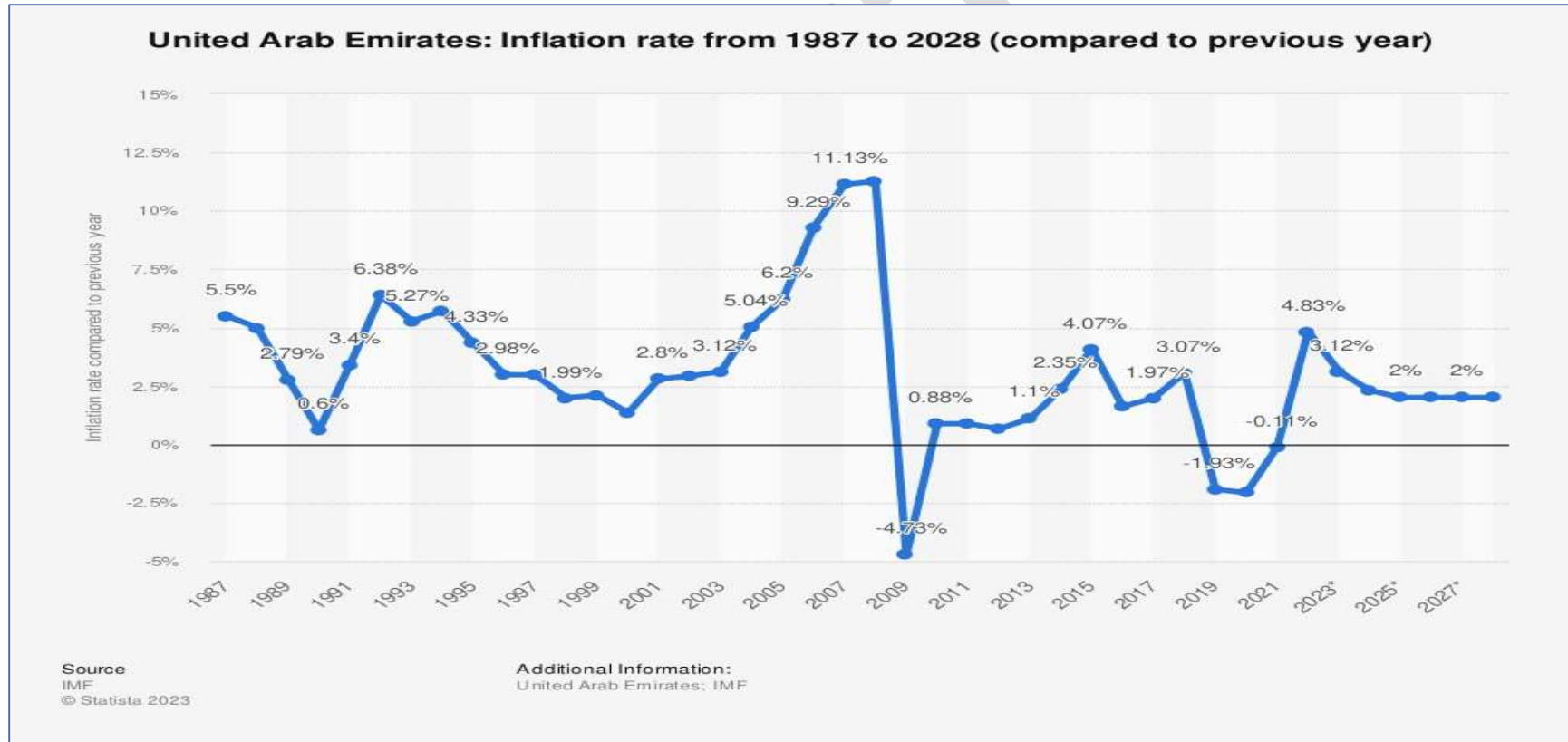
When compared to global figures, it is noteworthy that United States is anticipated to generate the highest revenue in the Hospitals market, with an estimated value of [US\\$1,501.00bn in 2024](#). Furthermore, in terms of per person revenues, in the United Arab Emirates is projected to generate approximately US\$0.99k per individual in 2024. This demonstrates the significant contribution of the Hospitals market to the overall economy of the country. The United Arab Emirates has witnessed a growing trend of privatization in the hospital market, with an increasing number of private hospitals being established.





### 6.3.1. Inflation Rate UAE

In 2019, the inflation rate of the United Arab Emirates was at 1.93 percent compared to the previous year. For 2018, estimates show a sharp increase of over 3.07 percent, before inflation slumps back to around 2 percent in 2028.<sup>7</sup>



<sup>7</sup> United Arab Emirates - inflation rate 2028 | Statista



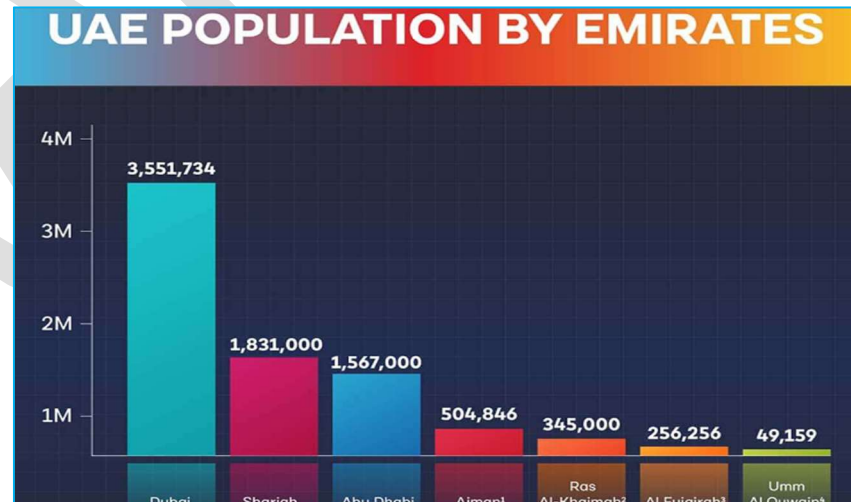
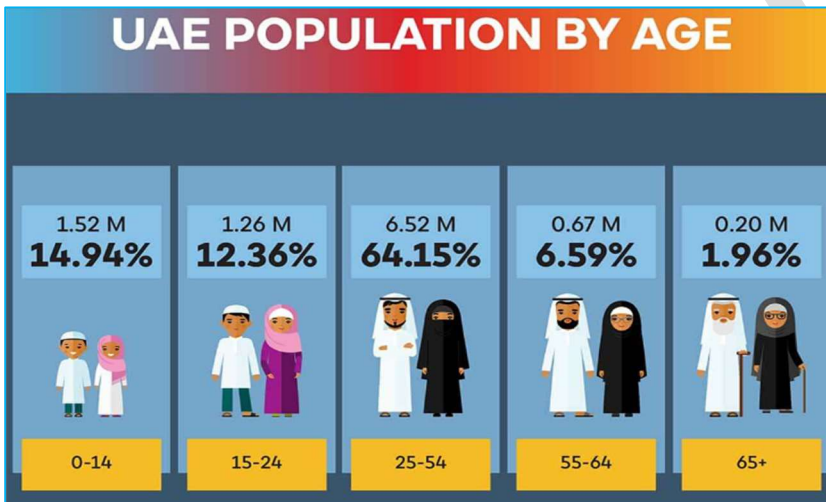
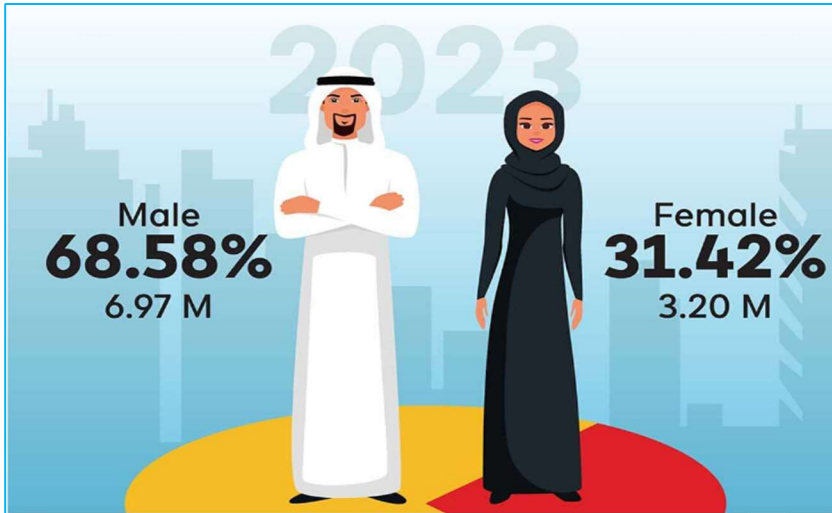
## 6.3.2. Population Statistics of UAE

### UAE Population 2024 (Key Statistics)

- ✦ According to statista, the population of UAE in 2024 is 10.24 Million.
- ✦ According to the official statistics by the Dubai Government, the Dubai population stands at 3.65 Million as of January 2024.<sup>8</sup>
- ✦ According to the research done by GMI, the total Expat population in UAE in 2024 stands at 9.06 Million.
- ✦ The total male population in UAE 2024 is 7.07 Million.
- ✦ The total female population in UAE 2024 is 3.17 Million.
- ✦ As of January 2024, the Indian population in UAE is 3.86 Million.
- ✦ As of December 2023, the population of UAE is 10.17 Million, a 0.89% increase from 2022, according to the research by GMI Team.
- ✦ According to the official statistics by the Dubai Government, the Dubai population stands at 3.64 Million as of December 2023.
- ✦ The population density of the UAE stands at 121.59 person Km<sup>2</sup> with most of the population residing in Abu Dhabi and Dubai.
- ✦ In 2023, the UAE's urban population is 8.91 million, and the rural population is 1.26 million.
- ✦ As of December 2023, the Indian population in UAE is 3.86 Million.

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<sup>8</sup> <https://www.globalmediainsight.com/blog/uae-population-statistics/#:~:text=The%20population%20of%20Abu%20Dhabi,is%20the%20least%20populated%20Emirate.>





# PESTEL Analysis



## 7. PESTEL Analysis

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### 7.1. Political Factors

The political landscape in the UAE, especially in Dubai, is relatively stable, which is a positive factor for businesses like ABC Clinic. However, the healthcare sector is heavily regulated, with stringent licensing requirements, quality standards, and pricing controls. Any changes in government policies, such as healthcare reforms or increased regulations, can significantly impact the clinic's operations.<sup>9</sup>

### 7.2. Economic Factors

Dubai's strong economy, driven by trade, tourism, and real estate, has a positive impact on the healthcare sector. A robust economy can lead to increased disposable income, which may translate into higher demand for premium healthcare services. However, economic fluctuations, such as oil price volatility or global economic downturns, can affect consumer spending and impact the clinic's revenue.<sup>10</sup>

### 7.3. Socio-cultural Factors

The UAE's diverse population, comprising people from various cultures and nationalities, presents both opportunities and challenges for ABC Clinic. The growing awareness of mental health and the demand

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<sup>9</sup> <https://www.linkedin.com/pulse/how-dubai-uaes-political-environment-fueled-growth-bushra-mirza-j8juf>

<sup>10</sup> <https://gfmag.com/economics-policy-regulation/united-arab-emirates-trade-finance-tourism-drive-economic-growth/>



for holistic healthcare services align well with the clinic's offerings. However, cultural sensitivities and religious beliefs may influence patient preferences and treatment choices.<sup>11</sup>

#### **7.4. Technological Factors**

Advancements in medical technology can significantly benefit ABC Clinic. The adoption of electronic health records, telemedicine, and AI-powered diagnostic tools can improve efficiency, accuracy, and patient experience. However, investing in new technologies can be costly, and it is important to stay updated with the latest trends and innovations. Additionally, cybersecurity concerns and data privacy regulations must be addressed to protect sensitive patient information.<sup>12</sup>

#### **7.5. Environmental Factors**

While environmental factors may not directly impact ABC Clinic's operations, it is important to consider sustainability practices. Implementing eco-friendly measures, such as reducing waste, conserving energy, and using sustainable materials, can enhance the clinic's reputation and attract environmentally conscious patients. Moreover, addressing climate change concerns, such as extreme weather events and water scarcity, can impact the long-term sustainability of healthcare facilities.<sup>13</sup>

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<sup>11</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC9672605/>

<sup>12</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC8223493/>

<sup>13</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC10531011/>



## 7.6. Legal Factors

The legal framework in the UAE, including labor laws, data privacy regulations, and intellectual property rights, can significantly impact ABC Clinic's operations. Adhering to these laws and regulations is crucial to avoid legal issues and maintain a strong reputation. Additionally, the UAE's strict data privacy laws, such as the Personal Data Protection Law, require the clinic to implement robust data security measures to protect patient information.<sup>14</sup>

DRAFT

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<sup>14</sup> <https://atblegal.com/blog/data-protection-laws-in-the-uae/>



# Porter's Five Forces Analysis



## 8. Porter's Five Forces Analysis

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**Threat of New Entrants:** [Establishing a healthcare facility](#) like ABC Clinic requires significant capital investment, adherence to stringent regulations, and the recruitment of highly skilled professionals. These high barriers to entry make it difficult for new competitors to enter the market. Additionally, ABC Clinic's strong brand reputation and loyal customer base further deter potential entrants.

**Bargaining Power of Suppliers:** While there are a limited number of suppliers for specialized medical equipment and pharmaceuticals, ABC Clinic can mitigate supplier power by diversifying its supply chain and negotiating favorable terms. By establishing strong relationships with multiple suppliers, the clinic can reduce its reliance on any single supplier and secure competitive pricing.

**Bargaining Power of Buyers:** [Patients may have some](#) bargaining power, especially in a competitive market. However, ABC Clinic's unique selling proposition, including its holistic approach to healthcare, personalized care, and specialized services, can differentiate it from competitors and reduce buyer power. By offering superior value and a positive patient experience, the clinic can maintain its pricing power.

**Threat of Substitute Products or Services:** While there may be alternative healthcare providers, ABC Clinic's unique combination of traditional and alternative medicine offers a distinct value proposition. However, the emergence of telemedicine and digital health solutions could pose a potential threat. To mitigate this threat, ABC Clinic can integrate telemedicine services into its offerings and leverage digital technologies to enhance patient experience and convenience.

**Intensity of Competitive Rivalry:** [The healthcare industry](#) in Dubai is competitive, with numerous private clinics and hospitals. However, ABC Clinic's focus on holistic healthcare and specialized services



can differentiate it from competitors and reduce competitive intensity. By targeting specific niche markets and building a strong brand reputation, the clinic can avoid direct price competition and focus on providing superior value.

### Porter's Five Forces Analysis Summary Table

Force	Strength	Implications for ABC Clinic
<b>Threat of New Entrants</b>	High	Significant barrier to entry due to high capital investment, regulatory hurdles, and specialized expertise.
<b>Bargaining Power of Suppliers</b>	Moderate	ABC Clinic can mitigate supplier power by diversifying its supply chain and negotiating favorable terms.
<b>Bargaining Power of Buyers</b>	Moderate	Patients may have some bargaining power, but ABC Clinic's unique value proposition can reduce this.
<b>Threat of Substitute Products or Services</b>	Moderate	Emergence of telemedicine and digital health solutions could pose a threat, but ABC Clinic can adapt by integrating these services.
<b>Intensity of Competitive Rivalry</b>	Moderate	Competitive rivalry is present, but ABC Clinic can differentiate itself through its holistic approach, specialized services, and strong brand reputation.



**Competitor Analysis**



## 9. Competitor Analysis

### 9.1. King's College Hospital London

- **Address:** Dubai Hills, Alkhail Road, Marabea's East Exit
- **Contact details:** 04 247 7777 / [www.kingscollegehospitaldubai.com](http://www.kingscollegehospitaldubai.com)
- **Online consultations:** no

King's  
مستشفى كينجز كوليدج لندن  
King's College Hospital London

APPOINTMENT  
ZH / AR / RU  
☎ +971 800 7777

SPECIALTIES DOCTOR HEALTH CHECKUPS OFFERS & PACKAGES INTERNATIONAL PATIENTS PATIENT PORTAL CONTACT US

International Patient Packages

Hi there 🙋, I am Yanna. Need help?



A multidisciplinary medical center founded with the support of London's King's College Research University mastering a 170-year history. The clinic closely cooperates with the colleagues from the United Kingdom and often invites them to Dubai – half of the doctors' list is represented by British specialists with international accreditations and many years of experience. Patients can choose one of the three branches: Dubai Hills, Dubai Jumeirah or Dubai Marina.

The center is within the premium segment and it operates in all key medical areas, such as cardiology, neurology, endocrinology, pediatrics, dermatology, orthopedics and oncology. In addition to individual consultations, you can also select a full package: essential check-ups for patients of all ages and more advanced Platinum, Gold or Diamond level options. A check-up for women and men under 40 years costs AED 4,000, while a Diamond level package costs approximately AED 30,000.

## TESTIMONIALS



"This really is one of the best hospitals in Dubai. The facility is great, booking appointments have never been easier and more importantly the staff are very well trained (Doctors, Nurses and even Admin)."



GEORGE GREISS

[READ MORE](#)



## 9.2. American Hospital

- **Address:** 19th St, Oud Metha
- **Contact details:** +971 4 377 5500
- **Website:** [www.ahdubai.com](http://www.ahdubai.com)
- **Online consultations:** yes

The screenshot displays the American Hospital website's 'Our footprint in Dubai' section. The header includes the hospital's logo in Arabic and English, a phone number (+971 43775500), a 'Request an Appointment' button, and navigation options for Arabic and a search icon. The main content features a 3D map of Dubai with green location markers for: DUBAI HILLS, NAD AL SHEBA, AL KHAWANEEJ, MIRA, MEDIA CITY, OUD METHA, AL BARSHA, and JUMEIRAH. Below the map, a list of locations is provided: Oud Metha | Media City | Al Barsha | Al Khawaneej | Jumeirah | Mira | Dubai Hills | Nad Al Sheba | Dubai Science Park. The footer contains three main navigation buttons: 'Request an appointment', 'Find a physician', and 'Location Finder', along with a 'Chat with us' button and a WhatsApp icon.



One of the largest medical centers in Dubai city, which is famous for its reliability and advanced technologies. The clinic focuses on close cooperation with the United States: all medical personnel are required to be certified by the American Council or equivalent organizations, and the onsite laboratory has recently received an award from the College of American Pathologists. American Hospital is also a member of the prestigious Mayo Clinic Care Network, an association of the best healthcare institutions around the world.

In eight branches of the clinic, you can find a doctor of almost any specialization, including surgery, psychiatry, gastroenterology, neurology, ophthalmology, urology and dentistry. Packages offer infant vaccinations, plastic surgery, cancer screenings, as well as three levels of check-ups – Silver, Gold and Diamond. Price examples: Diamond level check is AED 5,000 and antenatal care is AED 6,000.



**Aalaa Ouda**



**Abdullah Alhaji**



**Abdullah Essa Alabbas**

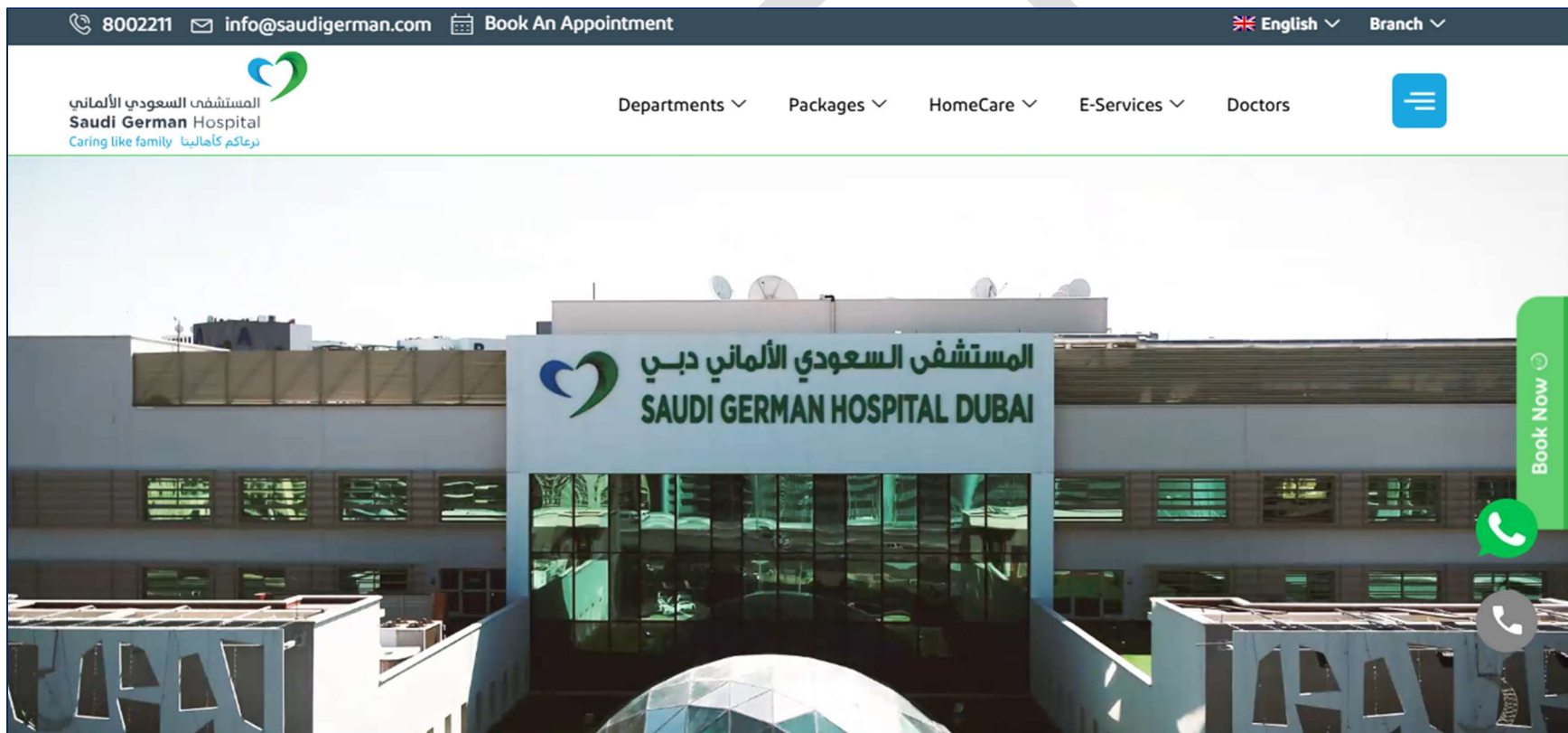


**Afsheen Baig Chughtai**




### 9.3. Saudi German Hospital

- **Address:** Hessa Street 331 West, Al Barsha 3
- **Contact Details:** +971 555 58 0043 /
- **Website:** <https://saudigerman.com/dubai/>
- **Online consultations:** yes





Leading clinic with JCI and CAP accreditation and with a background of one of the largest private medical brands. Saudi German Hospital offers a wide range of services from various fields of healthcare: there are departments of cardiology, nutrition, pain management, general surgery, nephrology, gynecology, psychiatry, radiology, physiotherapy and even breast well-being. Various packages also can not but impress – beside the standard programs for men's and women's health control, you can take packages in dermatology, ophthalmology or care for patients with diabetes. Price examples: a consultation with an endocrinologist will cost AED 300 and the highest level medical examination will cost AED 6,000.



Saudi German  
**Orthopedic & Trauma Hospital**

We offers state-of-the-art orthopedic services, specializing in complex trauma, poly-trauma, and related sub-specialties. Our team of highly trained orthopedic surgeons, physicians, nurses, and therapists provides personalized, evidence-based care using the latest research and technology.

→ Orthopedic      → Rehabilitation



## 9.4. Canadian Specialist Hospital









- **Address:** 24th St, 7/1 – right next to the Ministry of Environment and Water building
- **Contact details:** +971 4 707 2222 /
- **Website:** www.csh.ae
- **Online consultations:** yes

The screenshot shows the homepage of the Canadian Specialist Hospital website. At the top, there is a navigation menu with the following items: Home, About, Our Doctors, Specialties, Health Packages, Corporate Wellness, Contact Us, and Our Branches. The main header features the hospital's name in Arabic (المستشفى الكندي التخصصي) and English (Canadian Specialist Hospital) next to a logo. Below the navigation, the main content area has a dark background with a blurred image of a person in a white lab coat. The text reads: "CANADIAN SPECIALIST HOSPITAL" and "Trusted Care, Compassionate Excellence." Below this, a paragraph states: "Canadian Specialist Hospital offers high-quality, compassionate healthcare, fostering trust with patients. We are dedicated to excellent medical care with an empathetic approach, essential for building patient confidence." There are two prominent buttons: "Book appointment" (a red button) and "Watch Full Video" (a white button with a dark outline). At the bottom left, there is a "Previous" button with a left arrow and the number "03". At the bottom right, there is a "Next" button with a right arrow and the number "02". A small blue circular icon with a white telephone handset is located in the bottom right corner of the page.



One of the most popular medical centers on our list. Canadian Specialist Hospital serves at least 500 patients every day. The clinic specializes in a wide range of diagnostics, treatments and rehabilitation. A few areas of healthcare comprise reproductive medicine, andrology, oncology, laryngology, pulmonology and neurosurgery. Packages include AED 1,600 Fatty Liver Screening, AED 1,200 Prostate Cancer Screening, AED 10,000 Coronary Angiography and AED 30,000 Angiography with Angioplasty.

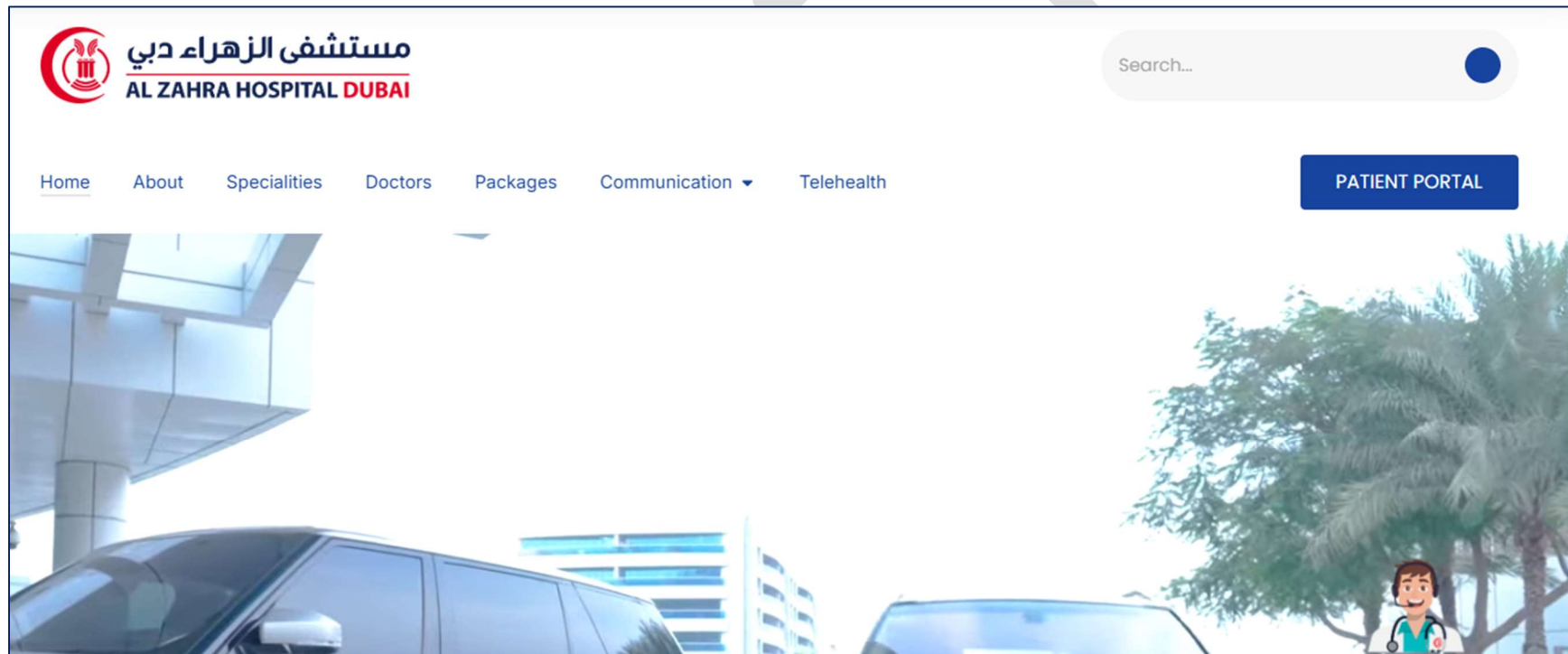
### Our Specialties

 Orthopedics	 Obstetrics and Gynaecology	 Otolaryngology (ENT)	 Dermatology	 Plastic Surgery
 Endocrinology	 General & Laparoscopic Surgery	 Neurosurgery	 Rheumatology	 Orthodontics



## 9.5. Al Zahra Hospital Dubai

- **Address:** Al Na'ayat St, 6
- **Contact details:** +971 4 378 6666 /
- **Website:** www.azhd.ae
- **Online consultations:** no





A medical center with a strong focus on research and development of inhouse solutions. The results of its active R&D are used in all major areas of the clinic – endocrinology, fetal medicine, hematology, neurology, neurosurgery, hyperbaric oxygen therapy, rheumatology and many others. Special attention is given to the surgery: the scope includes general, pediatric, vascular, endovascular, spinal and plastic operative measures, and at the patient’s request, the latest developments in robotics can be involved in the treatment. Packages offer a colonoscopy for AED 7,000, one to six months of dialysis for AED 11,400-54,000, and ten HBOT sessions for AED 10,000.

## Our Doctors —

[See All Doctors →](#)



**Aisha Rashid Khan**  
Physiotherapist



**Dr. Marek Sepiolo**  
Specialist Vascular Surgery



**Dr. Medhat Habib**  
Consultant ENT Surgery



**Dr. Andreas Appelt**  
Consultant Orthopedic Surgeon and...



# Business Model



## 10. Business Model

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### 10.1. Key Partners

ABC Clinic relies on a network of key partners to deliver exceptional healthcare services. These partners include highly qualified medical professionals, pharmaceutical companies, accredited laboratory services providers, insurance companies, and technology providers. Collaborations with these partners enable the clinic to provide state-of-the-art medical care, access cutting-edge technology, and ensure smooth patient experiences.

### 10.2. Key Resources

The success of ABC Clinic hinges on several key resources. These include physical assets such as the clinic infrastructure, advanced medical equipment, and technology. The clinic's human capital, comprising skilled medical professionals, administrative staff, and support personnel, is essential for delivering quality care. Intellectual property, including proprietary knowledge, patents, and trademarks, protects the clinic's unique offerings. Additionally, a strong brand reputation built on trust, reliability, and patient satisfaction is a valuable asset.

### 10.3. Key Activities

ABC Clinic's core activities encompass a wide range of functions essential for delivering high-quality healthcare services. These activities include:



- ✚ **Patient Care:** Providing comprehensive medical and holistic care, including diagnosis, treatment, and preventive care. This involves building strong patient-provider relationships, understanding individual needs, and developing personalized treatment plans.
- ✚ **Operations Management:** Efficiently managing day-to-day operations, such as scheduling appointments, managing medical records, and overseeing administrative tasks. This includes optimizing workflows, implementing effective quality control measures, and ensuring compliance with regulatory standards.
- ✚ **Marketing and Sales:** Developing and implementing effective marketing strategies to attract and retain patients. This involves creating a strong brand identity, utilizing various marketing channels, and building relationships with potential referral sources.
- ✚ **Financial Management:** Managing the clinic's finances, including budgeting, financial planning, and cost control. This involves monitoring revenue and expenses, managing cash flow, and ensuring financial sustainability.
- ✚ **Human Resource Management:** Recruiting, hiring, and managing a talented team of healthcare professionals and administrative staff. This includes talent acquisition, performance management, employee development, and fostering a positive work environment.

## 10.4. Value Proposition

ABC Clinic offers a unique value proposition by combining traditional medical practices with innovative mind-body therapies. The clinic's holistic approach addresses the physical, mental, emotional, and spiritual needs of patients. Personalized care, tailored to individual needs, ensures optimal treatment outcomes. State-of-the-art facilities and advanced medical technology enable accurate diagnosis and effective treatment. The clinic's team of highly qualified medical professionals and experienced therapists



provides expert care and support. Convenient and accessible services, including flexible appointment scheduling and telehealth options, enhance patient experience. ABC Clinic's commitment to patient well-being, continuous improvement, and ethical practices sets it apart from traditional healthcare providers.

## 10.5. Key Channels

ABC Clinic utilizes various channels to reach and engage with its target customers. Direct channels, such as in-person consultations and appointments at the clinic, provide a personalized experience. Digital channels, including the clinic's website, social media, and mobile apps, enable online appointments, consultations, and information access. Additionally, partnerships with insurance providers and other healthcare organizations expand the clinic's reach and facilitate patient referrals.

## 10.6. Customer Relationships

ABC Clinic prioritizes building strong and long-lasting relationships with its customers. This is achieved through personalized care, effective communication, loyalty programs, and after-care services. By understanding and addressing individual patient needs, the clinic aims to foster trust, loyalty, and advocacy. The clinic's commitment to patient satisfaction is evident in its efforts to provide a welcoming and supportive environment, address patient concerns promptly, and ensure a positive overall experience. Additionally, ABC Clinic may offer exclusive benefits to loyal customers, such as priority appointments, discounts on services, and access to specialized programs.



## 10.7. Cost Structure

ABC Clinic's cost structure comprises fixed costs, such as rent, utilities, salaries, insurance, and equipment leases, as well as variable costs, including medical supplies, medications, laboratory tests, and marketing expenses. Effective cost management is crucial to ensure the clinic's financial sustainability. To optimize costs, ABC Clinic can implement strategies such as negotiating favorable contracts with suppliers, streamlining operations, and leveraging technology to automate processes. Additionally, the clinic can focus on high-margin services and diversify its revenue streams to reduce reliance on any single source of income.

## 10.8. Revenue Streams & Pricing

ABC Clinic generates revenue through various streams, including fees for medical services, diagnostic services, holistic therapies, membership programs, and retail sales of health products and supplements. The pricing strategy is based on factors such as the complexity of the services, the expertise of the healthcare providers, the market demand, and the patient's ability to pay. The clinic may offer tiered pricing options, discounts for members, and flexible payment plans to accommodate different financial situations.

## 10.9. Key Customers

ABC Clinic caters to a diverse range of customers, including individuals seeking preventive care, treatment for acute and chronic illnesses, and holistic wellness services. Families, expatriates, and corporate clients are also key target segments for the clinic. By understanding the specific needs of each customer segment, ABC Clinic can tailor its services and marketing efforts to attract and retain customers.



## 11. ABC Clinic Business Model Summary

Element	Description
<b>Key Partners</b>	Medical professionals, pharmaceutical companies, laboratory service providers, insurance companies, technology providers
<b>Key Resources</b>	Physical assets, human capital, intellectual property, brand reputation
<b>Key Activities</b>	Patient care, operations management, marketing and sales, financial management, human resource management
<b>Value Proposition</b>	Holistic healthcare, personalized care, state-of-the-art facilities, experienced healthcare professionals, convenience and accessibility
<b>Key Channels</b>	Direct channels, digital channels, partnerships
<b>Customer Relationships</b>	Personalized care, effective communication, loyalty programs, after-care services
<b>Cost Structure</b>	Fixed costs, variable costs
<b>Revenue Streams</b>	Medical services, diagnostic services, holistic therapies, membership programs, retail sales
<b>Key Customers</b>	Individuals, families, expatriates, corporate clients



**SWOT Analysis**



## 12. SWOT Analysis

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### 12.1. Strengths

- ✚ **Unique Value Proposition:** ABC Clinic's unique combination of traditional and alternative medicine sets it apart from traditional healthcare providers.
- ✚ **Experienced Team:** A team of highly qualified medical professionals and therapists with extensive experience.
- ✚ **State-of-the-Art Facilities:** Advanced medical equipment and technology to ensure accurate diagnosis and effective treatment.
- ✚ **Strong Brand Reputation:** A strong brand reputation built on trust, quality care, and patient satisfaction.
- ✚ **Strong Customer Relationships:** A focus on personalized care and building long-term relationships with patients.

### 12.2. Weaknesses

- ✚ **High Initial Investment:** The initial investment required to establish and operate a healthcare facility can be substantial.
- ✚ **Regulatory Compliance:** Adherence to stringent healthcare regulations can be complex and time-consuming.
- ✚ **Dependency on Key Personnel:** The clinic's success may depend heavily on key personnel, such as experienced doctors and therapists.



- ✚ **Competition:** The healthcare industry is highly competitive, with numerous other clinics and hospitals offering similar services.

### 12.3. Opportunities

- ✚ **Growing Demand for Holistic Healthcare:** [Increasing public awareness](#) of the benefits of holistic healthcare can drive demand for ABC Clinic's services.
- ✚ **Technological Advancements:** Leveraging advanced technologies, such as telemedicine and AI, can improve efficiency and patient experience.
- ✚ **Expanding Services:** [Expanding the range](#) of services offered, such as specialized treatments or wellness programs, can attract new customers.
- ✚ **Strategic Partnerships:** Collaborating with other healthcare providers, insurance companies, and wellness organizations can increase market reach and customer base.

### 12.4. Threats

- ✚ **Economic Downturns:** [Economic downturns](#) can reduce disposable income, leading to decreased demand for healthcare services.
- ✚ **Changes in Healthcare Regulations:** Changes in government regulations can impact the clinic's operations and profitability.
- ✚ **Increased Competition:** The emergence of new competitors can intensify competition and erode market share.
- ✚ **Global Health Crises:** Global health crises, such as pandemics, can disrupt operations and impact patient demand

A photograph of two healthcare professionals in a clinical setting. The man in the foreground is wearing a light blue surgical mask and a white lab coat with a blue stethoscope around his neck. He is looking towards the right. The man in the background is wearing a blue surgical mask and green scrubs, and is also looking towards the right. The background is a plain, light-colored wall.

**Sales & Marketing  
Plan**



## 13. Sales & Marketing Plan

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ABC Clinic is a visionary healthcare facility that aims to redefine the future of healthcare by integrating traditional medical practices with innovative mind-body therapies. Our mission is to provide comprehensive, patient-centered care that addresses the physical, mental, emotional, and spiritual needs of individuals.

To achieve this mission, we have developed a robust sales and marketing plan that focuses on building brand awareness, attracting new patients, and retaining existing ones. This plan outlines our target market, marketing mix, sales strategies, key performance indicators, and the dedicated team responsible for its execution.

By effectively implementing this plan, ABC Clinic aims to establish itself as a leading healthcare provider in the region, delivering exceptional patient care and achieving long-term success.

### 13.1. Marketing Strategy

#### Target Market Segmentation

- 🚦 Families: Parents seeking comprehensive healthcare for their children, including vaccinations, check-ups, and specialized treatments.
- 🚦 Expatriates: Foreign residents in the UAE requiring quality healthcare services.
- 🚦 Corporate Clients: Companies seeking healthcare services for their employees.
- 🚦 Individuals: People seeking preventive care, treatment for acute and chronic illnesses, and holistic wellness services.



## 13.2. Marketing Mix

- ✚ **Product:** A comprehensive range of healthcare services, including traditional medicine and holistic therapies.
- ✚ **Price:** Competitive pricing strategy, considering the value proposition and target market segments.
- ✚ **Place:** A strategic location in a prime area, easily accessible to patients.
- ✚ **Promotion:**
  - ✓ **Digital Marketing:** Utilize social media platforms, search engine optimization, and email marketing to reach a wider audience.
  - ✓ **Content Marketing:** Create valuable content, such as blog posts, articles, and videos, to educate and engage potential customers.
  - ✓ **Public Relations:** Build strong relationships with media outlets and influencers to generate positive publicity.
  - ✓ **Partnerships:** Collaborate with other healthcare providers, fitness centers, and wellness organizations to cross-promote services.
  - ✓ **Referral Programs:** Implement a referral program to encourage satisfied patients to refer friends and family.

## 13.3. Sales Strategy

- ✚ **Direct Sales:** Building strong relationships with patients through personalized consultations and follow-up care.
- ✚ **Telemarketing:** Actively reaching out to potential customers to schedule appointments and provide information about the clinic's services.



- ✚ **Corporate Partnerships:** Partnering with companies to provide healthcare services to their employees.
- ✚ **Insurance Partnerships:** Collaborating with insurance providers to facilitate smooth claims processing and attract insured patients.

### 13.4. Sales and Marketing Team

- ✚ **Marketing Manager:** Oversees overall marketing strategy, including branding, advertising, and digital marketing.
- ✚ **Sales Executive:** Responsible for generating new business and managing existing accounts.
- ✚ **Customer Relationship Manager:** Focuses on building and maintaining strong relationships with patients.

### 13.5. Key Performance Indicators (KPIs)

- ✚ **Patient Acquisition Cost (CAC):** The cost of acquiring a new patient.
- ✚ **Customer Acquisition Cost (CAC):** The cost of acquiring a new customer.
- ✚ **Customer Lifetime Value (CLTV):** The total revenue a customer generates over their lifetime.
- ✚ **Patient Satisfaction:** Measuring patient satisfaction through surveys and feedback.
- ✚ **Net Promoter Score (NPS):** A measure of customer loyalty and advocacy.

By implementing a comprehensive sales and marketing strategy, ABC Clinic can attract and retain patients, build a strong brand reputation, and achieve sustainable growth.



**Critical Success**

**Factors**



## 14. Critical Success Factors

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To ensure the long-term success and sustainability of ABC Clinic, several critical success factors must be carefully considered and implemented. These factors are essential for providing high-quality healthcare services, attracting and retaining patients, and achieving financial sustainability.

### 14.1. High-Quality Healthcare Services

- ✚ **Clinical Excellence:** [Prioritizing the delivery of](#) exceptional medical and holistic care through a team of highly skilled and experienced healthcare professionals. This includes staying up-to-date with the latest medical advancements, adhering to best practices, and continuously improving clinical outcomes.
- ✚ **Patient-Centered Approach:** Tailoring treatment plans to individual patient needs, fostering open communication, and building strong patient-provider relationships. This involves actively listening to patients' concerns, providing clear and concise explanations, and involving patients in decision-making processes.
- ✚ **State-of-the-Art Facilities:** Investing in modern medical equipment and technology to enhance diagnostic accuracy, treatment effectiveness, and patient comfort. This includes utilizing advanced imaging technologies, innovative therapeutic modalities, and efficient clinical information systems.
- ✚ **Continuous Improvement:** [Implementing a culture](#) of continuous improvement through performance monitoring, feedback mechanisms, and evidence-based practices. This involves regularly evaluating the clinic's processes, identifying areas for improvement, and implementing changes to enhance patient outcomes.



## 14.2. Strong Brand Reputation

- ✚ **Effective Marketing and Branding:** Developing and executing a comprehensive marketing strategy to build brand awareness, differentiate the clinic from competitors, and attract target customers. This includes utilizing a mix of traditional and digital marketing channels, such as social media, content marketing, public relations, and partnerships with other healthcare providers.<sup>15</sup>
- ✚ **Exceptional Customer Service:** Providing exceptional patient experiences, addressing concerns promptly, and fostering a positive clinic environment. This involves creating a welcoming and comfortable atmosphere, ensuring timely appointments, and providing clear and concise communication.
- ✚ **Positive Word-of-Mouth:** Encouraging satisfied patients to share their positive experiences with others through referrals and online reviews. This can be achieved by exceeding patient expectations, providing personalized care, and actively seeking feedback.<sup>16</sup>

## 14.3. Financial Sustainability

- ✚ **Revenue Generation:** Diversifying revenue streams through a mix of services, such as medical consultations, diagnostic tests, therapeutic treatments, and retail sales. This involves identifying and capitalizing on emerging trends and opportunities in the healthcare market.

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<sup>15</sup>

[https://www.researchgate.net/publication/368684723\\_Building\\_a\\_Strong\\_Brand\\_Marketing\\_Strategy\\_to\\_Increase\\_Brand\\_Awareness\\_and\\_Consumer\\_Loyalty](https://www.researchgate.net/publication/368684723_Building_a_Strong_Brand_Marketing_Strategy_to_Increase_Brand_Awareness_and_Consumer_Loyalty)

<sup>16</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC9262271/>



- ✚ **Cost Management:** Implementing cost-effective strategies, such as optimizing staffing levels, negotiating favorable supplier contracts, and reducing operational expenses. This includes streamlining administrative processes, reducing waste, and improving efficiency.
- ✚ **Financial Planning and Analysis:** [Developing sound financial plans](#), monitoring key financial metrics, and making informed financial decisions. This involves budgeting, forecasting, and financial reporting to ensure the clinic's long-term financial health.

#### 14.4. Strong Leadership and Management Team

- ✚ **Visionary Leadership:** Providing strategic direction, inspiring the team, and fostering a positive and motivating work culture. This involves setting clear goals, communicating effectively, and empowering employees to contribute to the clinic's success.
- ✚ **Effective Team Management:** [Building a strong and cohesive team](#), recognizing and rewarding performance, and providing opportunities for professional development. This includes fostering teamwork, collaboration, and open communication among team members.
- ✚ **Strong Decision-Making:** Making timely and informed decisions to address challenges and seize opportunities. This involves analyzing data, considering multiple perspectives, and taking calculated risks.

#### 14.5. Employee Satisfaction and Retention

- ✚ **Competitive Compensation and Benefits:** Offering competitive salaries, comprehensive benefits packages, and opportunities for professional development. This includes providing fair compensation, offering flexible work arrangements, and investing in employee training and development.



- ✚ **Positive Work Environment:** Creating a supportive and collaborative work culture that promotes employee well-being and job satisfaction. This involves fostering a positive work atmosphere, recognizing and rewarding employee contributions, and addressing concerns promptly.<sup>17</sup>
- ✚ **Employee Recognition and Rewards:** Recognizing and rewarding employees for their contributions and achievements. This can be done through performance bonuses, promotions, public recognition, and other incentives.

## 14.6. Regulatory Compliance

- ✚ **Adherence to Regulations:** Ensuring compliance with all relevant healthcare regulations, licensing requirements, and ethical standards. This involves staying up-to-date with regulatory changes, implementing robust compliance programs, and maintaining accurate records.<sup>18</sup>
- ✚ **Risk Management:** Identifying and mitigating potential risks, such as legal, financial, and operational risks. This includes conducting regular risk assessments, developing contingency plans, and implementing appropriate risk mitigation strategies.
- ✚ **Data Privacy and Security:** Protecting patient privacy and safeguarding sensitive information. This involves implementing strong data security measures, complying with data privacy regulations, and educating employees about data protection best practices.

By focusing on these critical success factors, ABC Clinic can establish itself as a leading healthcare provider, attract and retain patients, and achieve long-term success.

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<sup>17</sup> <https://www.indeed.com/career-advice/career-development/creating-a-positive-work-environment>

<sup>18</sup> <https://www.nexhealth.com/resources/regulatory-compliance-healthcare>



**Operational Plan**



## 15. Operational Plan

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A robust operational plan is crucial for the successful implementation of ABC Clinic's business strategy. This plan outlines the key operational processes, systems, and procedures required to deliver high-quality healthcare services, ensure patient satisfaction, and achieve financial sustainability.

### 15.1. Facility Management

- ✚ **Strategic Location:** Select a prime location with easy accessibility for patients, considering factors such as proximity to residential areas, commercial centers, and public transportation.
- ✚ **Infrastructure Development:** Invest in state-of-the-art medical equipment, technology, and furniture to create a modern and comfortable environment for patients and staff.
- ✚ **Space Optimization:** Efficiently allocate space for consultation rooms, treatment rooms, reception areas, waiting areas, laboratories, pharmacies, and administrative offices.
- ✚ **Maintenance and Housekeeping:** Implement rigorous cleaning and maintenance protocols to maintain a hygienic and inviting atmosphere.

### 15.2. Human Resources Management

- ✚ **Talent Acquisition:** Recruit highly qualified medical professionals, nurses, therapists, and administrative staff through effective recruitment strategies.
- ✚ **Training and Development:** Provide comprehensive training programs to enhance the skills and knowledge of employees, ensuring they are equipped to deliver the highest quality of care.



- ✚ **Performance Management:** Implement robust performance appraisal systems to monitor and improve employee performance.
- ✚ **Employee Retention:** Foster a positive work environment, offer competitive compensation packages, and provide opportunities for career growth and development.

### 15.3. Clinical Operations

- ✚ **Patient Experience:** Prioritize patient satisfaction by providing timely appointments, efficient check-in and check-out processes, and comfortable waiting areas.
- ✚ **Medical Records Management:** Implement a robust electronic health record (EHR) system to maintain accurate and up-to-date patient records.
- ✚ **Diagnostic Services:** Offer a wide range of diagnostic services, including laboratory tests, imaging studies, and specialized tests.
- ✚ **Therapeutic Interventions:** Provide a comprehensive range of therapeutic interventions, including medical treatments, surgical procedures, and holistic therapies.
- ✚ **Post-Treatment Care:** Offer follow-up care and support to ensure optimal patient outcomes.

### 15.4. Financial Management

- ✚ **Revenue Cycle Management:** Implement efficient billing and insurance claim processing systems to minimize revenue leakage.
- ✚ **Cost Control:** Monitor and control operational costs, such as utilities, supplies, and labor costs.
- ✚ **Financial Planning and Analysis:** Develop accurate financial forecasts and budgets to ensure the clinic's financial sustainability.



## 15.5. Quality Assurance and Risk Management

- ✚ **Quality Assurance:** Implement quality assurance programs to monitor and improve the quality of care.
- ✚ **Infection Control:** Adhere to strict infection control protocols to prevent the spread of diseases.
- ✚ **Risk Management:** Identify and mitigate potential risks, such as medical errors, legal liabilities, and operational disruptions.

## 15.6. Technology Implementation

- ✚ **Electronic Health Records (EHR):** Utilize an EHR system to improve efficiency, reduce errors, and enhance patient care.
- ✚ **Telemedicine:** Implement telemedicine services to expand access to care, especially for remote patients.
- ✚ **Data Analytics:** Leverage data analytics to identify trends, optimize operations, and improve patient outcomes.

By effectively implementing these operational plans, ABC Clinic can deliver exceptional patient care, achieve financial sustainability, and establish a strong reputation as a leading healthcare provider.



**Human Resource  
Plan**



## 16. Human Resource Plan

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A well-structured human resource plan is essential for the success of ABC Clinic. This plan outlines the strategies for attracting, developing, and retaining top talent, fostering a positive work environment, and ensuring compliance with labor laws and regulations. By implementing effective human resource practices, ABC Clinic can build a high-performing team, enhance employee satisfaction, and ultimately deliver exceptional patient care.

### 16.1. Talent Acquisition and Management

- ✚ **Strategic Recruitment:** Implement a strategic recruitment process to attract and hire highly qualified individuals who align with the clinic's values and mission.
- ✚ **Onboarding and Orientation:** Develop a comprehensive onboarding program to facilitate a smooth transition for new employees, including orientation sessions, job shadowing, and mentorship programs.
- ✚ **Performance Management:** Establish a robust performance management system to set clear expectations, provide regular feedback, and recognize and reward outstanding performance.
- ✚ **Employee Development:** Invest in continuous learning and development opportunities, such as training programs, workshops, and conferences, to enhance employees' skills and knowledge.

### 16.2. Compensation and Benefits

- ✚ **Competitive Compensation Packages:** Offer competitive salaries and benefits packages to attract and retain top talent.



- ✚ **Performance-Based Incentives:** Implement performance-based incentive programs to motivate and reward employees.
- ✚ **Employee Benefits:** Provide a comprehensive benefits package, including health insurance, retirement plans, and flexible work arrangements.

### 16.3. Employee Relations

- ✚ **Open Communication:** Foster open and honest communication channels between management and employees to build trust and transparency.
- ✚ **Employee Engagement:** Organize team-building activities, social events, and employee recognition programs to boost morale and enhance employee satisfaction.
- ✚ **Grievance Handling:** Establish a fair and impartial grievance handling process to address employee concerns and resolve disputes.
- ✚ **Work-Life Balance:** Promote a healthy work-life balance by offering flexible work arrangements, such as remote work and flexible hours.

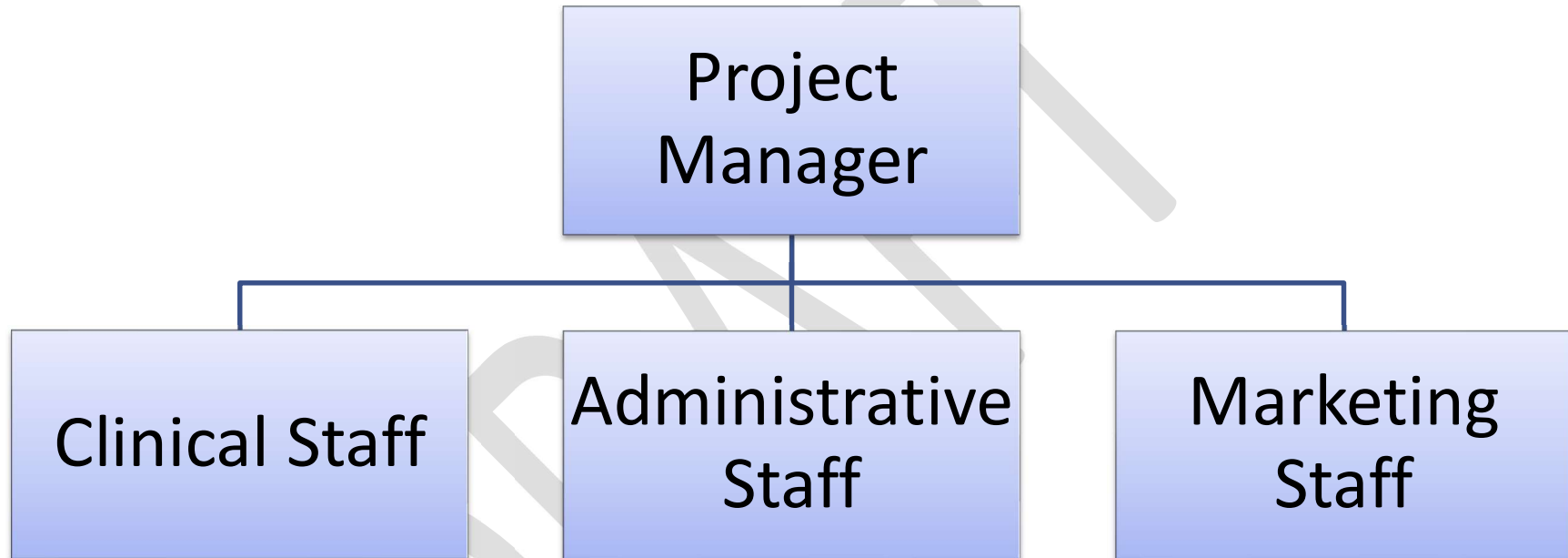
### 16.4. Employee Retention

- ✚ **Career Development:** Provide opportunities for career growth and advancement through mentoring, coaching, and training programs.
- ✚ **Employee Recognition:** Recognize and reward employee contributions to the organization's success.
- ✚ **Positive Work Environment:** Create a positive and supportive work environment that fosters employee well-being and job satisfaction.



## 16.5. Organizational Structure

A well-structured organization is crucial for the efficient operation of ABC Clinic. The following organizational structure outlines the key roles and responsibilities:



By implementing a robust human resource plan, ABC Clinic can attract and retain top talent, foster a positive work environment, and ensure the long-term success of the organization.



**Risks & Mitigation**

**Plan**



## 17. Risks and Mitigation Plan

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A robust risk management plan is crucial for the long-term success and sustainability of ABC Clinic. By proactively identifying, assessing, and mitigating potential risks, the clinic can minimize disruptions, protect its reputation, and ensure the delivery of high-quality healthcare services.

### 17.1. Regulatory Compliance

Non-compliance with healthcare regulations can lead to severe consequences, including fines, penalties, and loss of license. To mitigate this risk, ABC Clinic will:

- ✚ **Stay Updated:** [Regularly monitor](#) and stay updated on the latest healthcare regulations and industry standards.
- ✚ **Appoint a Compliance Officer:** Designate a dedicated compliance officer to oversee regulatory compliance and conduct regular audits.
- ✚ **Establish Strong Relationships:** [Cultivate strong relationships](#) with regulatory authorities to proactively address any concerns or issues.

### 17.2. Financial Risks

Inadequate revenue, increased costs, and financial mismanagement can jeopardize the clinic's financial stability. To mitigate this risk, ABC Clinic will:

- ✚ **Robust Financial Planning:** [Develop a comprehensive](#) financial plan, including budgeting, forecasting, and financial analysis.



- ✚ **Cost Control Measures:** Implement strict cost-control measures, such as optimizing staffing levels, negotiating favorable contracts with suppliers, and reducing operational expenses.
- ✚ **Diversified Revenue Streams:** [Explore opportunities](#) to diversify revenue streams, including offering additional services, partnering with insurance providers, and expanding into new markets.
- ✚ **Risk Management Insurance:** Consider purchasing appropriate insurance coverage to protect against potential financial losses.

### 17.3. Human Resource Risks

Difficulty in recruiting and retaining qualified staff can impact the quality of care. To mitigate this risk, ABC Clinic will:

- ✚ **Employer Branding:** Build a strong employer brand to attract top talent.
- ✚ **Competitive Compensation and Benefits:** [Offer competitive compensation](#) packages, including salaries, bonuses, and benefits.
- ✚ **Employee Development:** Invest in employee training and development programs to enhance skills and knowledge.
- ✚ **Positive Work Culture:** [Foster a positive](#) and supportive work environment to boost employee morale and retention.

### 17.4. Operational Risks

Disruptions in operations, such as equipment failures, supply chain disruptions, or natural disasters, can impact patient care. To mitigate this risk, ABC Clinic will:



- ✚ **Business Continuity Planning:** [Develop a comprehensive business](#) continuity plan to minimize disruptions and ensure business continuity.
- ✚ **Risk Assessment:** Conduct regular risk assessments to identify potential operational risks and develop mitigation strategies.
- ✚ **Preventive Maintenance:** [Implement a preventive maintenance](#) program for medical equipment to minimize breakdowns.
- ✚ **Diversified Supplier Base:** Establish relationships with multiple suppliers to reduce reliance on a single source and mitigate supply chain disruptions.
- ✚ **Emergency Preparedness:** [Develop and implement](#) emergency preparedness plans to respond effectively to natural disasters and other emergencies.

## 17.5. Reputational Risk

Negative publicity, patient complaints, or medical errors can damage the clinic's reputation. To mitigate this risk, ABC Clinic will:

- ✚ **Quality Assurance:** [Implement robust](#) quality assurance and quality control measures to ensure high-quality care.
- ✚ **Patient Satisfaction:** Prioritize patient satisfaction by addressing concerns promptly and professionally.
- ✚ **Crisis Management:** Develop a crisis communication plan to effectively manage and mitigate reputational crises.
- ✚ **Online Reputation Management:** Monitor and manage the clinic's online reputation through social media and online review platforms.



## Risk Management Summary Table

Risk	Potential Impact	Mitigation Strategies
<b>Regulatory Non-Compliance</b>	Fines, penalties, loss of license	Stay updated on regulations, appoint a compliance officer, conduct regular audits, build strong relationships with regulatory authorities.
<b>Financial Risks</b>	Financial instability	Robust financial planning, cost control, diversified revenue streams, risk management insurance.
<b>Human Resource Risks</b>	Difficulty in attracting and retaining talent, impact on quality of care	Strong employer branding, competitive compensation and benefits, employee development, positive work culture.
<b>Operational Risks</b>	Disruptions in operations, impact on patient care	Business continuity planning, risk assessment, preventive maintenance, diversified supplier base, emergency preparedness.
<b>Reputational Risk</b>	Negative publicity, loss of trust, decreased patient volume	Quality assurance, patient satisfaction, crisis management, online reputation management.

By proactively addressing these potential risks, ABC Clinic can mitigate challenges, protect its reputation, and ensure the delivery of high-quality healthcare services.



**Financial Plan**

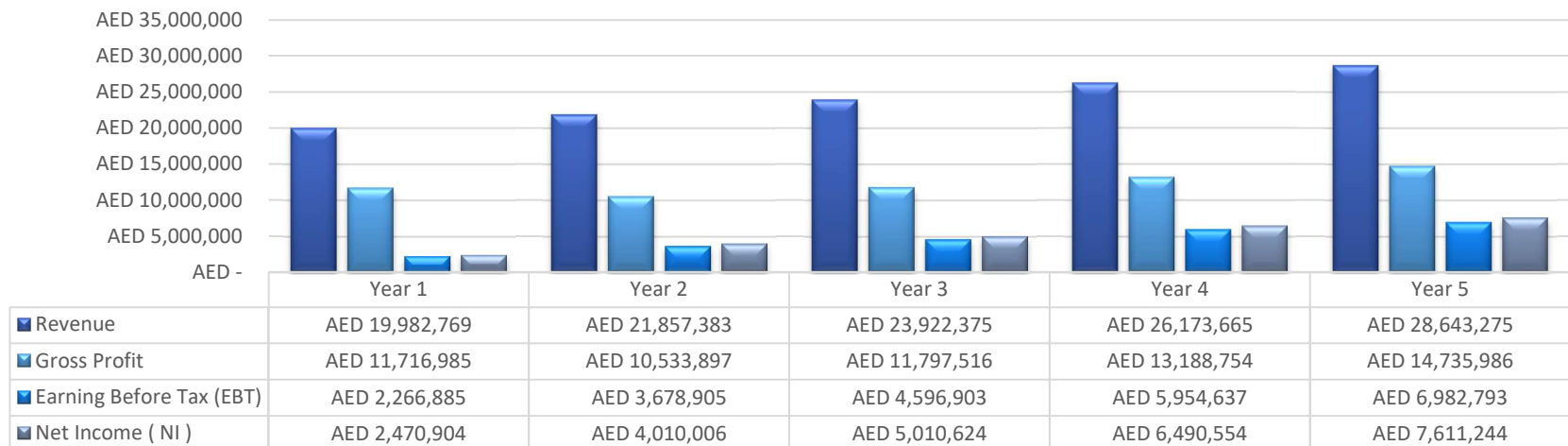


# 18. Financial Plan

## 18.1. Project Financial Highlight

Projected Income Statement	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast	Total
Revenue	AED 19,982,769	AED 21,857,383	AED 23,922,375	AED 26,173,665	AED 28,643,275	AED 120,579,467
Less : Cost of Revenue	AED 8,265,785	AED 11,323,486	AED 12,124,859	AED 12,984,911	AED 13,907,289	AED 58,606,329
<b>Gross Profit</b>	<b>AED 11,716,985</b>	<b>AED 10,533,897</b>	<b>AED 11,797,516</b>	<b>AED 13,188,754</b>	<b>AED 14,735,986</b>	<b>AED 61,973,138</b>
Less : Operating Expenses	AED 9,003,100	AED 6,490,717	AED 6,903,452	AED 6,991,461	AED 7,554,847	AED 36,943,577
<b>Earnings Before Interest, Tax, Depreciation and Amortization (EBITDA)</b>	<b>AED 2,713,885</b>	<b>AED 4,043,180</b>	<b>AED 4,894,064</b>	<b>AED 6,197,293</b>	<b>AED 7,181,139</b>	<b>AED 25,029,561</b>
Less : Depreciation & Amortization	AED 447,000	AED 364,275	AED 297,161	AED 242,656	AED 198,346	AED 1,549,439
<b>Earnings Before Interest and Tax (EBIT)</b>	<b>AED 2,266,885</b>	<b>AED 3,678,905</b>	<b>AED 4,596,903</b>	<b>AED 5,954,637</b>	<b>AED 6,982,793</b>	<b>AED 23,480,122</b>
Less :Finance Cost (Bank charges)	AED -	AED -	AED -	AED -	AED -	AED -
<b>Earning Before Tax (EBT)</b>	<b>AED 2,266,885</b>	<b>AED 3,678,905</b>	<b>AED 4,596,903</b>	<b>AED 5,954,637</b>	<b>AED 6,982,793</b>	<b>AED 23,480,122</b>
Less : Corporate Tax	AED (204,020)	AED (331,101)	AED (413,721)	AED (535,917)	AED (628,451)	AED (2,113,211)
<b>Net Income ( NI )</b>	<b>AED 2,470,904</b>	<b>AED 4,010,006</b>	<b>AED 5,010,624</b>	<b>AED 6,490,554</b>	<b>AED 7,611,244</b>	<b>AED 25,593,333</b>

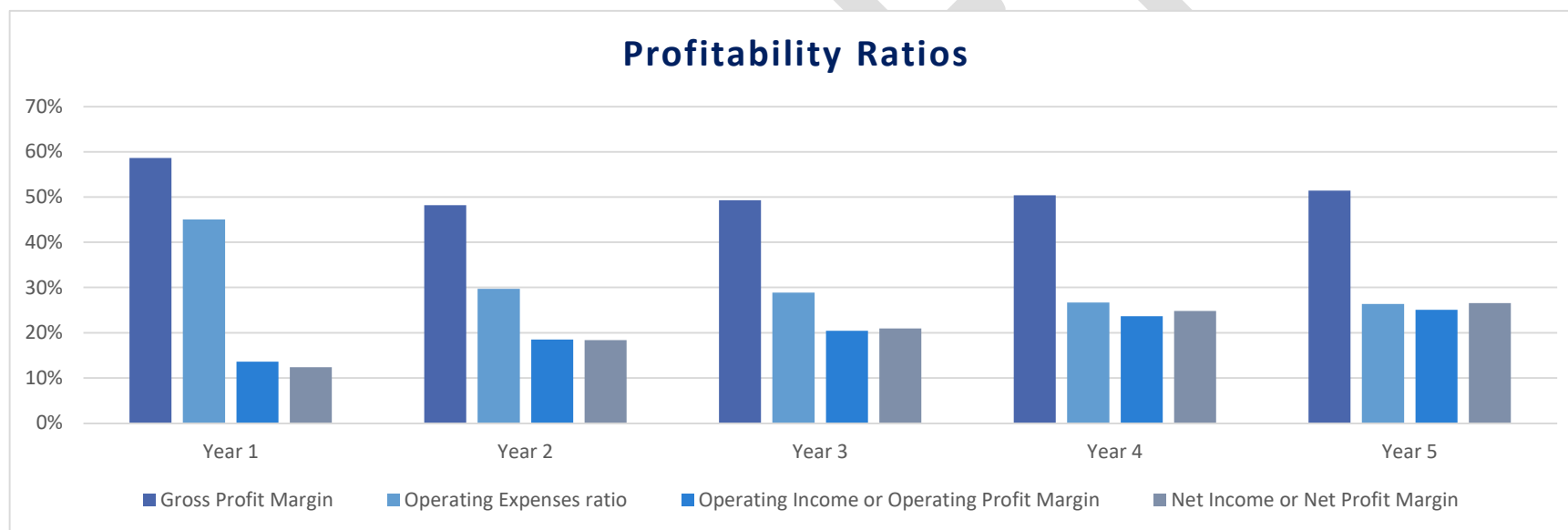
Financial Highlights





## Income Statement -Key Performance Indicator (KPI) in % age

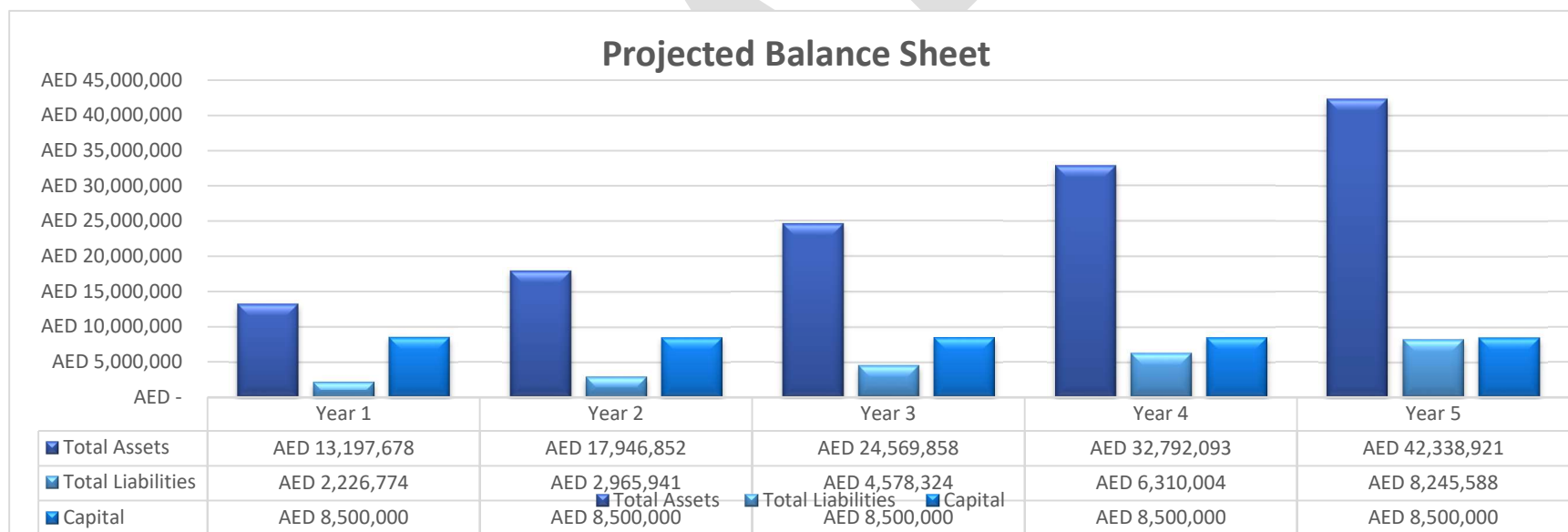
Key Financial Ratios	Year 1 Forecasted	Year 2 Forecasted	Year 3 Forecasted	Year 4 Forecasted	Year 5 Forecasted	Forecasted Average
Revenue ratio	100%	100%	100%	100%	100%	100%
Cost of Revenue ratio	41%	52%	51%	50%	49%	48%
Gross Margin ratio	59%	48%	49%	50%	51%	52%
Operating Expense ratio	45%	30%	29%	27%	26%	31%
EBITDA ratio	14%	18%	20%	24%	25%	20%
Depreciation Expense ratio	2%	2%	1%	1%	1%	1%
Tax Expense ratio	-1%	-2%	-2%	-2%	-2%	-2%
Net Margin ratio	12%	18%	21%	25%	27%	21%





## Projected Balance Sheet

Projected Balance Sheet	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Non-Current Assets	AED 2,173,500	AED 1,698,725	AED 1,401,564	AED 1,158,907	AED 960,561
Current Assets	AED 11,024,178	AED 16,248,127	AED 23,168,295	AED 31,633,186	AED 41,378,360
<b>Total Assets</b>	<b>AED 13,197,678</b>	<b>AED 17,946,852</b>	<b>AED 24,569,858</b>	<b>AED 32,792,093</b>	<b>AED 42,338,921</b>
Non-Current Liabilities	AED -	AED -	AED -	AED -	AED -
Current Liabilities	AED 2,226,774	AED 2,965,941	AED 4,578,324	AED 6,310,004	AED 8,245,588
<b>Total Liabilities</b>	<b>AED 2,226,774</b>	<b>AED 2,965,941</b>	<b>AED 4,578,324</b>	<b>AED 6,310,004</b>	<b>AED 8,245,588</b>
<b>Total Equity</b>	<b>AED 10,970,904</b>	<b>AED 14,980,910</b>	<b>AED 19,991,535</b>	<b>AED 26,482,088</b>	<b>AED 34,093,333</b>
<b>Total Equity and Liabilities</b>	<b>AED 13,197,678</b>	<b>AED 17,946,852</b>	<b>AED 24,569,858</b>	<b>AED 32,792,093</b>	<b>AED 42,338,921</b>





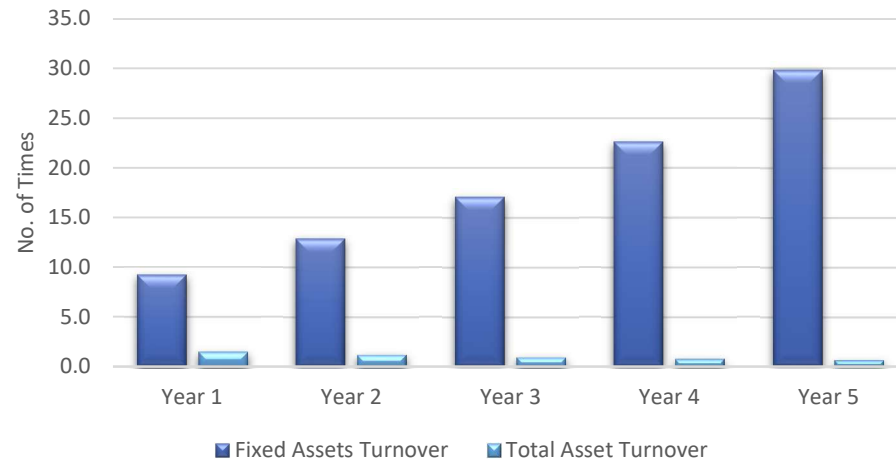
## Balance Sheet Ratios - Key Performance Indicator (KPI)

Key Financial Ratios	Year 1 Forecasted	Year 2 Forecasted	Year 3 Forecasted	Year 4 Forecasted	Year 5 Forecasted	Forecasted Average
Current Ratio	5	5	5	5	5	5
Quick Ratio	5	5	5	5	5	5
Return on Assets ( ROA)	1	2	4	6	8	4
Return on equity (ROE)	23%	27%	25%	25%	22%	24%
Return on Capital Employed (ROCE)	21%	34%	31%	30%	26%	28%

### Liquidity Ratios



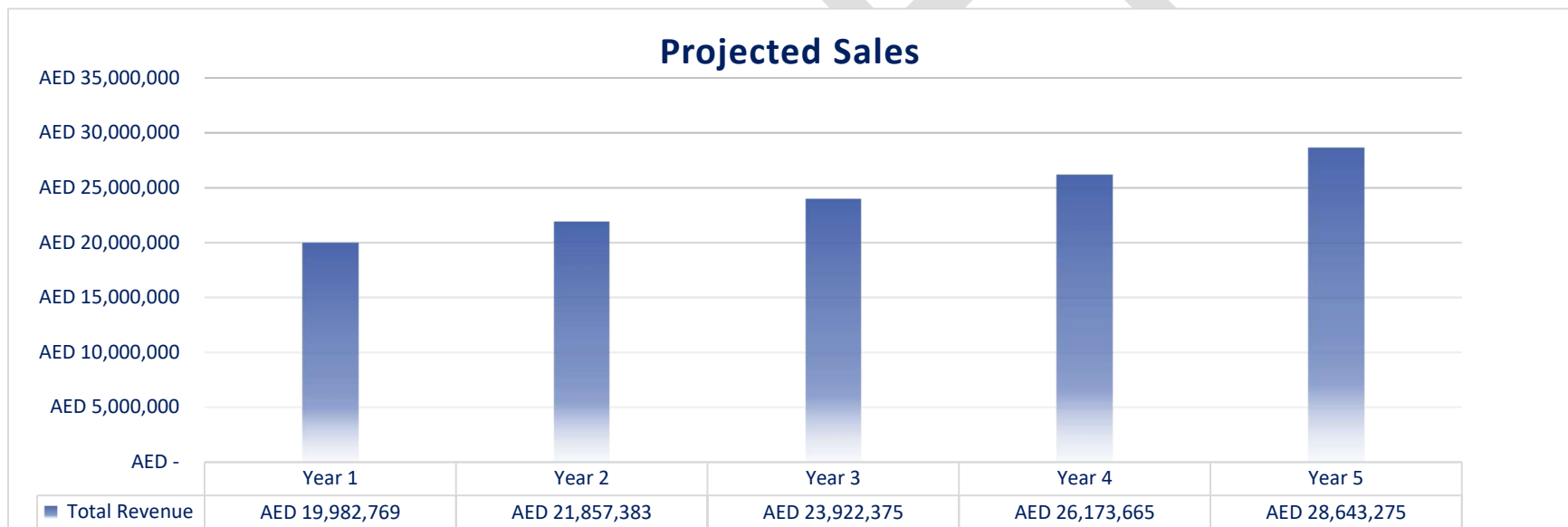
### Efficiency Ratios (in times)





## Projected Revenue year by year

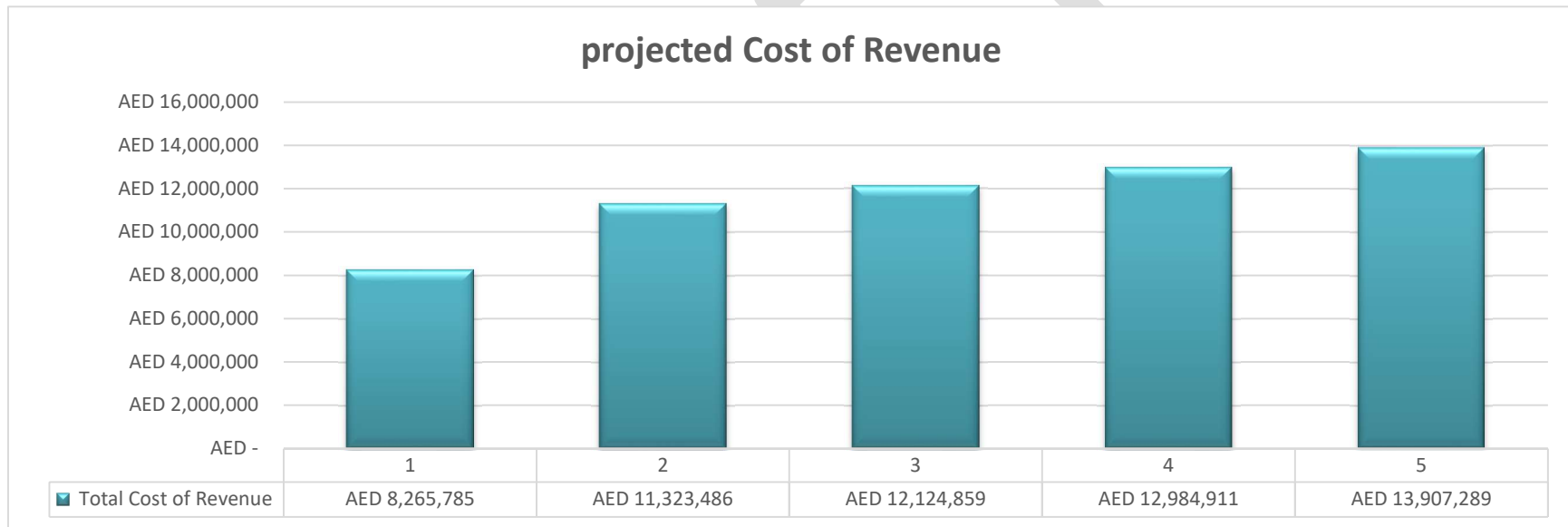
Projected Revenue by Year	Year 1 Forecasted	Year 2 Forecasted	Year 3 Forecasted	Year 4 Forecasted	Year 5 Forecasted	Total
Consultation Services	AED 1,633,846	AED 1,787,986	AED 1,956,158	AED 2,140,750	AED 2,343,516	AED 9,862,256
Treatment Services	AED 2,520,000	AED 2,756,783	AED 3,016,440	AED 3,300,486	AED 3,611,704	AED 15,205,413
Specialized Therapy Services	AED 4,126,154	AED 4,513,053	AED 4,938,809	AED 5,404,890	AED 5,914,534	AED 24,897,440
Pharmacy & Laboratory	AED 1,716,923	AED 1,877,948	AED 2,053,650	AED 2,247,107	AED 2,458,830	AED 10,354,458
Membership Packages	AED 8,739,692	AED 9,558,829	AED 10,464,248	AED 11,447,130	AED 12,525,464	AED 52,735,363
Events & Miscellaneous	AED 1,246,154	AED 1,362,784	AED 1,493,070	AED 1,633,302	AED 1,789,227	AED 7,524,537
<b>Total</b>	<b>AED 19,982,769</b>	<b>AED 21,857,383</b>	<b>AED 23,922,375</b>	<b>AED 26,173,665</b>	<b>AED 28,643,275</b>	<b>AED 120,579,467</b>





## Projected Cost of Revenue

Projected Cost of Revenue by Year	Year 1 Forecasted	Year 2 Forecasted	Year 3 Forecasted	Year 4 Forecasted	Year 5 Forecasted	Total
Direct Attributable Staff Salaries	AED 6,930,000	AED 9,868,320	AED 10,539,366	AED 11,256,043	AED 12,021,454	AED 50,615,182
MOH License Fee for Medical Staff	AED 63,600	AED 63,600	AED 63,600	AED 63,600	AED 63,600	AED 318,000
Medicine Cost in Pharmacy	AED 1,064,492	AED 1,164,328	AED 1,273,263	AED 1,393,206	AED 1,524,475	AED 6,419,764
<b>Total</b>	<b>AED 8,265,785</b>	<b>AED 11,323,486</b>	<b>AED 12,124,859</b>	<b>AED 12,984,911</b>	<b>AED 13,907,289</b>	<b>AED 58,606,329</b>

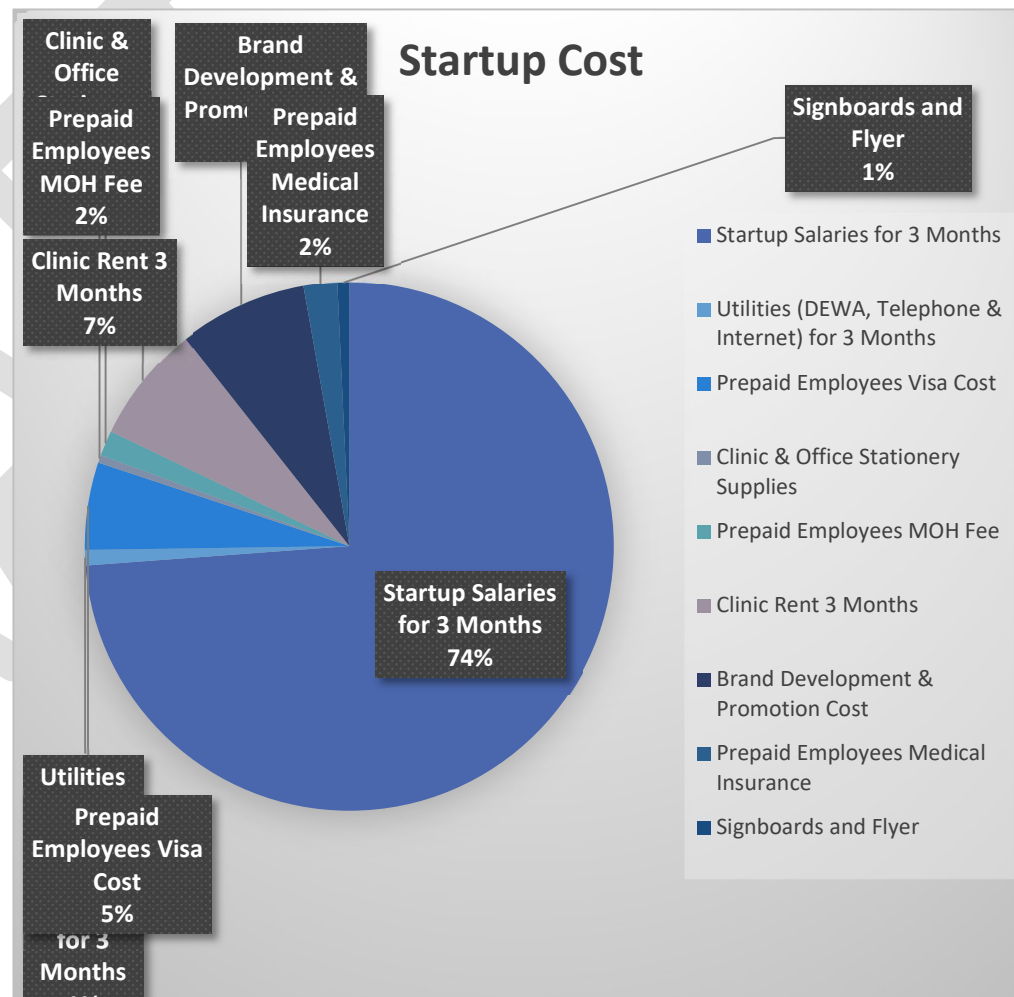




## Startup Cost Indicator - Key Performance Indicator (KPI)

### Startup Cost

Start-up Expenses	Amount
Startup Salaries for 3 Months	AED 3,057,000
Utilities (DEWA, Telephone & Internet) for 3 Months	AED 39,000
Clinic Rent 3 Months	AED 300,000
Prepaid Employees Visa Cost	AED 221,000
Prepaid Employees MOH Fee	AED 63,600
Prepaid Employees Medical Insurance	AED 85,000
Clinic & Office Stationery Supplies	AED 20,000
Brand Development & Promotion Cost	AED 325,000
Signboards and Flyer	AED 30,000
HMIS (Clinic MIS Software)	AED 20,000
Accounting Software - Wafeq	AED 20,000
Website Development Costs	AED 25,000
Legal and Incorporation Expense	AED 55,000
<b>Total Start-up Expenses</b>	<b>AED 4,260,600</b>
Start-up Assets	Amount
Machines & Equipment's for Clinic	AED 950,000
Clinic Fitout	AED 850,000
Furniture & Fixture	AED 650,000
Computer & Printer	AED 15,000
Startup Inventory	AED 950,000
Security deposit (Clinic Rent + DEWA Deposit)	AED 45,000
Cash Reserve for Working Capital	AED 779,400
<b>Total Start-up Assets - Capital Outflow</b>	<b>AED 4,239,400</b>
<b>Total Capital Requirement</b>	<b>AED 8,500,000</b>
Project Financing	Amount
Owner's Capital	AED 8,500,000

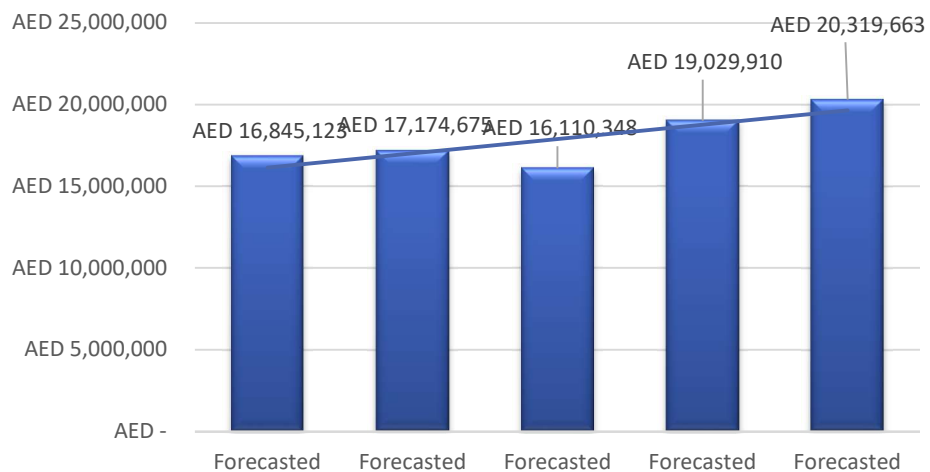




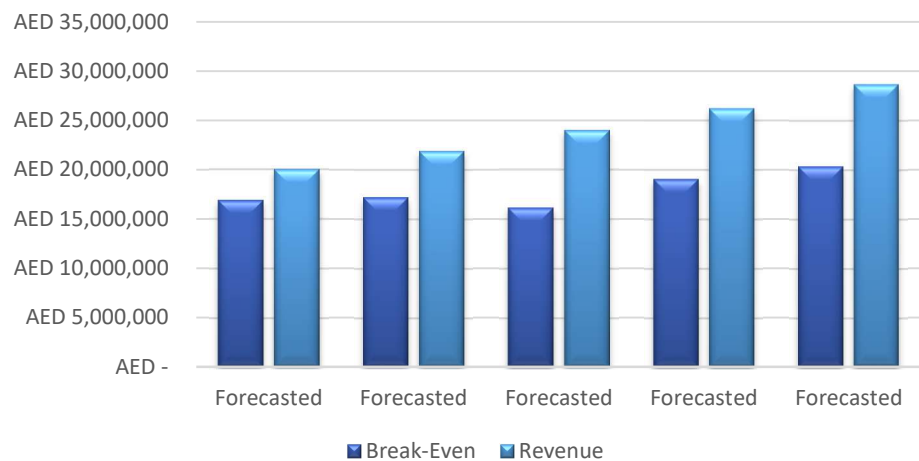
## Projected Summary Sheet of Multiproduct Breakeven Analysis

Multiproduct Breakeven	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
Fixed Cost	AED 14,221,100	AED 14,397,604	AED 15,203,385	AED 16,180,703	AED 17,223,178
Weighted Average Selling Price	AED 3,094	AED 3,165	AED 3,239	AED 3,313	AED 3,390
Weighted Average Variable Cost	AED 482	AED 512	AED 182	AED 496	AED 517
Weighted Average Multiproduct Contribution Margin	AED 2,612	AED 2,654	AED 3,057	AED 2,817	AED 2,873
Weighted Average Multiproduct Contribution Margin Ratio (CM Ratio)	0.84	0.84	0.94	0.85	0.85
Breakeven Point in Multiproduct (Revenue Qty)	12,839	12,798	13,259	13,547	14,140
Weighted Average Breakeven Point in Multiproduct Revenue (in AED)	AED 16,845,123	AED 17,174,675	AED 16,110,348	AED 19,029,910	AED 20,319,663

### Total Yearly Break-even revenue



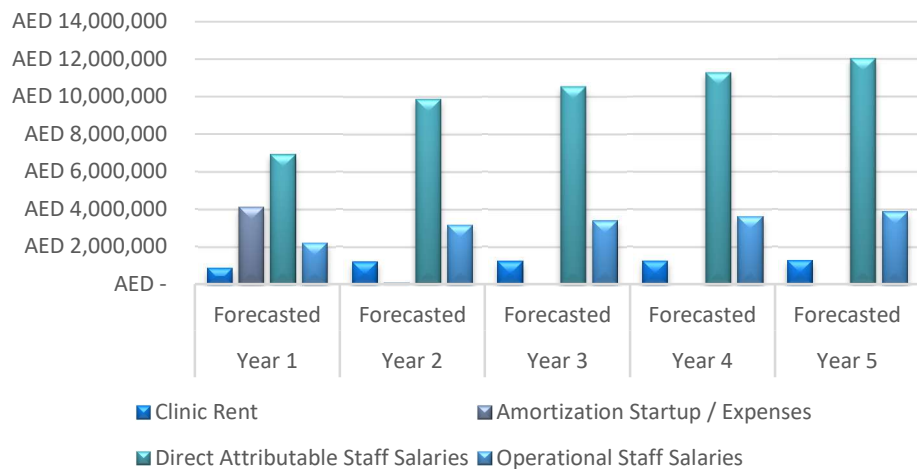
### Revenue vs Break-even





Yearly Breakeven Analysis in Amount (AED)	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
	-----Per Year-----				
Consultation Services	AED 1,377,304	AED 1,404,929	AED 1,317,360	AED 1,556,461	AED 1,662,500
Treatment Services	AED 2,124,316	AED 3,546,180	AED 3,326,005	AED 3,929,697	AED 4,195,796
Pharmacy & Laboratory	AED 1,447,336	AED 1,475,618	AED 1,383,016	AED 1,633,789	AED 1,744,305
Events & Miscellaneous	AED 1,050,486	AED 1,070,822	AED 1,005,497	AED 1,187,514	AED 1,269,285
<b>Total Yearly Break-even Revenue</b>	<b>AED 5,999,441</b>	<b>AED 7,497,550</b>	<b>AED 7,031,878</b>	<b>AED 8,307,460</b>	<b>AED 8,871,886</b>

**Fixed Cost (For Break-Even Analysis)**



**Profitability Ratios**





Yearly Breakeven Analysis in Revenue Qty	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
	-----Per Year-----				
Consultation Services	3,268	3,259	3,377	3,450	3,602
Treatment Services	2,334	2,327	2,410	2,463	2,570
Pharmacy & Laboratory	2,334	2,327	2,410	2,463	2,570
Events & Miscellaneous	233	233	241	246	258
<b>Total</b>	<b>8,170</b>	<b>8,144</b>	<b>8,438</b>	<b>8,622</b>	<b>9,000</b>

## Project Economics

### Project Financial Feasibility Analysis

Description	Value
Return on Investment (ROI) or ROI	43%
Net Present Value (NPV)	AED 4,557,714
Cost of Capital (WACC) - Discount Rate used for NPV	28%
Project Internal Rate of Return ( IRR )	43%
Undiscounted Payback Period (PBP)	2 Year and 26 month approximately
Discounted Payback Period (PBP)	3 Year and 3 month approximately
Projection years	5 Years
Accounting Rate of Return (ARR)	60%
Profitability Index ( PI )	1.5

Note: The financial feasibility analysis provides the information regarding projected IRR, NPV and payback period of the study, which is shown in above Table.

## Project Financing

Description	Details
Total Equity (100%)	AED 8,500,000
Bank Loan (0%)	AED -
Annual Markup to the Borrower - Long Term Loan	AED -
Tenure of the Loan (Years)	AED -
Annual Markup to the Borrower - Short Term Debt	AED -

## Accounting Rate of Return (ARR)

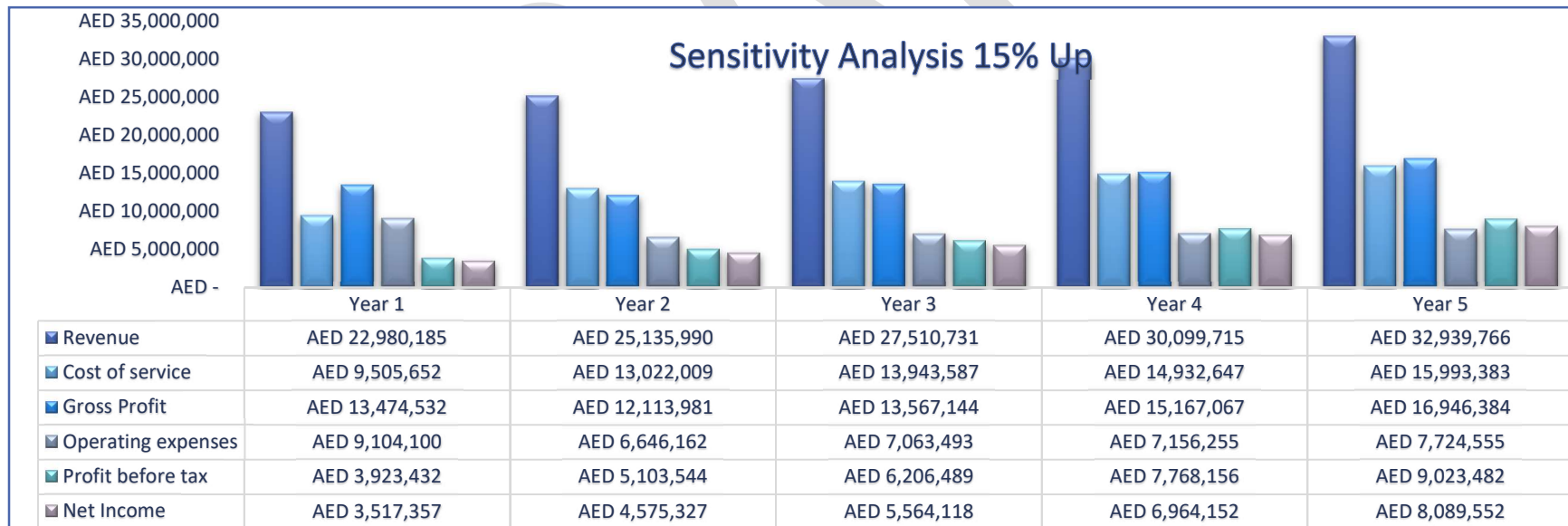
Accounting Rate of Return	Forecast
Initial Investment	AED 8,500,000
Average Net Income	AED 5,118,667
<b>ARR</b>	<b>60%</b>



## Project Risk Analysis 1 -Sensitivity Analysis

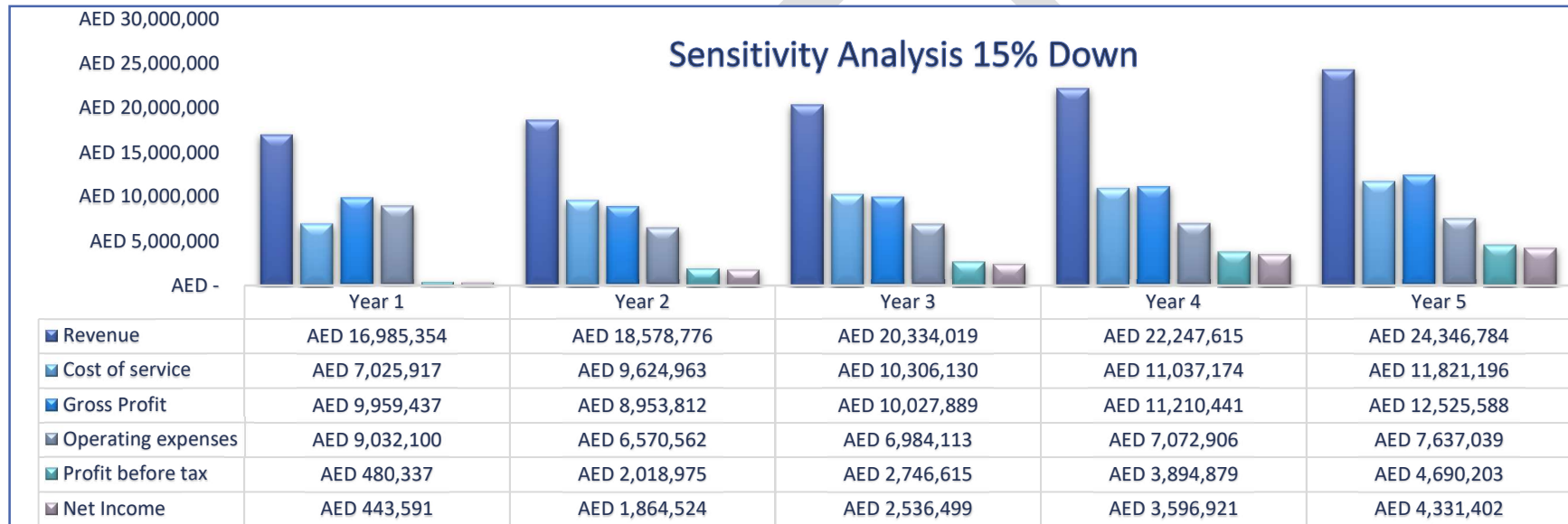
Description	Note	Low Value (85%)	Base Value (100%)	High Value (115%)
Weighted Average Price per Product (@ 15 %)		AED 2,630	AED 3,094	AED 3,559
Average Variable Cost per Product		AED 410	AED 482	AED 554
Advertising & Marketing		AED 214,200	AED 252,000	AED 289,800
Tax rate		8%	9%	10%
Average Profit After Tax		(2,554,587)	5,118,667	5,742,101

Sensitivity Analysis 15% Up	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Revenue	AED 22,980,185	AED 25,135,990	AED 27,510,731	AED 30,099,715	AED 32,939,766
Cost of service	AED 9,505,652	AED 13,022,009	AED 13,943,587	AED 14,932,647	AED 15,993,383
Gross Profit	AED 13,474,532	AED 12,113,981	AED 13,567,144	AED 15,167,067	AED 16,946,384
Operating expenses	AED 9,104,100	AED 6,646,162	AED 7,063,493	AED 7,156,255	AED 7,724,555
Profit before tax	AED 3,923,432	AED 5,103,544	AED 6,206,489	AED 7,768,156	AED 9,023,482
Net Income	AED 3,517,357	AED 4,575,327	AED 5,564,118	AED 6,964,152	AED 8,089,552





Sensitivity Analysis 15% Down	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Revenue	AED 16,985,354	AED 18,578,776	AED 20,334,019	AED 22,247,615	AED 24,346,784
Cost of service	AED 7,025,917	AED 9,624,963	AED 10,306,130	AED 11,037,174	AED 11,821,196
Gross Profit	AED 9,959,437	AED 8,953,812	AED 10,027,889	AED 11,210,441	AED 12,525,588
Operating expenses	AED 9,032,100	AED 6,570,562	AED 6,984,113	AED 7,072,906	AED 7,637,039
Profit before tax	AED 480,337	AED 2,018,975	AED 2,746,615	AED 3,894,879	AED 4,690,203
Net Income	AED 443,591	AED 1,864,524	AED 2,536,499	AED 3,596,921	AED 4,331,402





## Project Risk Analysis 2 -Scenario Analysis

### Net Income (Effect on Net Income in each Scenario Analysis )

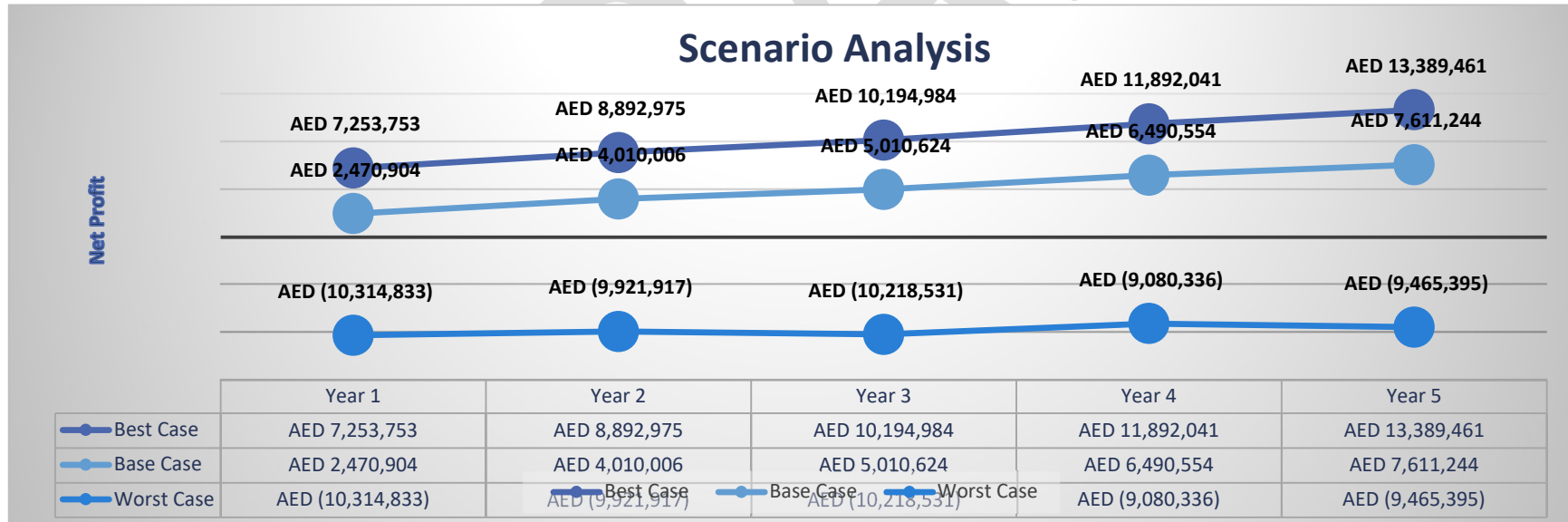
Scenario	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Best Case	AED 7,253,753	AED 8,892,975	AED 10,194,984	AED 11,892,041	AED 13,389,461
Base Case	AED 2,470,904	AED 4,010,006	AED 5,010,624	AED 6,490,554	AED 7,611,244
Worst Case	AED (10,314,833)	AED (9,921,917)	AED (10,218,531)	AED (9,080,336)	AED (9,465,395)

### Net Present Value (NPV) Effect in each Scenario

Scenario	NPV
Worst Case	AED (31,665,333)
Base Case	AED 4,557,714
Best Case	AED 23,969,154

### Internal Rate of Return (IRR) Effect in each Scenario

Scenario	IRR
Worst Case	23%
Base Case	43%
Best Case	56%







**Note 1** Salary of 3 months is considered. Salary, Employees Visa and Insurance breakup is shown in below in table.

Designations	Number	Staff Per Month Salary	Total 3 month Salary	Prepaid Employees Visa Cost	Total Prepaid Employees Visa Cost	Prepaid Employee Medical Insurance / Per Employee	Total Prepaid Employee Medical Insurance
<b>Medical Staff</b>							
General Practitioner (GP)	1	AED 80,000	AED 240,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Pediatrician	2	AED 150,000	AED 450,000	AED 6,500	AED 13,000	AED 2,500	AED 5,000
Orthopedic Doctor	1	AED 65,000	AED 195,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Dermatologist	1	AED 65,000	AED 195,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Physiotherapist	1	AED 55,000	AED 165,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Psychologist	2	AED 60,000	AED 180,000	AED 6,500	AED 13,000	AED 2,500	AED 5,000
Hypnotherapist	2	AED 60,000	AED 180,000	AED 6,500	AED 13,000	AED 2,500	AED 5,000
Dietitian/Nutritionist	1	AED 65,000	AED 195,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Massage Therapist	2	AED 40,000	AED 120,000	AED 6,500	AED 13,000	AED 2,500	AED 5,000
Telemedicine Doctor	1	AED 20,000	AED 60,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
<b>Total Medical Staff</b>	<b>14</b>	<b>AED 660,000</b>	<b>AED 1,980,000</b>	<b>AED 65,000</b>	<b>AED 91,000</b>	<b>AED 25,000</b>	<b>AED 35,000</b>
<b>Paramedical Staff</b>							
Head Nurse	1	AED 10,000	AED 30,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Nurse(s)	4	AED 32,000	AED 96,000	AED 6,500	AED 26,000	AED 2,500	AED 10,000
Pharmacist	2	AED 30,000	AED 90,000	AED 6,500	AED 13,000	AED 2,500	AED 5,000
Laboratory Technician(s)	2	AED 30,000	AED 90,000	AED 6,500	AED 13,000	AED 2,500	AED 5,000
Lab Assistant(s)	1	AED 8,000	AED 24,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
<b>Total Paramedical Staff</b>	<b>10</b>	<b>AED 110,000</b>	<b>AED 330,000</b>	<b>AED 32,500</b>	<b>AED 65,000</b>	<b>AED 12,500</b>	<b>AED 25,000</b>
<b>General Admin Department</b>							
Founder(s)/ CEO	1	AED 80,000	AED 240,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Business Development Manager	1	AED 80,000	AED 240,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Marketing Specialist(s)	1	AED 25,000	AED 75,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
HR Officer	1	AED 20,000	AED 60,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Accountant	1	AED 15,000	AED 45,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500
Receptionist(s)	2	AED 20,000	AED 60,000	AED 6,500	AED 13,000	AED 2,500	AED 5,000
Cleaner(s)	2	AED 6,000	AED 18,000	AED 6,500	AED 13,000	AED 2,500	AED 5,000
Security Staff	1	AED 3,000	AED 9,000	AED 6,500	AED 6,500	AED 2,500	AED 2,500



<b>Total General Admin Department Staff</b>	<b>10</b>	<b>AED 249,000</b>	<b>AED 747,000</b>	<b>AED 52,000</b>	<b>AED 65,000</b>	<b>AED 20,000</b>	<b>AED 25,000</b>
<b>Grand Total</b>	<b>34</b>	<b>AED 1,019,000</b>	<b>AED 3,057,000</b>	<b>AED 149,500</b>	<b>AED 221,000</b>	<b>AED 57,500</b>	<b>AED 85,000</b>

### Headcount Table Year Wise

Description	Projected Number of Total Employees					Avg. Monthly salary per employee	Total Per Month Salary
	Year 1	Year 2	Year 3	Year 4	Year 5		
<b>Medical Staff</b>							
General Practitioner (GP)	1	1	1	1	1	AED 80,000	AED 80,000
Pediatrician	2	2	2	2	2	AED 75,000	AED 150,000
Orthopedic Doctor	1	1	1	1	1	AED 65,000	AED 65,000
Dermatologist	1	1	1	1	1	AED 65,000	AED 65,000
Physiotherapist	1	1	1	1	1	AED 55,000	AED 55,000
Psychologist	2	2	2	2	2	AED 30,000	AED 60,000
Hypnotherapist	2	2	2	2	2	AED 30,000	AED 60,000
Dietitian/Nutritionist	1	1	1	1	1	AED 65,000	AED 65,000
Massage Therapist	2	2	2	2	2	AED 20,000	AED 40,000
Telemedicine Doctor	1	1	1	1	1	AED 20,000	AED 20,000
<b>Total Medical Staff</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>		<b>AED 660,000</b>
<b>Paramedical Staff</b>							
Head Nurse	1	1	1	1	1	AED 10,000	AED 10,000
Nurse(s)	4	4	4	4	4	AED 8,000	AED 32,000
Pharmacist	2	2	2	2	2	AED 15,000	AED 30,000
Laboratory Technician(s)	2	2	2	2	2	AED 15,000	AED 30,000
Lab Assistant(s)	1	1	1	1	1	AED 8,000	AED 8,000
<b>Total Paramedical Staff</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>		<b>AED 110,000</b>
<b>General Admin Department</b>							
Founder(s)/CEO	1	1	1	1	1	AED 80,000	AED 80,000
Business Development Manager	1	1	1	1	1	AED 80,000	AED 80,000
Marketing Specialist(s)	1	1	1	1	1	AED 25,000	AED 25,000
HR Officer	1	1	1	1	1	AED 20,000	AED 20,000
Accountant	1	1	1	1	1	AED 15,000	AED 15,000
Receptionist(s)	2	2	2	2	2	AED 10,000	AED 20,000
Cleaner(s)	2	2	2	2	2	AED 3,000	AED 6,000
Security Staff	1	1	1	1	1	AED 3,000	AED 3,000
<b>Total General Admin Department Staff</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>		<b>AED 249,000</b>



<b>Grand Total</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>AED 1,019,000</b>
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**Note 2** Utilities of 3 months is considered. Utilities include Electricity, Water (DEWA), Internet, and Telephone bill. The estimated breakup of utility bill is following.

<b>Average Utilities</b>	<b>Per month</b>		<b>Total 3 Months</b>	
Electricity & Water Bill (DEWA)*	AED	10,000	AED	30,000
Telephone	AED	1,500	AED	4,500
Internet	AED	1,500	AED	4,500
<b>Total</b>	<b>AED</b>	<b>13,000</b>	<b>AED</b>	<b>39,000</b>

**Note 3**  
Calculation of MOH License Fee for Medical Staff and Paramedical Staff

<b>Designations</b>	<b>Number</b>	<b>MOH License Fee Per Person</b>	<b>Total MOH License for the Year</b>
<b>Medical Staff</b>			
General Practitioner (GP)	1	AED 3,800	AED 3,800
Pediatrician	2	AED 3,800	AED 7,600
Orthopedic Doctor	1	AED 3,800	AED 3,800
Dermatologist	1	AED 3,800	AED 3,800
Physiotherapist	1	AED 3,800	AED 3,800
Psychologist	2	AED 3,800	AED 7,600
Hypnotherapist	2	AED 3,800	AED 7,600
Dietitian/Nutritionist	1	AED 3,800	AED 3,800
Massage Therapist	2	AED 3,800	AED 7,600
Telemedicine Doctor	1	AED 3,800	AED 3,800
<b>Total Medical Staff</b>	<b>14</b>	<b>AED 38,000</b>	<b>AED 53,200</b>
<b>Paramedical Staff</b>			
Head Nurse	1	AED 1,300	AED 1,300
Nurse(s)	4	AED 1,300	AED 5,200
Laboratory Technician(s)	2	AED 1,300	AED 2,600
Lab Assistant(s)	1	AED 1,300	AED 1,300
<b>Total Paramedical Staff</b>	<b>8</b>	<b>AED 5,200</b>	<b>AED 10,400</b>
<b>Grand Total</b>	<b>22</b>	<b>AED 43,200</b>	<b>AED 63,600</b>



**Note 4** Legal cost for company setup include preliminary expense include e.g. company registration, Article of Association and license. It is one year license.

**Note 5** Legal cost for company setup include preliminary expense include e.g. company registration, Article of Association and license. It is one year license.

**Note 6** Startup-up inventory cost reflect cost of purchase of Supplies for Pharmacy and Lab Testing.

**Note 7** Furniture & fixtures for OPD Department include Doctor Desks and Chairs, Patient Chairs (Inside Consultation Rooms), Patient Examination Beds (Inside Consultation Rooms), Cabinets/Cupboards Consultation Rooms.

### **Sources**

Legal Cost for  
Company Setup

<https://www.tetraconsultants.com/blog/how-much-does-it-cost-to-register-a-company-in-dubai/>

Visa Cost

<https://www.applydubaivisa.com/what-is-the-2-year-dubai-visa-cost/>

Website

<https://www.itrobes.com/website-design-cost-dubai/>

Development Costs

Prepaid Employee

[Understanding UAE Healthcare Costs \(insurancemarket.ae\)](https://www.insurancemarket.ae/understanding-uae-healthcare-costs/)

Medical Insurance

[Office Equipment for sale | eBay](https://www.ebay.com/sch/i.html?_from=R40&_trksid=p2334524.m570.l1313&_nkw=computer+and+laptops&_sacat=580)

Office Equipment's

Office Furniture &

<https://officemaster.ae/content/office-furniture-abu-dhabi/>

Fixture

Computer and

[https://www.ebay.com/sch/i.html?\\_from=R40&\\_trksid=p2334524.m570.l1313&\\_nkw=computer+and+laptops&\\_sacat=580](https://www.ebay.com/sch/i.html?_from=R40&_trksid=p2334524.m570.l1313&_nkw=computer+and+laptops&_sacat=580)

Accessories

Accounting

[Accounting Software Pricing Guide 2021 - Software Advice | Software Advice](https://www.softwareadvice.com/accounting-software/pricing-guide-2021)

Software Cost

Doctor Desks and

[https://www.amazon.ae/s?k=doctor+chair&crd=1XSK1Y4OQJN0E&srefix=DOCTOR+CHAIR%2Caps%2C395&ref=nb\\_s](https://www.amazon.ae/s?k=doctor+chair&crd=1XSK1Y4OQJN0E&srefix=DOCTOR+CHAIR%2Caps%2C395&ref=nb_s)

Chairs

Patient Chairs

<https://www.hoff.ae/product-page/buy-medical-revolving-stool-chair-in-dubai>

(Inside Consultation

Rooms)

Patient Examination

Beds (Inside

<https://www.hoff.ae/product-page/buy-examination-couch-online-in-dubai-uae>

Consultation

Rooms)





## 18.3. Project - Financial Feasibility

### Net Present Value ( NPV )

Particulars	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
<b>Initial outflow:</b>						
Fixed Asset Investment	AED (6,770,600)					
Working Capital Investment	AED (1,729,400)					
<b>Total Investment Value</b>	<b>AED (8,500,000)</b>					
<b>After-tax Annual Cash flows</b>						
Revenue		AED 19,982,769	AED 21,857,383	AED 23,922,375	AED 26,173,665	AED 28,643,275
Variable Cost		AED (3,112,785)	AED (3,534,244)	AED (3,945,277)	AED (3,918,788)	AED (4,364,908)
Fixed Cost		AED (14,668,100)	AED (14,761,879)	AED (15,500,546)	AED (16,423,359)	AED (17,421,524)
Operating Income (EBIT)		AED 2,201,885	AED 3,561,260	AED 4,476,552	AED 5,831,518	AED 6,856,842
Tax at 9%		AED 204,020	AED 331,101	AED 413,721	AED 535,917	AED 628,451
Operating Income after tax		AED 2,405,904	AED 3,892,361	AED 4,890,273	AED 6,367,435	AED 7,485,294
Add back Depreciation		AED 447,000	AED 364,275	AED 297,161	AED 242,656	AED 198,346
Change in Working Capital		AED 481,655	AED (226,620)	AED 498,884	AED 545,193	AED 595,954
<b>After-tax Operating Cash flows</b>		<b>AED 3,334,560</b>	<b>AED 4,030,016</b>	<b>AED 5,686,318</b>	<b>AED 7,155,285</b>	<b>AED 8,279,594</b>
<b>Terminal Cash Flows</b>						
Return of Working Capital						AED (165,666)
Salvage Value (Book Value at year 5)						AED 960,561
Tax on Salvage Value						AED (86,450)
<b>Total After-Tax Cash Flows</b>	<b>AED (8,500,000)</b>	<b>AED 3,334,560</b>	<b>AED 4,030,016</b>	<b>AED 5,686,318</b>	<b>AED 7,155,285</b>	<b>AED 8,988,038</b>
Discount Period	-	1	2	3	4	5
Discount Factor @ 28% (WACC)	1.00	0.78	0.61	0.48	0.37	0.29
<b>Present Value</b>	<b>AED (8,500,000)</b>	<b>AED 2,605,125</b>	<b>AED 2,459,726</b>	<b>AED 2,711,448</b>	<b>AED 2,665,551</b>	<b>AED 2,615,863</b>

<b>Net Present Value</b>	<b>AED 4,557,714</b>
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## Payback Period (PBP)

Years	Undiscounted		Discounted	
	Cash flows	Cumulative cash flows	Cash flows	Cumulative cash flows
Year 0	AED (8,500,000)	AED (8,500,000)	AED (8,500,000)	AED (8,500,000)
Year 1	AED 3,334,560	AED (5,165,440)	AED 2,605,125	AED (5,894,875)
Year 2	AED 4,030,016	AED (1,135,425)	AED 2,459,726	AED (3,435,149)
Year 3	AED 5,686,318	AED 4,550,894	AED 2,711,448	AED (723,701)
Year 4	AED 7,155,285	AED 11,706,178	AED 2,665,551	AED 1,941,850
Year 5	AED 8,988,038	AED 20,694,217	AED 2,615,863	AED 4,557,714

Payback Period	Years	
Undiscounted	2.20	2 Year and 26 month approximately
Discounted	3.27	3 Year and 3 month approximately

## WACC Calculation

Discount Rate Calculation (WACC)	%
Discount rate for Private Company	25.0%
Lack of Liquidity Discount	3.0%
Lack of Marketability Discount	0.0%
<b>Weighted Average Cost of Capital (WACC)</b>	<b>28%</b>

## Recommendations and Conclusion.

Based on the above financial indicators, we firmly believe that our business has the potential to become a highly regarded resource in local and regional markets.

We can conclude that this business has an opportunity to gain more profits in the future. This business will also be able to stand strongly and will continuously concentrate on its business strategies, especially in terms of marketing and quality control, to ensure that the business remains competitive and resilient. By focusing on these key areas, the business can improve customer satisfaction, enhance brand reputation, and drive sustainable growth. Furthermore, continuous innovation and adaptation to market trends will be crucial in maintaining its position in the industry and capitalizing on emerging opportunities.

We are confident that we can achieve our conservative financial projections, generating a gross Revenue of AED 19.983 million in year one after the opening of the Named Clinic. With the CAGR of 6.97% of industry and growth rate of cases we will able to achieve a turnover of approximately AED 28.643 million within five years.



There will be 43% increase in Revenue in five years that is from AED 19.983 million in year 1 to AED 28.643 million in year 5 due to increase in service provided per year.

According to our projected financial data, The return on investment is an average 43%, with a Project IRR of 43% and Net Present Value of AED 4,557,714

The investment in this business will be recovered in approximately 3 Year and 3 month approximately (Discounted payback period), which is a very reasonable time period for such investment.

#### **Note 15**

ROI is a key performance indicator used to measure the efficiency and profitability of an investment. It is important because it allows investors to determine the profitability of their investments, compare different investments, and make informed decisions about where to allocate their capital.

#### **Note 16**

A useful metric for evaluating a projected likelihood of success, defined as a project which increases the overall enterprise's value, is the Net Present Value (NPV).

Net present value is used to determine whether or not an investment, project, or business will be profitable down the line. Essentially, the NPV of an investment is the sum of all future cash flows over the investment's lifetime, discounted to the present value

The NPV of an investment project is the discounted value of the differences over time between monetary costs and benefits in each period of the project. For this project the investors seeking to determine whether to invest in a project or not, the NPV analysis provides a financial investment basis for determining whether to accept the decision to invest in a project or reject it.

Investors may employ a NPV analysis to evaluate an investment's potential impact on this project's financial profile, as well as on its needs for total available capital and allocation decisions related to utilization of existing capital.

Investors should seek to determine whether the additions to net cash flow generated from the proposed investment over the lifetime of the investment, will be greater than the initial start-up and ongoing expenses of the project after consideration of the enterprise's cost of capital, as well as, the probability of obtaining both a return and a return of the investment capital.

Any positive NPV would suggest that the investment in the proposed projects will add to the enterprise value of the investors investing in the project, i.e., there will be an incremental increase in the perceived value of the investing enterprise.

The NPV analysis calculates the present value, discounted at the appropriate required rate of return for an equally risky investment, of all future net economic benefits, i.e., benefits in excess of the Projected costs, including capital and operating costs, for a project. The Projected initial investment required to undertake the project is then deducted from the calculated present value of the net economic benefits to determine the net present value, which represents the additional value created by the project beyond the return on and return of investment paid to the investors.



The sum of the Discounted Net Cash Flows from the first five years of the discrete projection was then added together with the discounted capitalized value of the terminal/residual period, to calculate an estimate of the value of the total invested capital. From this amount, the total initial investment required for this project is subtracted to determine the net present value of the Project.

**Note 17**

Company leaders use cost of capital to gauge how much money new endeavors need to generate to offset Prepaid costs and achieve profit. They also use it to analyze the potential risk of future business decisions. Cost of capital is extremely important to investors and analysts.

**Note 18**

There are some benefits from using the IRR in evaluating projects. First, the IRR of a project is equal to its Projected rate of return, second if the IRR exceeds the cost of funds used to finance the project, then a surplus will remain after paying for capital and this surplus accrues to the project's investors and here the IRR will be a measure of the increase in the investors' wealth. The ultimate goal of IRR is to identify the rate of discount, which makes the present value of the sum of annual nominal cash inflows equal to the initial net cash outlay for the investment. IRR is ideal for analyzing capital budgeting projects to understand and compare potential rates of annual return over time. Internal Rate of Return ("IRR") is the interest rate that equates the present value of the Projected future cash flows, or receipts, to the initial cost outlay. The cash flows include, in the last year, a residual income stream based on the last year's cash flow. The IRR rate is the rate decreased to make the Net Present Value of all the cash flows zero. Based on the projections and calculations, the project IRR (34%) is higher than the cost of equity (28%) and hence, the project is financially feasible.

**Note 19**

The Payback Period shows how long it takes for a business to recoup an investment. This type of analysis allows firms to compare alternative investment opportunities and decide on a project that returns its investment in the shortest time if that criteria is important to them.

**Note 20**

A discounted payback period gives the number of years it takes to break even from undertaking the initial expenditure, by discounting future cash flows and recognizing the time value of money. The metric is used to evaluate the feasibility and profitability of a given project.

**Note 21**

The accounting rate of return (ARR) is a simple formula that allows investors and managers to determine the profitability of an asset or project. Because of its ease of use and determination of profitability, it is a handy tool in making decisions. The accounting rate of return, also known as the return on investment, gives the annual accounting profits arising from an investment as a percentage of the investment made.

**Note 22**

The profitability index (PI) is a measure of the attractiveness of a project or investment. It is calculated by dividing the present value of future Projected cash flows by the initial investment amount in the project. The formula for Profitability Index is simple and it is calculated by dividing the present value of all the future cash flows of the project by the initial investment in the project. It can be further expanded as below, Profitability Index = (Net Present value + Initial investment) / Initial investment.



The profitability index is used for comparison and contrast when a company has several investments and projects it is considering undertaking. The PI is especially useful when a company has limited resources and can't pursue all potential projects, as it can be used to prioritize which projects to pursue first.

The profitability index rule is a decision-making exercise that helps evaluate whether to proceed with a project. The index itself is a calculation of the potential profit of the proposed project. The rule is that a profitability index or ratio greater than 1 indicates that the project should proceed.

#### Source

UAE equity risk  
premiums

[https://pages.stern.nyu.edu/~adamodar/New\\_Home\\_Page/datafile/ctryprem.html](https://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html)

UAE GDP

[https://en.wikipedia.org/wiki/Economy\\_of\\_the\\_United\\_Arab\\_Emirates#:~:text=%24501.3%20billion%20\(nominal%2C%202022%20est.\)](https://en.wikipedia.org/wiki/Economy_of_the_United_Arab_Emirates#:~:text=%24501.3%20billion%20(nominal%2C%202022%20est.))

UAE Inflation

<https://www.statista.com/statistics/297779/uae-inflation-rate/>

Risk free rate

<https://www.centralbank.ae/en/forex-eibor/eibor-rates/>

Discount rate for

private Companies

<https://www.cfainstitute.org/en/research/cfa-digest/2013/05/private-equity-performance-and-liquidity-risk-digest-summary>

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## 18.4. Project Financial Analysis

Projected Income Statement	Notes	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Revenue		AED 19,982,769	AED 21,857,383	AED 23,922,375	AED 26,173,665	AED 28,643,275
Less : Cost of Revenue		AED 8,265,785	AED 11,323,486	AED 12,124,859	AED 12,984,911	AED 13,907,289
<b>Gross Profit</b>		<b>AED 11,716,985</b>	<b>AED 10,533,897</b>	<b>AED 11,797,516</b>	<b>AED 13,188,754</b>	<b>AED 14,735,986</b>
Less : Operating Expenses		AED 9,003,100	AED 6,490,717	AED 6,903,452	AED 6,991,461	AED 7,554,847
<b>Earning Before Interest, Tax, Depreciation and Amortization (EBITDA )</b>		<b>AED 2,713,885</b>	<b>AED 4,043,180</b>	<b>AED 4,894,064</b>	<b>AED 6,197,293</b>	<b>AED 7,181,139</b>
Less : Depreciation & Amortization		AED 447,000	AED 364,275	AED 297,161	AED 242,656	AED 198,346
<b>Earning Before Interest and Tax (EBIT)</b>		<b>AED 2,266,885</b>	<b>AED 3,678,905</b>	<b>AED 4,596,903</b>	<b>AED 5,954,637</b>	<b>AED 6,982,793</b>
Less :Finance Cost (Bank charges)		AED -	AED -	AED -	AED -	AED -
<b>Earning Before Tax (EBT)</b>		<b>AED 2,266,885</b>	<b>AED 3,678,905</b>	<b>AED 4,596,903</b>	<b>AED 5,954,637</b>	<b>AED 6,982,793</b>
Less : Corporate Tax		AED 204,020	AED 331,101	AED 413,721	AED 535,917	AED 628,451
<b>Net Income ( NI )</b>		<b>AED 2,470,904</b>	<b>AED 4,010,006</b>	<b>AED 5,010,624</b>	<b>AED 6,490,554</b>	<b>AED 7,611,244</b>

Description	Industry Standard	Year 1 Forecasted	Year 2 Forecasted	Year 3 Forecasted	Year 4 Forecasted	Year 5 Forecasted	
<b>Profitability Ratios</b>							
Gross Profit Margin	Note 15	% age > 30%	59%	48%	49%	50%	51%
Operating Expenses ratio	Note 16	% age 10% - 15%	45%	30%	29%	27%	26%
Operating Income or Operating Profit Margin		% age > 10%	14%	18%	20%	24%	25%
Net Income or Net Profit Margin	Note 18	% age > 5%	12%	18%	21%	25%	27%
Return on Assets ( ROA)	Note 20	Times > 0.2	1.1	2.4	3.6	5.6	7.9
Return on Investment (ROI)	Note 44	% age > 0.2	29%	47%	59%	76%	90%
Return on equity (ROE)	Note 21	% age > 0.2	23%	27%	25%	25%	22%
Return on Capital Employed (ROCE)	Note 41	% age > 0.2	21%	34%	31%	30%	26%
Return on Invested Capital		% age > 0.2	29%	47%	59%	76%	90%
Operating Cash Flow Ratio		Times > 1	1	0	0	0	0
EBITDA Margin		% age >10%	14%	18%	20%	24%	25%
EBIT Margin	Note 26	% age >10%	11%	17%	19%	23%	24%



Corporate Tax Ratio	% age	< 5%	-1%	-2%	-2%	-2%	-2%
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Projected Balance Sheet	Year 1 Forecasted	Year 2 Forecasted	Year 3 Forecasted	Year 4 Forecasted	Year 5 Forecasted
Non-Current Assets	AED 2,173,500	AED 1,698,725	AED 1,401,564	AED 1,158,907	AED 960,561
Current Assets	AED 11,024,178	AED 16,248,127	AED 23,168,295	AED 31,633,186	AED 41,378,360
<b>Total Assets</b>	<b>AED 13,197,678</b>	<b>AED 17,946,852</b>	<b>AED 24,569,858</b>	<b>AED 32,792,093</b>	<b>AED 42,338,921</b>
Non-Current Liabilities	AED -	AED -	AED -	AED -	AED -
Current Liabilities	AED 2,226,774	AED 2,965,941	AED 4,578,324	AED 6,310,004	AED 8,245,588
Total Equity	AED 10,970,904	AED 14,980,910	AED 19,991,535	AED 26,482,088	AED 34,093,333
<b>Total Equity and Liabilities</b>	<b>AED 13,197,678</b>	<b>AED 17,946,852</b>	<b>AED 24,569,858</b>	<b>AED 32,792,093</b>	<b>AED 42,338,921</b>

Description	Industry Standard	Year 1 Forecasted	Year 2 Forecasted	Year 3 Forecasted	Year 4 Forecasted	Year 5 Forecasted
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Efficiency Ratios							
Fixed Assets Turnover	13	> 1	9.2	12.9	17.1	22.6	29.8
Total Asset Turnover	14	> 1	1.5	1.2	1.0	0.8	0.7
Inventory Turnover	7	N/A	N/A	N/A	N/A	N/A	N/A
Accounts Receivable Turnover	5	N/A	N/A	N/A	N/A	N/A	N/A
Accounts Payable Turnover	9	N/A	N/A	N/A	N/A	N/A	N/A

Liquidity Ratios							
Current Ratio	1	> 1	5.0	5.5	5.1	5.0	5.0
Quick Ratio / Acid Test Ratio	2	> 1	5.0	5.5	5.1	5.0	5.0
Working Capital Ratio		> 1	5.0	5.5	5.1	5.0	5.0
Cash Ratio	3	> 1	4.1	4.1	4.5	4.1	4.1
Cash return on Assets			0.0	0.2	0.2	0.2	0.2
Operating Cash Flow Ratio		> 1	0.1	1.8	1.9	1.6	1.3

Solvency Ratios							
Debt to Equity ratio	30	> 1	0	0	0	0	0
Total Assets to Debt ratio	29	> 1	N/A	N/A	N/A	N/A	N/A



Debt to Asset Ratio	29	> 1	N/A	N/A	N/A	N/A	N/A
Financial Leverage Ratio	27	> 1	N/A	N/A	N/A	N/A	N/A
Fixed Charge Ratio	33		N/A	N/A	N/A	N/A	N/A
Interest Coverage Ratio	32	> 1	N/A	N/A	N/A	N/A	N/A

## Financial Ratios List

1 Current ratio = Current assets ÷ Current liabilities

2 Quick ratio = (Cash + Short-term marketable investments + Receivables) ÷ Current liabilities

3 Cash ratio = (Cash + Short-term marketable investments) ÷ Current liabilities

4 Defensive interval ratio = (Cash + Short-term marketable investments + Receivables) ÷ Daily cash expenditures

5 **Receivables turnover ratio = Total Revenue ÷ Average receivables**

6 **Days of Revenue outstanding (DSO) = Number of days in period ÷ Receivables turnover ratio**

7 Inventory turnover ratio = Cost of goods sold ÷ Average inventory

8 Days of inventory on hand (DOH) = Number of days in period ÷ Inventory turnover ratio

9 Payables turnover ratio = Purchases ÷ Average trade payables

10 Number of days of payables = Number of days in period ÷ Payables turnover ratio

11 Cash conversion cycle (net operating cycle) = DOH + DSO - Number of days of payables

12 **Working capital turnover ratio = Total Revenue ÷ Average working capital**

13 **Fixed asset turnover ratio = Total Revenue ÷ Average net fixed assets**

14 **Total asset turnover ratio = Total Revenue ÷ Average total assets**

15 **Gross profit margin = Gross profit ÷ Total Revenue**

1. Gross Profit ( GP ) = Revenues / Revenue - Cost of Revenue ( COGS )

2. **Operating Expenses** = Selling , General & Administrative expenses ( Operating Expenses )

3. **Non-Operating Expenses** = Depreciation & Amortization

16 **Operating profit margin = Operating profit ÷ Total Revenue**

1. **Operating Income** = Gross Profit - Selling , General & Administrative expenses ( Operating expenses ) - Depreciation & Amortization ( Non - Operating Expenses )

2. **Operating Income or Operating Profit** = Gross Profit - Operating Expenses - Depreciation & Amortization ( Non-operating expenses )

3. Operating Profit or (EBIT) or Earning Before Interest & Tax or Operating Income = Revenue/ Revenue - Cost of Revenue - Operating Expenses - Non-Operating Expenses

17 **Pretax margin = Earnings before tax but after interest ÷ Total Revenue**

1. **Earning before Tax ( EBT )** = Operating Income or Operating Profit ( EBIT ) - Interest on loan

2. Earning Before Interest & Tax (EBIT) = Revenue / Revenue - Cost of Revenue ( COGS ) - Operating Expenses - Non Operating expenses



3. **Earning Before Interest & Tax (EBIT)** = Net Income + Interest + Taxes

4. **Earning Before Interest & Tax (EBIT)** or Operating Profit

**18 Net profit margin = Net income ÷ Total Revenue**

1. **Net Profit or Net Income** = Earning Before Tax ( EBT ) - Tax on profit

**19** Operating return on assets = Operating income ÷ Average total assets

**20** Return on assets = Net income ÷ Average total assets

**21** Return on equity = Net income ÷ Average shareholders' equity

**22** Return on total capital = Earnings before interest and taxes ÷ (Interest bearing debt + Shareholders' equity)

**23** Return on common equity = (Net income - Preferred dividends) ÷ Average common shareholders' equity

**24** Tax burden = Net income ÷ Earnings before taxes

**25** Interest burden = Earnings before taxes ÷ Earnings before interest and taxes

**26 EBIT margin = Earnings before interest and taxes ÷ Total Revenue**

**27** Financial leverage ratio (equity multiplier) = Average total assets ÷ Average shareholders' equity

**28** Total debt = The total of interest-bearing short-term and long-term debt, excluding liabilities such as accrued expenses and accounts payable

**29** Debt-to-assets ratio = Total debt ÷ Total assets

**30** Debt-to-equity ratio = Total debt ÷ Total shareholders' equity

**31** Debt-to-capital ratio = Total debt ÷ (Total debt + Total shareholders' equity)

**32** Interest coverage ratio = Earnings before interest and taxes ÷ Interest payments

**33** Fixed charge coverage ratio = (Earnings before interest and taxes + Lease payments) ÷ (Interest payments + Lease payments)

**34** Dividend payout ratio = Common share dividends ÷ Net income attributable to common shares

**35** Retention rate = (Net income attributable to common shares - Common share dividends) ÷ Net income attributable to common shares = 1 - Payout ratio

**36** Sustainable growth rate = Retention rate × Return on equity

**37** Earnings per share = (Net income - Preferred dividends) ÷ Weighted average number of ordinary shares outstanding

**38** Book value per share = Common stockholders' equity ÷ Total number of common shares outstanding

**39** Free cash flow to equity (FCFE) = Cash flow from operating activities - Investment in fixed capital + Net borrowing

**40** Free cash flow to the firm (FCFF) = Cash flow from operating activities + Interest expense × (1 - Tax rate) - Investment in fixed capital (*Interest expense should be added back to operating activities.*)

This may not be the case for companies electing an alternative treatment under IFRS.)

**41. Capital Employed = Total Assets - Current Liabilities**



**42. ROA (Return on Assets) is usually expressed as a percentage.** A higher ROA means the company has more earnings per dollar invested in assets.

The average value varies from industry to industry, but generally, any number lower than 10% is considered bad.

**43. ROE -What is a good return on equity (ROE)?** While average ratios, as well as those considered “good” and “bad”,

can vary substantially from sector to sector, a return on equity ratio of 15% to 20% is usually considered good.

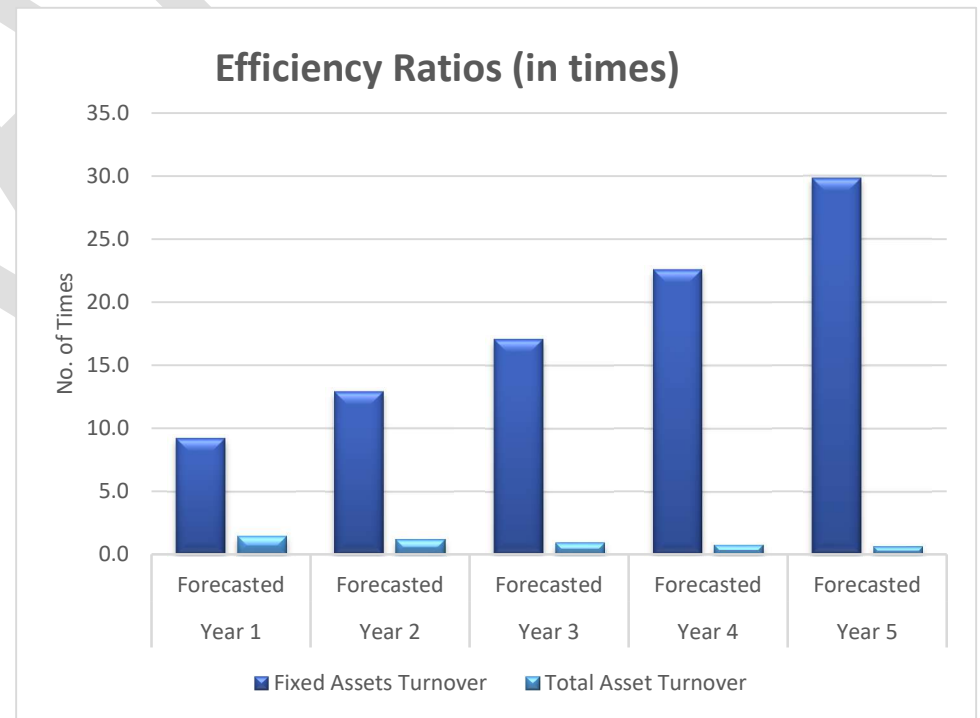
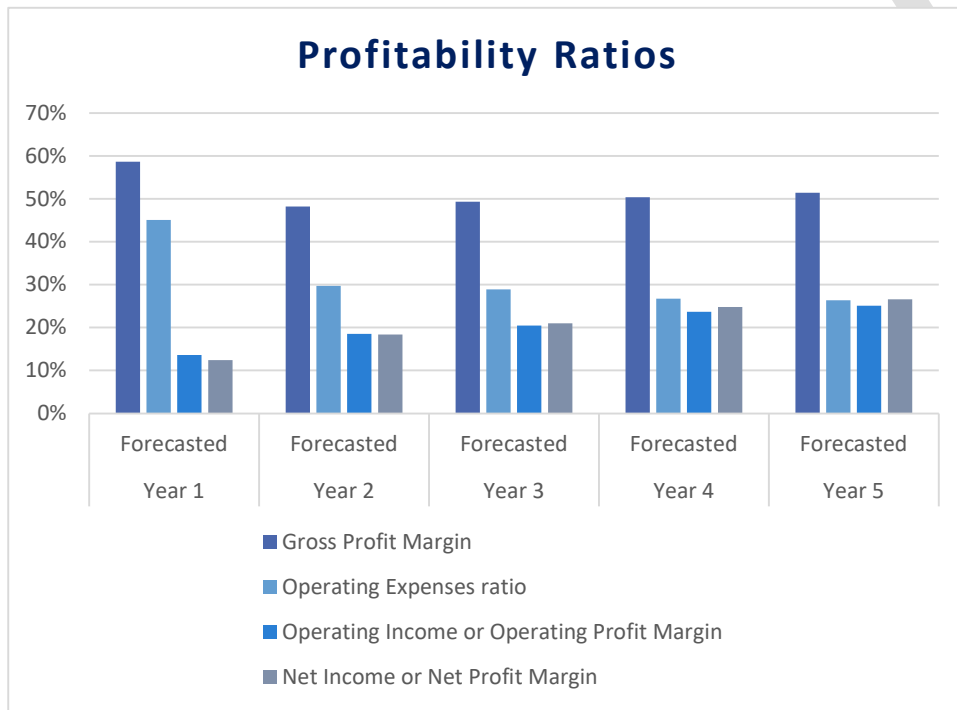
#### 44. Return on Investment

Return on investment (ROI) is calculated by dividing the profit earned on an investment by the cost of that investment or Original Investment or Initial Investment.

For instance, an investment with a profit of \$100 and a cost of \$100 would have an ROI of 1, or 100% when expressed as a percentage.

Profitability ratios assess a company's ability to earn profits from its Revenue or operations, balance sheet assets, or shareholders' equity.

They indicate how efficiently a company generates profit and value for shareholders. Profitability ratios include margin ratios and return ratios.





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## 18.5. Project Break Even Analysis

### Projected Summary Sheet of Multiproduct Breakeven Analysis

Multiproduct Breakeven	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
Fixed Cost	AED	14,221,100	AED	14,397,604	AED	15,203,385	AED	16,180,703	AED	17,223,178
Weighted Average Selling Price	AED	3,094	AED	3,165	AED	3,239	AED	3,313	AED	3,390
Weighted Average Variable Cost	AED	482	AED	512	AED	182	AED	496	AED	517
Weighted Average Multiproduct Contribution Margin	AED	2,612	AED	2,654	AED	3,057	AED	2,817	AED	2,873
Weighted Average Multiproduct Contribution Margin Ratio (CM Ratio)		0.84		0.84		0.94		0.85		0.85
<b>Breakeven Point in Multiproduct (Revenue Qty)</b>		<b>12,839</b>		<b>12,798</b>		<b>13,259</b>		<b>13,547</b>		<b>14,140</b>
<b>Weighted Average Breakeven Point in Multiproduct Revenue (in AED)</b>	<b>AED</b>	<b>16,845,123</b>	<b>AED</b>	<b>17,174,675</b>	<b>AED</b>	<b>16,110,348</b>	<b>AED</b>	<b>19,029,910</b>	<b>AED</b>	<b>20,319,663</b>

Yearly Breakeven Analysis in Amount (AED)	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
	-----Per Year-----									
Consultation Services	AED	1,377,304	AED	1,404,929	AED	1,317,360	AED	1,556,461	AED	1,662,500
Treatment Services	AED	2,124,316	AED	3,546,180	AED	3,326,005	AED	3,929,697	AED	4,195,796
Specialized Therapy Services	AED	3,478,275	AED	2,166,172	AED	2,031,399	AED	2,399,662	AED	2,562,158
Pharmacy & Laboratory	AED	1,447,336	AED	1,475,618	AED	1,383,016	AED	1,633,789	AED	1,744,305
Membership Packages	AED	7,367,407	AED	7,510,953	AED	7,047,071	AED	8,322,787	AED	8,885,618
Events & Miscellaneous	AED	1,050,486	AED	1,070,822	AED	1,005,497	AED	1,187,514	AED	1,269,285
<b>Total Yearly Break-even Revenue</b>	<b>AED</b>	<b>16,845,123</b>	<b>AED</b>	<b>17,174,675</b>	<b>AED</b>	<b>16,110,348</b>	<b>AED</b>	<b>19,029,910</b>	<b>AED</b>	<b>20,319,663</b>

Yearly Breakeven Analysis in Revenue Qty	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
	-----Yearly Revenue Qty-----									
Consultation Services		3,268 Patients		3,259 Patients		3,377 Patients		3,450 Patients		3,602 Patients



Treatment Services	2,334 Patients	2,327 Patients	2,410 Patients	2,463 Patients	2,570 Patients
Specialized Therapy Services	2,334 Patients	2,327 Patients	2,410 Patients	2,463 Patients	2,570 Patients
Pharmacy & Laboratory	2,334 Patients	2,327 Patients	2,410 Patients	2,463 Patients	2,570 Patients
Membership Packages	2,334 Members	2,327 Members	2,410 Members	2,463 Members	2,570 Members
Events & Miscellaneous	233 Events	233 Events	241 Events	246 Events	258 Events
<b>Total</b>	<b>12,839 Activities</b>	<b>12,798 Activities</b>	<b>13,259 Activities</b>	<b>13,547 Activities</b>	<b>14,140 Activities</b>

Monthly Breakeven Analysis in Amount (AED)	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
	-----Per month-----									
Consultation Services	AED	114,775	AED	117,077	AED	109,780	AED	129,705	AED	138,542
Treatment Services	AED	177,026	AED	295,515	AED	277,167	AED	327,475	AED	349,650
Specialized Therapy Services	AED	289,856	AED	180,514	AED	169,283	AED	199,972	AED	213,513
Pharmacy & Laboratory	AED	120,611	AED	122,968	AED	115,251	AED	136,149	AED	145,359
Membership Packages	AED	613,951	AED	625,913	AED	587,256	AED	693,566	AED	740,468
Events & Miscellaneous	AED	87,540	AED	89,235	AED	83,791	AED	98,959	AED	105,774
<b>Total Monthly Break-even Revenue</b>	<b>AED</b>	<b>1,403,760</b>	<b>AED</b>	<b>1,431,223</b>	<b>AED</b>	<b>1,342,529</b>	<b>AED</b>	<b>1,585,826</b>	<b>AED</b>	<b>1,693,305</b>

Monthly Breakeven Analysis in Revenue Qty	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
	-----Monthly Revenue Qty-----									
Consultation Services	272 Patients		272 Patients		281 Patients		287 Patients		300 Patients	
Treatment Services	195 Patients		194 Patients		201 Patients		205 Patients		214 Patients	
Specialized Therapy Services	195 Patients		194 Patients		201 Patients		205 Patients		214 Patients	
Pharmacy & Laboratory	195 Patients		194 Patients		201 Patients		205 Patients		214 Patients	
Membership Packages	195 Members		194 Members		201 Members		205 Members		214 Members	
Events & Miscellaneous	19 Events		19 Events		20 Events		21 Events		21 Events	
<b>Total Monthly Break-even quantity</b>	<b>1,070 Activities</b>		<b>1,066 Activities</b>		<b>1,105 Activities</b>		<b>1,129 Activities</b>		<b>1,178 Activities</b>	

Normal Projected Yearly Revenue	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
	-----Per Year-----									
Consultation Services	AED	1,633,846	AED	1,787,986	AED	1,956,158	AED	2,140,750	AED	2,343,516



Treatment Services	AED 2,520,000	AED 2,756,783	AED 3,016,440	AED 3,300,486	AED 3,611,704
Specialized Therapy Services	AED 4,126,154	AED 4,513,053	AED 4,938,809	AED 5,404,890	AED 5,914,534
Pharmacy & Laboratory	AED 1,716,923	AED 1,877,948	AED 2,053,650	AED 2,247,107	AED 2,458,830
Membership Packages	AED 8,739,692	AED 9,558,829	AED 10,464,248	AED 11,447,130	AED 12,525,464
Events & Miscellaneous	AED 1,246,154	AED 1,362,784	AED 1,493,070	AED 1,633,302	AED 1,789,227
<b>Total</b>	<b>AED 19,982,769</b>	<b>AED 21,857,383</b>	<b>AED 23,922,375</b>	<b>AED 26,173,665</b>	<b>AED 28,643,275</b>

Normal Projected Yearly	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
-----Yearly Revenue Qty-----					
Consultation Services	3,877 Patients	4,147 Patients	4,437 Patients	4,745 Patients	5,077 Patients
Treatment Services	2,769 Patients	2,961 Patients	3,167 Patients	3,387 Patients	3,623 Patients
Specialized Therapy Services	5,815 Patients	6,221 Patients	6,655 Patients	7,117 Patients	7,614 Patients
Pharmacy & Laboratory	2,769 Patients	2,961 Patients	3,167 Patients	3,387 Patients	3,623 Patients
Membership Packages	1,551 Members	1,658 Members	1,774 Members	1,897 Members	2,029 Members
Events & Miscellaneous	277 Events	296 Events	317 Events	339 Events	363 Events
<b>Total</b>	<b>17,058 Activities</b>	<b>18,244 Activities</b>	<b>19,517 Activities</b>	<b>20,872 Activities</b>	<b>22,329 Activities</b>

Projected Monthly Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
-----Per month-----					
Consultation Services	AED 136,154	AED 148,999	AED 163,013	AED 178,396	AED 195,293
Treatment Services	AED 210,000	AED 229,732	AED 251,370	AED 275,041	AED 300,975
Specialized Therapy Services	AED 343,846	AED 376,088	AED 411,567	AED 450,408	AED 492,878
Pharmacy & Laboratory	AED 143,077	AED 156,496	AED 171,138	AED 187,259	AED 204,903
Membership Packages	AED 728,308	AED 796,569	AED 872,021	AED 953,928	AED 1,043,789
Events & Miscellaneous	AED 103,846	AED 113,565	AED 124,423	AED 136,109	AED 149,102
<b>Total</b>	<b>AED 1,665,231</b>	<b>AED 1,821,449</b>	<b>AED 1,993,531</b>	<b>AED 2,181,139</b>	<b>AED 2,386,940</b>

Projected Monthly Revenue Qty	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
-----Monthly Revenue Qty-----					
Consultation Services	323 Patients	346 Patients	370 Patients	395 Patients	423 Patients
Treatment Services	231 Patients	247 Patients	264 Patients	282 Patients	302 Patients



Specialized Therapy Services	485 Patients	518 Patients	555 Patients	593 Patients	635 Patients
Pharmacy & Laboratory	231 Patients	247 Patients	264 Patients	282 Patients	302 Patients
Membership Packages	129 Members	138 Members	148 Members	158 Members	169 Members
Events & Miscellaneous	23 Events	25 Events	26 Events	28 Events	30 Events
<b>Total</b>	<b>1,422 Activities</b>	<b>1,520 Activities</b>	<b>1,626 Activities</b>	<b>1,739 Activities</b>	<b>1,861 Activities</b>

Projected Order Value Monthly Basis	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
Consultation Services	AED 421	AED 431	AED 441	AED 451	AED 462
Treatment Services	AED 910	AED 931	AED 952	AED 974	AED 997
Specialized Therapy Services	AED 710	AED 725	AED 742	AED 759	AED 777
Pharmacy & Laboratory	AED 620	AED 634	AED 648	AED 663	AED 679
Membership Packages	AED 5,636	AED 5,765	AED 5,899	AED 6,034	AED 6,173
Events & Miscellaneous	AED 4,500	AED 4,604	AED 4,710	AED 4,818	AED 4,929
<b>Total</b>	<b>AED 12,797</b>	<b>AED 13,091</b>	<b>AED 13,393</b>	<b>AED 13,701</b>	<b>AED 14,016</b>

Variable Operating Expenses (V.C)	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
Advertising & Marketing	AED 240,000	AED 252,000	AED 264,600	AED 277,830	AED 291,722
Utilities (DEWA, Telephone & Internet)	AED 117,000	AED 159,588	AED 163,259	AED 167,013	AED 170,855
Other Variable Operating Expense	AED 1,420,000	AED 1,667,490	AED 1,931,925	AED 1,745,077	AED 2,016,496
Other Variable COGS	AED 1,335,785	AED 1,455,166	AED 1,585,493	AED 1,728,868	AED 1,885,836
<b>Total</b>	<b>AED 3,112,785</b>	<b>AED 3,534,244</b>	<b>AED 3,945,277</b>	<b>AED 3,918,788</b>	<b>AED 4,364,908</b>

Variable Cost Per Revenue Qty	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
Consultation Services	AED 66	AED 70	AED 73	AED 68	AED 70
Treatment Services	AED 142	AED 151	AED 157	AED 146	AED 152
Specialized Therapy Services	AED 111	AED 117	AED 75	AED 114	AED 118
Pharmacy & Laboratory	AED 97	AED 103	AED 107	AED 99	AED 103
Membership Packages	AED 878	AED 932	AED 191	AED 903	AED 941



Events & Miscellaneous	AED	701	AED	744	AED	777	AED	721	AED	751
<b>Total</b>	<b>AED</b>	<b>1,993</b>	<b>AED</b>	<b>2,117</b>	<b>AED</b>	<b>1,379</b>	<b>AED</b>	<b>2,051</b>	<b>AED</b>	<b>2,136</b>

Contribution Margin	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
Consultation Services	AED	356	AED	361	AED	368	AED	384	AED	391
Treatment Services	AED	768	AED	780	AED	795	AED	829	AED	845
Specialized Therapy Services	AED	599	AED	608	AED	667	AED	646	AED	658
Pharmacy & Laboratory	AED	523	AED	532	AED	542	AED	564	AED	575
Membership Packages	AED	4,758	AED	4,833	AED	5,708	AED	5,131	AED	5,232
Events & Miscellaneous	AED	3,799	AED	3,860	AED	3,933	AED	4,097	AED	4,178
<b>Total</b>	<b>AED</b>	<b>10,803</b>	<b>AED</b>	<b>10,974</b>	<b>AED</b>	<b>12,013</b>	<b>AED</b>	<b>11,650</b>	<b>AED</b>	<b>11,880</b>

Projected Yearly Revenue Qty in % age	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
Consultation Services	8%		8%		8%		8%		8%	
Treatment Services	13%		13%		13%		13%		13%	
Specialized Therapy Services	21%		21%		21%		21%		21%	
Pharmacy & Laboratory	9%		9%		9%		9%		9%	
Membership Packages	44%		44%		44%		44%		44%	
Events & Miscellaneous	6%		6%		6%		6%		6%	
<b>Total</b>	100%		100%		100%		100%		100%	

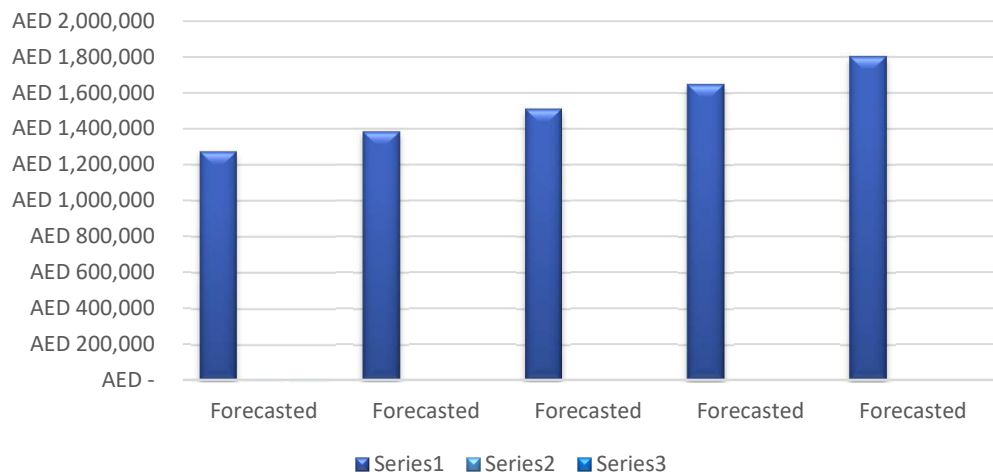
Weighted Average Contribution Margin by Applying the %age	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
Consultation Services	AED	29	AED	30	AED	30	AED	31	AED	32
Treatment Services	AED	97	AED	98	AED	100	AED	104	AED	107
Specialized Therapy Services	AED	124	AED	126	AED	138	AED	133	AED	136
Pharmacy & Laboratory	AED	45	AED	46	AED	46	AED	48	AED	49
Membership Packages	AED	2,081	AED	2,114	AED	2,497	AED	2,244	AED	2,288
Events & Miscellaneous	AED	237	AED	241	AED	245	AED	256	AED	261



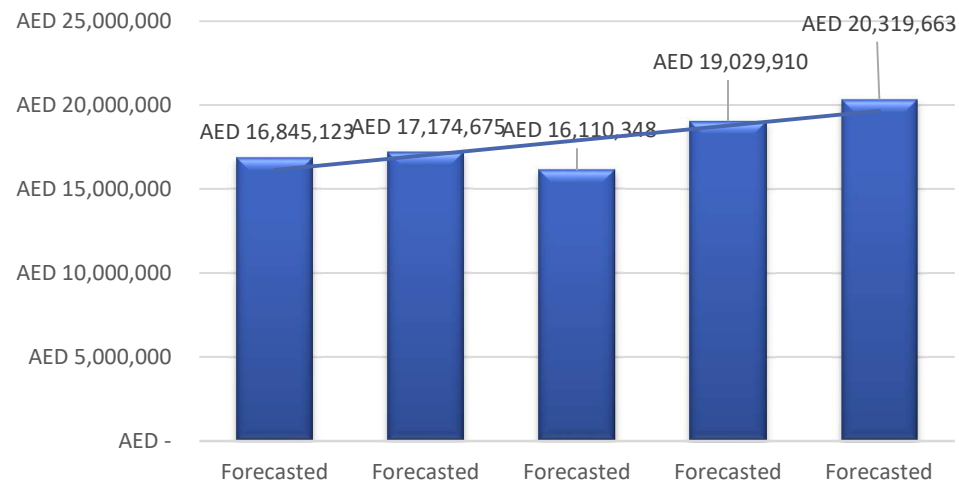
<b>Total</b>	AED	2,612	AED	2,654	AED	3,057	AED	2,817	AED	2,873
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Fixed Expenses (F.C)	Year 1		Year 2		Year 3		Year 4		Year 5	
	Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
Clinic Rent	AED	900,000	AED	1,227,600	AED	1,255,835	AED	1,284,719	AED	1,314,268
Amortization Startup / Expenses	AED	4,150,100	AED	110,500	AED	-	AED	-	AED	-
Direct Attributable Staff Salaries	AED	6,930,000	AED	9,868,320	AED	10,539,366	AED	11,256,043	AED	12,021,454
Operational Staff Salaries	AED	2,241,000	AED	3,191,184	AED	3,408,185	AED	3,639,941	AED	3,887,457
<b>Total</b>	<b>AED</b>	<b>14,221,100</b>	<b>AED</b>	<b>14,397,604</b>	<b>AED</b>	<b>15,203,385</b>	<b>AED</b>	<b>16,180,703</b>	<b>AED</b>	<b>17,223,178</b>

**Fixed Cost (For Break-Even Analysis)**

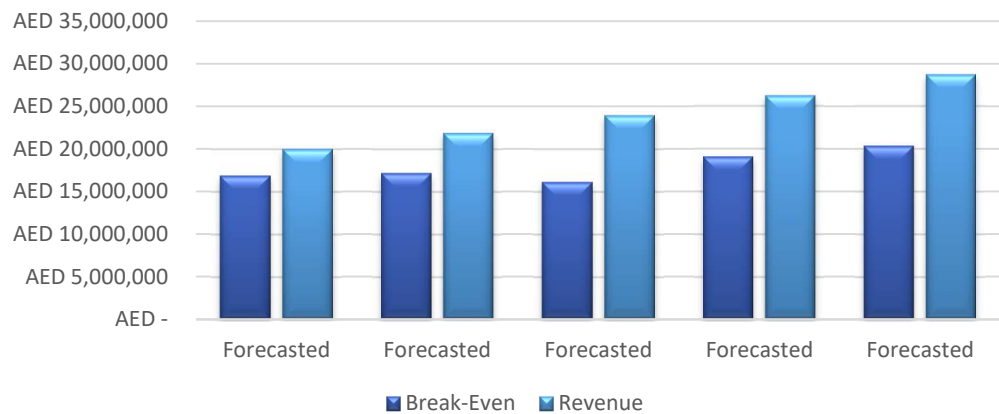


**Total Yearly Break-even revenue**

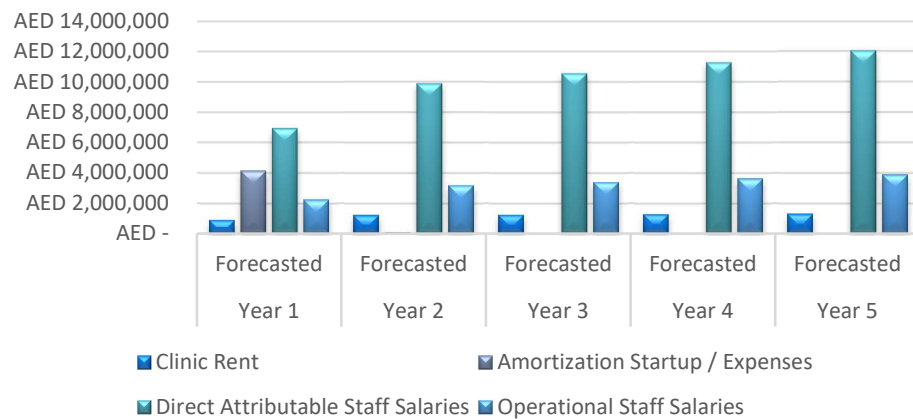




### Revenue vs Break-even



### Fixed Cost (For Break-Even Analysis)



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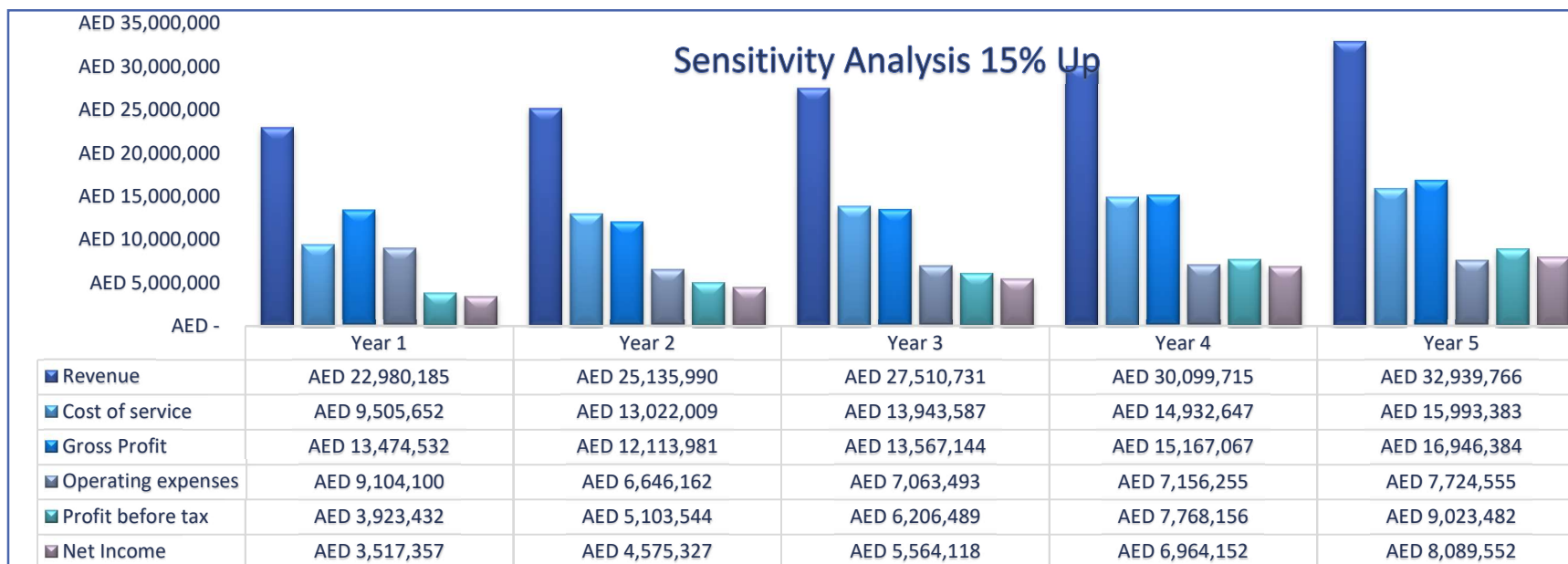


## 18.6. Risk Analysis 1 - Project Sensitivity Analysis

Description	Low Value (85%)	Base Value (100%)	High Value (115%)
Weighted Average Price per Product (@ 15 %)	AED 2,630	AED 3,094	AED 3,559
Average Variable Cost per Product	AED 410	AED 482	AED 554
Advertising & Marketing	AED 214,200	AED 252,000	AED 289,800
Tax rate	8%	9%	10%

Sensitivity Analysis 15% Up	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Revenue	AED 22,980,185	AED 25,135,990	AED 27,510,731	AED 30,099,715	AED 32,939,766
Cost of Revenue	AED 9,505,652	AED 13,022,009	AED 13,943,587	AED 14,932,647	AED 15,993,383
<b>Gross Profit</b>	AED 13,474,532	AED 12,113,981	AED 13,567,144	AED 15,167,067	AED 16,946,384
% of Revenue	59%	48%	49%	50%	51%
Operating expenses	AED 9,104,100	AED 6,646,162	AED 7,063,493	AED 7,156,255	AED 7,724,555
% of Revenue	40%	26%	26%	24%	23%
<b>Operating Income</b>	AED 4,370,432	AED 5,467,819	AED 6,503,651	AED 8,010,813	AED 9,221,828
Depreciation & Amortization	AED 447,000	AED 364,275	AED 297,161	AED 242,656	AED 198,346
Finance cost	AED -	AED -	AED -	AED -	AED -
<b>Profit Before Tax</b>	AED 3,923,432	AED 5,103,544	AED 6,206,489	AED 7,768,156	AED 9,023,482
Provision for taxation	AED 406,075	AED 528,217	AED 642,372	AED 804,004	AED 933,930
<b>Net Profit / Income</b>	AED 3,517,357	AED 4,575,327	AED 5,564,118	AED 6,964,152	AED 8,089,552
% of Revenue	15%	18%	20%	23%	25%

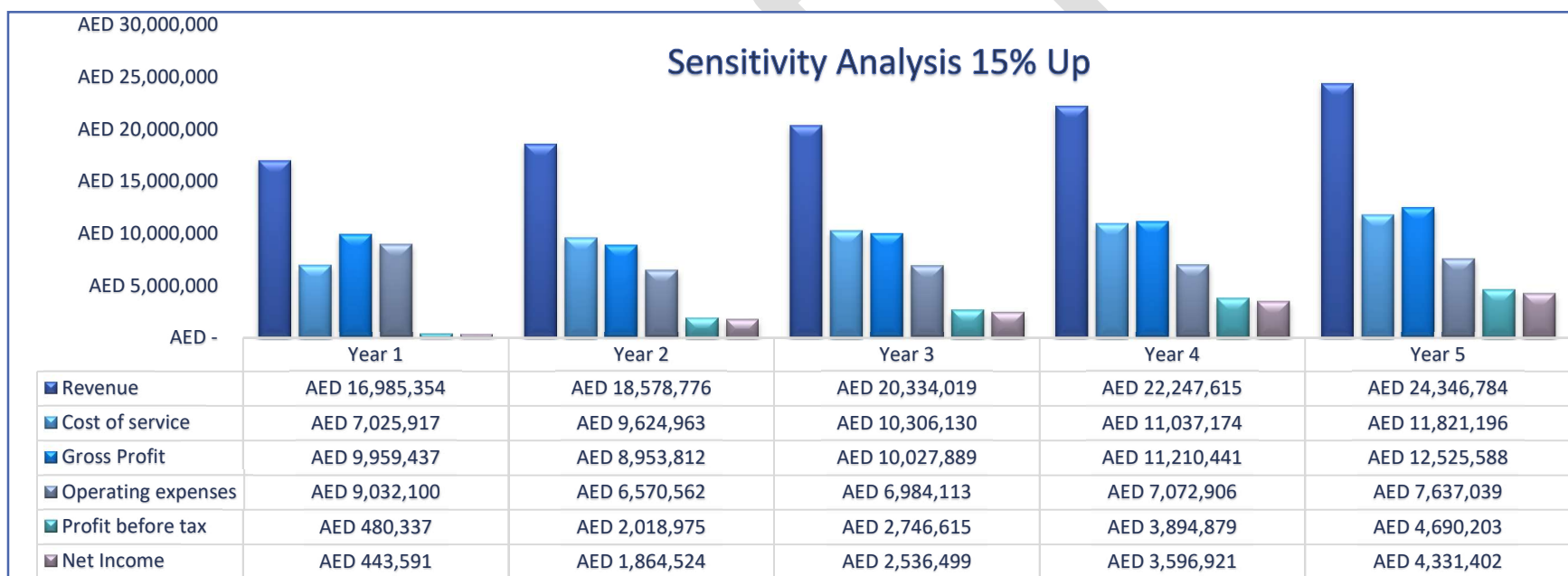
Revenue	AED 22,980,185	AED 25,135,990	AED 27,510,731	AED 30,099,715	AED 32,939,766
Cost of service	AED 9,505,652	AED 13,022,009	AED 13,943,587	AED 14,932,647	AED 15,993,383
Gross Profit	AED 13,474,532	AED 12,113,981	AED 13,567,144	AED 15,167,067	AED 16,946,384
Operating expenses	AED 9,104,100	AED 6,646,162	AED 7,063,493	AED 7,156,255	AED 7,724,555
Profit before tax	AED 3,923,432	AED 5,103,544	AED 6,206,489	AED 7,768,156	AED 9,023,482
Net Income	AED 3,517,357	AED 4,575,327	AED 5,564,118	AED 6,964,152	AED 8,089,552



Sensitivity Analysis 15% Down	Year 1 Forecast		Year 2 Forecast		Year 3 Forecast		Year 4 Forecast		Year 5 Forecast	
Revenue	AED	16,985,354	AED	18,578,776	AED	20,334,019	AED	22,247,615	AED	24,346,784
Cost of Revenue	AED	7,025,917	AED	9,624,963	AED	10,306,130	AED	11,037,174	AED	11,821,196
<b>Gross Profit</b>	AED	9,959,437	AED	8,953,812	AED	10,027,889	AED	11,210,441	AED	12,525,588
% of Revenue		59%		48%		49%		50%		51%
Operating expenses	AED	9,032,100	AED	6,570,562	AED	6,984,113	AED	7,072,906	AED	7,637,039
% of Revenue		53%		35%		34%		32%		31%
<b>Operating Income</b>	AED	927,337	AED	2,383,250	AED	3,043,776	AED	4,137,535	AED	4,888,549
Depreciation & Amortization	AED	447,000	AED	364,275	AED	297,161	AED	242,656	AED	198,346
Finance cost	AED	-	AED	-	AED	-	AED	-	AED	-
<b>Profit Before Tax</b>	AED	480,337	AED	2,018,975	AED	2,746,615	AED	3,894,879	AED	4,690,203
Provision for taxation	AED	36,746	AED	154,452	AED	210,116	AED	297,958	AED	358,801
<b>Net Profit / Income</b>	AED	443,591	AED	1,864,524	AED	2,536,499	AED	3,596,921	AED	4,331,402
% of Revenue		3%		10%		12%		16%		18%



Revenue	AED	16,985,354	AED	18,578,776	AED	20,334,019	AED	22,247,615	AED	24,346,784
Cost of service	AED	7,025,917	AED	9,624,963	AED	10,306,130	AED	11,037,174	AED	11,821,196
Gross Profit	AED	9,959,437	AED	8,953,812	AED	10,027,889	AED	11,210,441	AED	12,525,588
Operating expenses	AED	9,032,100	AED	6,570,562	AED	6,984,113	AED	7,072,906	AED	7,637,039
Profit before tax	AED	480,337	AED	2,018,975	AED	2,746,615	AED	3,894,879	AED	4,690,203
Net Income	AED	443,591	AED	1,864,524	AED	2,536,499	AED	3,596,921	AED	4,331,402





## 18.7. Risk Analysis 2 - Project Scenario Analysis

Description	Worst Case			Base Case			Best Case		
	%age	Amount in Year 1		%age	Amount in Year 1		%age	Amount in Year 1	
<b>Revenue</b>	50%	AED	9,991,385	100%	AED	19,982,769	115%	AED	22,980,185
<b>Cost of Revenue</b>	115%	AED	9,505,652	100%	AED	8,265,785	85%	AED	7,025,917
<b>Operating Expenses</b>	115%		-	100%		-	85%		-
Operational Staff Salaries	115%	AED	2,241,000	100%	AED	2,241,000	85%	AED	1,904,850
Amortization Startup / Expenses	115%	AED	4,150,100	100%	AED	4,150,100	85%	AED	3,527,585
Advertising & Marketing	115%	AED	240,000	100%	AED	240,000	85%	AED	204,000
Utilities (DEWA, Telephone & Internet)	115%	AED	117,000	100%	AED	117,000	85%	AED	99,450
Clinic Rent	115%	AED	900,000	100%	AED	900,000	85%	AED	765,000
Clinic Maintenance Cost	115%	AED	4,150,100	100%	AED	4,150,100	85%	AED	3,527,585
Amortization Employees Visa Cost	115%	AED	240,000	100%	AED	240,000	85%	AED	204,000
Amortization Employees Medical Insurance	115%	AED	117,000	100%	AED	117,000	85%	AED	99,450
Repair & Maintenance of Equipment	115%	AED	900,000	100%	AED	900,000	85%	AED	765,000
Website Maintenance Cost	115%	AED	-	100%	AED	-	85%	AED	-
HMIS (Clinic MIS Software)	115%	AED	-	100%	AED	-	85%	AED	-
Accounting Software - Wafeq	115%	AED	-	100%	AED	-	85%	AED	-
Clinic & Office Stationery Supplies	115%	AED	-	100%	AED	-	85%	AED	-
Vehicle running expense	115%	AED	30,000	100%	AED	30,000	85%	AED	25,500
Printing and stationary	115%	AED	9,068,100	100%	AED	65,000	85%	AED	7,707,885
Miscellaneous Expenses	115%	AED	50,000	100%	AED	50,000	85%	AED	42,500
<b>Tax rate</b>	10%	AED	-	9%	AED	(198,170)	8%	AED	7,707,885



### Net Present Value (NPV) in each Scenario

Scenario	NPV
Worst Case	AED (31,665,333)
Base Case	AED 4,557,714
Best Case	AED 23,969,154

### Internal Rate of Return (IRR) in each Scenario

Scenario	IRR
Worst Case	23%
Base Case	43%
Best Case	56%

### Earning After Tax in each Scenario

Scenario	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Best Case	AED 7,253,753	AED 8,892,975	AED 10,194,984	AED 11,892,041	AED 13,389,461
Base Case	AED 2,470,904	AED 4,010,006	AED 5,010,624	AED 6,490,554	AED 7,611,244
Worst Case	AED (10,314,833)	AED (9,921,917)	AED (10,218,531)	AED (9,080,336)	AED (9,465,395)

Worst Case	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Revenue	AED 9,991,385	AED 10,928,692	AED 11,961,188	AED 13,086,833	AED 14,321,638
Cost of Revenue	AED (9,505,652)	AED (13,022,009)	AED (13,943,587)	AED (14,932,647)	AED (15,993,383)
Gross Profit	AED 485,732	AED (2,093,318)	AED (1,982,400)	AED (1,845,815)	AED (1,671,745)
% of Revenue	5%	-19%	-17%	-14%	-12%
Operating expenses	AED (10,353,565)	AED (7,464,325)	AED (7,938,970)	AED (8,040,180)	AED (8,688,074)
% of Revenue	104%	68%	66%	61%	61%
Operating Income	AED (9,867,833)	AED (9,557,642)	AED (9,921,370)	AED (9,885,995)	AED (10,359,819)
Depreciation	AED (447,000)	AED (364,275)	AED (297,161)	AED (242,656)	AED (198,346)
Finance cost	AED -	AED -	AED -	AED -	AED -
Earning Before Tax	AED (10,314,833)	AED (9,921,917)	AED (10,218,531)	AED (10,128,652)	AED (10,558,165)
Provision for taxation	AED -	AED -	AED -	AED 1,048,315	AED 1,092,770
Earning After Tax	AED (10,314,833)	AED (9,921,917)	AED (10,218,531)	AED (9,080,336)	AED (9,465,395)
% of Revenue	-103%	-91%	-85%	-69%	-66%

Base Case	Year 1	Year 2	Year 3	Year 4	Year 5
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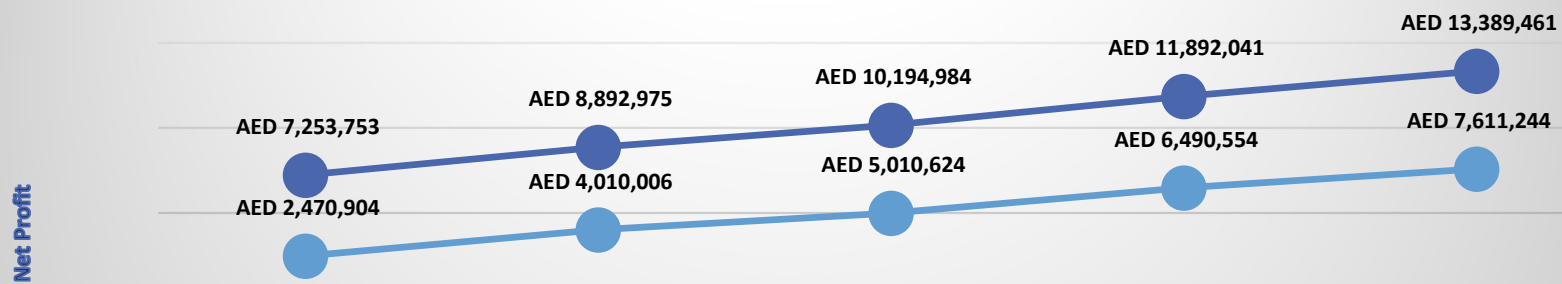


	Forecast	Forecast	Forecast	Forecast	Forecast
Revenue	AED 19,982,769	AED 21,857,383	AED 23,922,375	AED 26,173,665	AED 28,643,275
Cost of Revenue	AED (8,265,785)	AED (11,323,486)	AED (12,124,859)	AED (12,984,911)	AED (13,907,289)
<b>Gross Profit</b>	<b>AED 11,716,985</b>	<b>AED 10,533,897</b>	<b>AED 11,797,516</b>	<b>AED 13,188,754</b>	<b>AED 14,735,986</b>
% of Revenue	59%	48%	49%	50%	51%
<b>Operating expenses</b>	<b>AED (9,003,100)</b>	<b>AED (6,490,717)</b>	<b>AED (6,903,452)</b>	<b>AED (6,991,461)</b>	<b>AED (7,554,847)</b>
% of Revenue	45%	30%	29%	27%	26%
Operating Income	AED 2,713,885	AED 4,043,180	AED 4,894,064	AED 6,197,293	AED 7,181,139
Depreciation	AED (447,000)	AED (364,275)	AED (297,161)	AED (242,656)	AED (198,346)
Finance cost	AED -	AED -	AED -	AED -	AED -
<b>Earning Before Tax</b>	<b>AED 2,266,885</b>	<b>AED 3,678,905</b>	<b>AED 4,596,903</b>	<b>AED 5,954,637</b>	<b>AED 6,982,793</b>
Provision for taxation	AED 204,020	AED 331,101	AED 413,721	AED 535,917	AED 628,451
<b>Earning After Tax</b>	<b>AED 2,470,904</b>	<b>AED 4,010,006</b>	<b>AED 5,010,624</b>	<b>AED 6,490,554</b>	<b>AED 7,611,244</b>
% of Revenue	12%	18%	21%	25%	27%

<b>Best Case</b>	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Revenue	AED 22,980,185	AED 25,135,990	AED 27,510,731	AED 30,099,715	AED 32,939,766
Cost of Revenue	AED (7,025,917)	AED (9,624,963)	AED (10,306,130)	AED (11,037,174)	AED (11,821,196)
<b>Gross Profit</b>	<b>AED 15,954,268</b>	<b>AED 15,511,027</b>	<b>AED 17,204,601</b>	<b>AED 19,062,541</b>	<b>AED 21,118,570</b>
% of Revenue	69%	62%	63%	63%	64%
<b>Operating expenses</b>	<b>AED (7,652,635)</b>	<b>AED (5,517,109)</b>	<b>AED (5,867,934)</b>	<b>AED (5,942,742)</b>	<b>AED (6,421,620)</b>
% of Revenue	33%	22%	21%	20%	19%
Operating Income	AED 8,301,633	AED 9,993,918	AED 11,336,667	AED 13,119,799	AED 14,696,951
Depreciation	AED (447,000)	AED (364,275)	AED (297,161)	AED (242,656)	AED (198,346)
Finance cost	AED -	AED -	AED -	AED -	AED -
<b>Earning Before Tax</b>	<b>AED 7,854,633</b>	<b>AED 9,629,643</b>	<b>AED 11,039,506</b>	<b>AED 12,877,142</b>	<b>AED 14,498,605</b>
Provision for taxation	AED (600,879)	AED (736,668)	AED (844,522)	AED (985,101)	AED (1,109,143)
<b>Earning After Tax</b>	<b>AED 7,253,753</b>	<b>AED 8,892,975</b>	<b>AED 10,194,984</b>	<b>AED 11,892,041</b>	<b>AED 13,389,461</b>
% of Revenue	32%	35%	37%	40%	41%



## Scenario Analysis



AED (10,314,833)      AED (9,921,917)      AED (10,218,531)      AED (9,080,336)      AED (9,465,395)

	Year 1	Year 2	Year 3	Year 4	Year 5
Best Case	AED 7,253,753	AED 8,892,975	AED 10,194,984	AED 11,892,041	AED 13,389,461
Base Case	AED 2,470,904	AED 4,010,006	AED 5,010,624	AED 6,490,554	AED 7,611,244
Worst Case	AED (10,314,833)	AED (9,921,917)	AED (10,218,531)	AED (9,080,336)	AED (9,465,395)

Best Case      Base Case      Worst Case



## 18.8. Projected Balance Sheet

Description	Note	Year 0 Forecast	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
<b>Assets</b>							
<i>Non-Current Assets</i>							
Machines & Equipment's for Clinic	7	AED 950,000	AED 807,500	AED 686,375	AED 583,419	AED 495,906	AED 421,520
Clinic Fit_out		AED 850,000	AED 680,000	AED 544,000	AED 435,200	AED 348,160	AED 278,528
Furniture & Fixture	8	AED 650,000	AED 520,000	AED 416,000	AED 332,800	AED 266,240	AED 212,992
Computer & Printer		AED 15,000	AED 10,500	AED 7,350	AED 5,145	AED 3,602	AED 2,521
Security deposit (Clinic Rent + DEWA Deposit)		AED 45,000	AED 45,000	AED 45,000	AED 45,000	AED 45,000	AED 45,000
Major Preliminary Expenses	11	AED 4,260,600	AED 110,500	AED -	AED -	AED -	AED -
<b>Total Non-Current Assets</b>		<b>AED 6,770,600</b>	<b>AED 2,173,500</b>	<b>AED 1,698,725</b>	<b>AED 1,401,564</b>	<b>AED 1,158,907</b>	<b>AED 960,561</b>
<i>Current Assets</i>							
Inventory		AED 950,000	AED 950,000	AED 950,000	AED 950,000	AED 950,000	AED 950,000
Trade Receivables		AED -	AED 999,138	AED 2,092,008	AED 3,288,126	AED 4,596,810	AED 6,028,973
Cash and cash equivalents		AED 779,400	AED 9,075,040	AED 13,206,119	AED 18,930,168	AED 26,086,376	AED 34,399,387
<b>Total Current Assets</b>		<b>AED 1,729,400</b>	<b>AED 11,024,178</b>	<b>AED 16,248,127</b>	<b>AED 23,168,295</b>	<b>AED 31,633,186</b>	<b>AED 41,378,360</b>
<b>Total Assets</b>		<b>AED 8,500,000</b>	<b>AED 13,197,678</b>	<b>AED 17,946,852</b>	<b>AED 24,569,858</b>	<b>AED 32,792,093</b>	<b>AED 42,338,921</b>
<i>Liabilities</i>							
<i>Current Liability</i>							
Income tax payable	9	AED -	AED (204,020)	AED (331,101)	AED (413,721)	AED (535,917)	AED (628,451)



Trade Payable		AED -	AED 1,398,794	AED 2,928,811	AED 4,603,377	AED 6,435,533	AED 8,440,563
Accrued liabilities		AED -	AED 1,032,000	AED 368,232	AED 388,668	AED 410,388	AED 433,477
<b>Total Current Liabilities</b>		<b>AED -</b>	<b>AED 2,226,774</b>	<b>AED 2,965,941</b>	<b>AED 4,578,324</b>	<b>AED 6,310,004</b>	<b>AED 8,245,588</b>
<b>Non-Current Liability</b>							
Bank Loan		AED -	AED -	AED -	AED -	AED -	AED -
<b>Total Liabilities</b>		<b>AED -</b>	<b>AED 2,226,774</b>	<b>AED 2,965,941</b>	<b>AED 4,578,324</b>	<b>AED 6,310,004</b>	<b>AED 8,245,588</b>
<b>Equity</b>							
Capital	10	AED 8,500,000	AED 8,500,000	AED 8,500,000	AED 8,500,000	AED 8,500,000	AED 8,500,000
Accumulated profits		AED -	AED 2,470,904	AED 6,480,910	AED 11,491,535	AED 17,982,088	AED 25,593,333
<b>Total Equity</b>		<b>AED 8,500,000</b>	<b>AED 10,970,904</b>	<b>AED 14,980,910</b>	<b>AED 19,991,535</b>	<b>AED 26,482,088</b>	<b>AED 34,093,333</b>
<b>Total Liabilities and Equity</b>		<b>AED 8,500,000</b>	<b>AED 13,197,678</b>	<b>AED 17,946,852</b>	<b>AED 24,569,858</b>	<b>AED 32,792,093</b>	<b>AED 42,338,921</b>

**Note 7** Machines & Equipment's for Clinic includes the machine and equipment used in Clinic

**Note 8** OPD Furniture & fixtures include OPD Consultation room furnishings, patient area seating, Consultant office desks, etc.

**Note 9** It include tax expense at each year end.

**Note 10** The project is financed through owner equity of amounting to AED 8,500,000

**Note 11: Major Preliminary Expenses Break-up:**

Description	Note	Year 0 Forecast	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Startup Salaries for 3 Months		AED 3,057,000	AED -	AED -	AED -	AED -	AED -
Utilities (DEWA, Telephone & Internet) for 3 Months		AED 39,000	AED -	AED -	AED -	AED -	AED -
Clinic Rent 3 Months		AED 300,000	AED -	AED -	AED -	AED -	AED -
Prepaid Employees Visa Cost		AED 221,000	AED 110,500	AED -	AED -	AED -	AED -
Prepaid Employees MOH Fee		AED 63,600	AED -	AED -	AED -	AED -	AED -



Prepaid Employees Medical Insurance	AED	85,000	AED	-	AED	-	AED	-	AED	-
Clinic & Office Stationery Supplies	AED	20,000	AED	-	AED	-	AED	-	AED	-
Brand Development & Promotion Cost	AED	325,000	AED	-	AED	-	AED	-	AED	-
Signboards and Flyer	AED	30,000	AED	-	AED	-	AED	-	AED	-
HMIS (Clinic MIS Software)	AED	20,000	AED	-	AED	-	AED	-	AED	-
Accounting Software - Wafeq	AED	20,000	AED	-	AED	-	AED	-	AED	-
Website Development Costs	AED	25,000	AED	-	AED	-	AED	-	AED	-
Legal and Incorporation Expense	AED	55,000	AED	-	AED	-	AED	-	AED	-
<b>Total</b>		<b>AED 4,260,600</b>	<b>AED</b>	<b>110,500</b>	<b>AED</b>	<b>-</b>	<b>AED</b>	<b>-</b>	<b>AED</b>	<b>-</b>

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## 18.9. Projected Income Statement

Description	Note	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast	TOTAL
<b>Revenue</b>	Appendix 1	AED 19,982,769	AED 21,857,383	AED 23,922,375	AED 26,173,665	AED 28,643,275	AED 120,579,467
<b>Less : Cost of Revenue</b>	Appendix 2	AED (8,265,785)	AED (11,323,486)	AED (12,124,859)	AED (12,984,911)	AED (13,907,289)	AED (58,606,329)
<b>Gross Profit</b>		AED 11,716,985	AED 10,533,897	AED 11,797,516	AED 13,188,754	AED 14,735,986	AED 61,973,138
<b>Gross Margin %</b>		59%	48%	49%	50%	51%	51%
<b>Less : Operating expenses</b>							
Operational Staff Salaries	Appendix 3	AED 2,241,000	AED 3,191,184	AED 3,408,185	AED 3,639,941	AED 3,887,457	AED 16,367,767
Amortization Startup / Expenses		AED 4,150,100	AED 110,500	AED -	AED -	AED -	AED 4,260,600
Advertising & Marketing		AED 240,000	AED 252,000	AED 264,600	AED 277,830	AED 291,722	AED 1,326,152
Utilities (DEWA, Telephone & Internet)		AED 117,000	AED 159,588	AED 163,259	AED 167,013	AED 170,855	AED 777,715
Clinic Rent		AED 900,000	AED 1,227,600	AED 1,255,835	AED 1,284,719	AED 1,314,268	AED 5,982,421
Clinic Maintenance Cost		AED 360,000	AED 368,280	AED 376,750	AED 385,416	AED 394,280	AED 1,884,726
Amortization Employees Visa Cost		AED -	AED -	AED 226,083	AED -	AED 231,283	AED 457,366
Amortization Employees Medical Insurance		AED -	AED 86,955	AED 88,955	AED 91,001	AED 93,094	AED 360,005
Repair & Maintenance of Equipment		AED 850,000	AED 869,550	AED 889,550	AED 910,009	AED 930,940	AED 4,450,048



Website Maintenance Cost		AED -	AED 15,345	AED 15,698	AED 16,059	AED 16,428	AED 63,530
HMIS (Clinic MIS Software)		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904	AED 84,707
Accounting Software - Wafeg		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904	AED 84,707
Clinic & Office Stationery Supplies		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904	AED 84,707
Vehicle running expense		AED 30,000	AED 30,690	AED 31,396	AED 32,118	AED 32,857	AED 157,061
Printing and stationary		AED 65,000	AED 66,495	AED 68,024	AED 69,589	AED 71,189	AED 340,298
Miscellaneous Expenses		AED 50,000	AED 51,150	AED 52,326	AED 53,530	AED 54,761	AED 261,768
<b>Total Operating expenses</b>	<b>12</b>	AED (9,003,100)	AED (6,490,717)	AED (6,903,452)	AED (6,991,461)	AED (7,554,847)	AED (36,943,577)
<b>EBITDA</b>		AED 2,713,885	AED 4,043,180	AED 4,894,064	AED 6,197,293	AED 7,181,139	AED 25,029,561
Depreciation & Amortization		AED (447,000)	AED (364,275)	AED (297,161)	AED (242,656)	AED (198,346)	AED (1,549,439)
<b>Operating Income (EBIT)</b>		AED 2,266,885	AED 3,678,905	AED 4,596,903	AED 5,954,637	AED 6,982,793	AED 23,480,122
Less : Finance cost		AED -	AED -	AED -	AED -	AED -	AED -
<b>Earning Before Tax (EBT)</b>		AED 2,266,885	AED 3,678,905	AED 4,596,903	AED 5,954,637	AED 6,982,793	AED 23,480,122
Provision for taxation 9%	<b>13</b>	AED 204,020	AED 331,101	AED 413,721	AED 535,917	AED 628,451	AED 2,113,211
<b>Net Income(NI)</b>		AED 2,470,904	AED 4,010,006	AED 5,010,624	AED 6,490,554	AED 7,611,244	AED 25,593,333

## Short Financial Summary

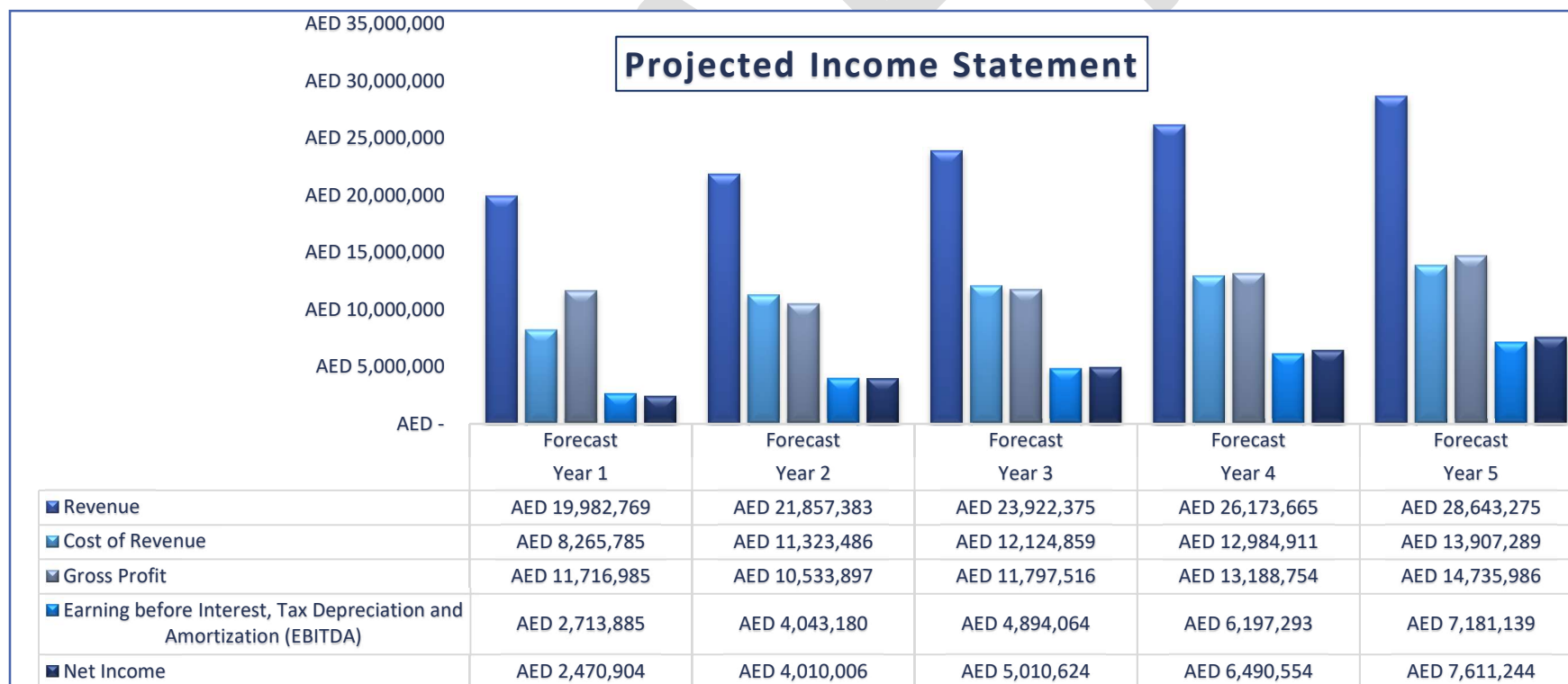
Description	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Revenue	AED 19,982,769	AED 21,857,383	AED 23,922,375	AED 26,173,665	AED 28,643,275	AED 120,579,467



Cost of Revenue	AED	8,265,785	AED	11,323,486	AED	12,124,859	AED	12,984,911	AED	13,907,289	<b>AED</b>	<b>58,606,329</b>
Gross Profit	AED	11,716,985	AED	10,533,897	AED	11,797,516	AED	13,188,754	AED	14,735,986	<b>AED</b>	<b>61,973,138</b>
Operating expenses	AED	9,003,100	AED	6,490,717	AED	6,903,452	AED	6,991,461	AED	7,554,847	<b>AED</b>	<b>36,943,577</b>
Earning before Interest, Tax Depreciation and Amortization (EBITDA)	AED	2,713,885	AED	4,043,180	AED	4,894,064	AED	6,197,293	AED	7,181,139	<b>AED</b>	<b>25,029,561</b>
Earning before Interest and Tax (EBIT)	AED	2,266,885	AED	3,678,905	AED	4,596,903	AED	5,954,637	AED	6,982,793	<b>AED</b>	<b>23,480,122</b>
Net Income	AED	2,470,904	AED	4,010,006	AED	5,010,624	AED	6,490,554	AED	7,611,244	<b>AED</b>	<b>25,593,333</b>

**Note 12** It includes all General, Administration and Marketing expenses. These expenses are projected as per the growth rate mentioned in Key Assumptions.

**Note 13** The 9% Tax in UAE, A 9% threshold for taxable profits up to and including AED 375,000. Which is incorporated in the Financials.





## 18.10. Projected Cash Flows Statement

Description	Note	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Cash Flow from Operating Activities</b>							
<b>Loss/ Profit Before Tax</b>		AED -	AED 2,266,885	AED 3,678,905	AED 4,596,903	AED 5,954,637	AED 6,982,793
Adjustment for:							
Depreciation/ Amortization		AED -	AED 447,000	AED 364,275	AED 297,161	AED 242,656	AED 198,346
Finance cost		AED -	AED -	AED -	AED -	AED -	AED -
<b>Operating (loss)/ gain before working capital changes</b>		AED -	AED 2,713,885	AED 4,043,180	AED 4,894,064	AED 6,197,293	AED 7,181,139
Change in Current Assets		AED (950,000)	AED (999,138)	AED (1,092,869)	AED (1,196,119)	AED (1,308,683)	AED (1,432,164)
Change in Current Liabilities		AED -	AED 2,430,794	AED 866,249	AED 1,695,003	AED 1,853,877	AED 2,028,118
<b>Cash used/ generated in operations</b>		AED (950,000)	AED 4,145,540	AED 3,816,559	AED 5,392,948	AED 6,742,486	AED 7,777,094
Finance cost paid		AED -	AED -	AED -	AED -	AED -	AED -
Tax paid		AED -	AED -	AED 204,020	AED 331,101	AED 413,721	AED 535,917
<b>Net Cash (Outflows)/ Inflows for Operating Activities</b>		AED (950,000)	AED 4,145,540	AED 4,020,579	AED 5,724,049	AED 7,156,208	AED 8,313,011
<b>Cash Flow from Investing Activities</b>	14						
Machines & Equipment's for Clinic		AED (950,000)	AED -	AED -	AED -	AED -	AED -
Clinic Fit_out		AED (850,000)	AED -	AED -	AED -	AED -	AED -
Furniture & Fixture		AED (650,000)	AED -	AED -	AED -	AED -	AED -
Computer & Printer		AED (15,000)	AED -	AED -	AED -	AED -	AED -



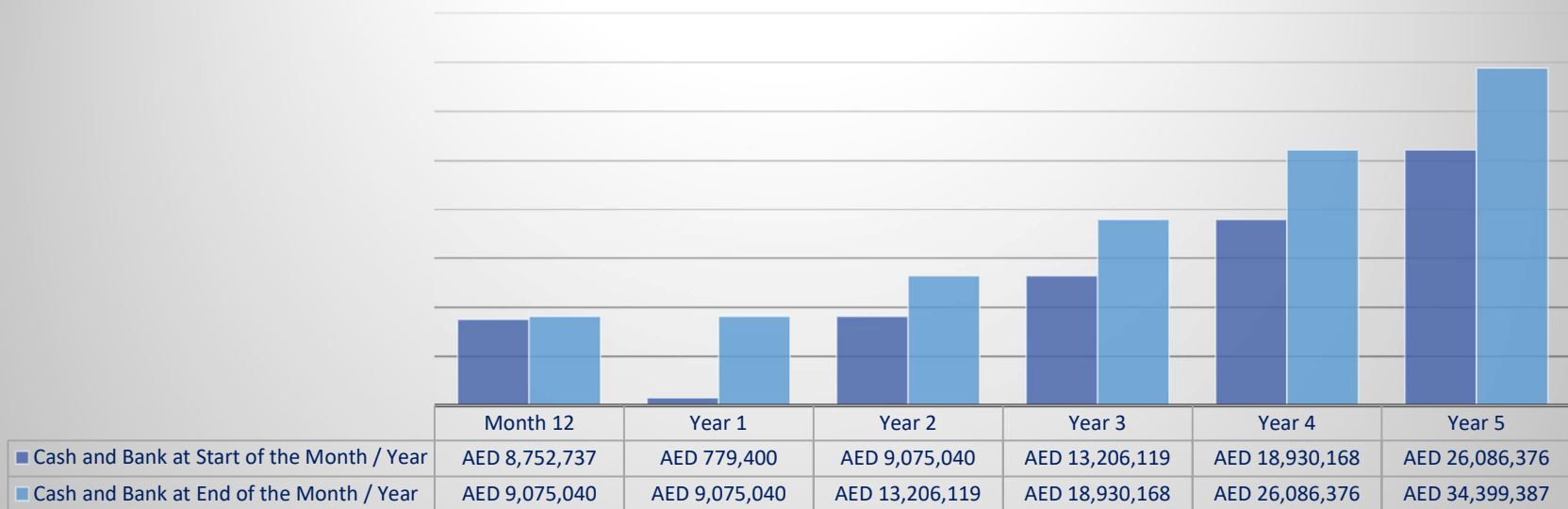
Security deposit (Clinic Rent + DEWA Deposit)		AED (45,000)	AED -	AED -	AED -	AED -	AED -	AED -
Major Preliminary Expenses		AED (4,260,600)	AED 4,150,100	AED 110,500	AED -	AED -	AED -	AED -
<b>Net Cash (Outflows)/Inflows from Investing Activities</b>		<b>AED (6,770,600)</b>	<b>AED 4,150,100</b>	<b>AED 110,500</b>	<b>AED -</b>	<b>AED -</b>	<b>AED -</b>	<b>AED -</b>
<b>Cash Flow from Financing Activities</b>								
Proceed from Equity	<b>15</b>	AED 8,500,000	AED -	AED -	AED -	AED -	AED -	AED -
Proceeds from borrowings		AED -	AED -	AED -	AED -	AED -	AED -	AED -
Repayment of Borrowing		AED -	AED -	AED -	AED -	AED -	AED -	AED -
<b>Net Cash Inflows from Financial Activities</b>		<b>AED 8,500,000</b>	<b>AED -</b>	<b>AED -</b>	<b>AED -</b>	<b>AED -</b>	<b>AED -</b>	<b>AED -</b>
<b>Net Increase in Cash Flows during the Month / Year</b>		<b>AED 779,400</b>	<b>AED 8,295,640</b>	<b>AED 4,131,079</b>	<b>AED 5,724,049</b>	<b>AED 7,156,208</b>	<b>AED 8,313,011</b>	
<b>Cash and Bank at Start of the Month / Year</b>		<b>AED -</b>	<b>AED 779,400</b>	<b>AED 9,075,040</b>	<b>AED 13,206,119</b>	<b>AED 18,930,168</b>	<b>AED 26,086,376</b>	
<b>Cash and Bank at End of the Month / Year</b>		<b>AED 779,400</b>	<b>AED 9,075,040</b>	<b>AED 13,206,119</b>	<b>AED 18,930,168</b>	<b>AED 26,086,376</b>	<b>AED 34,399,387</b>	

**Note 14** The company purchased Fixed Asset amounting to AED 2.465 Million at startup.

**Note 15** The project is financed through owner equity of amounting to AED 8,500,000



### Cash At The Start And End Of The Period



### Net Increase In Cash





## 18.11. Appendix 1 - Projected Revenue

Description	Note	Total Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Consultation Services	16	AED 1,633,846	AED 1,787,986	AED 1,956,158	AED 2,140,750	AED 2,343,516
Treatment Services		AED 2,520,000	AED 2,756,783	AED 3,016,440	AED 3,300,486	AED 3,611,704
Specialized Therapy Services		AED 4,126,154	AED 4,513,053	AED 4,938,809	AED 5,404,890	AED 5,914,534
Pharmacy & Laboratory		AED 1,716,923	AED 1,877,948	AED 2,053,650	AED 2,247,107	AED 2,458,830
Membership Packages		AED 8,739,692	AED 9,558,829	AED 10,464,248	AED 11,447,130	AED 12,525,464
Events & Miscellaneous		AED 1,246,154	AED 1,362,784	AED 1,493,070	AED 1,633,302	AED 1,789,227
<b>Total Revenue</b>		<b>AED 19,982,769</b>	<b>AED 21,857,383</b>	<b>AED 23,922,375</b>	<b>AED 26,173,665</b>	<b>AED 28,643,275</b>

### Note 16:

#### Projected Total Revenue on Year by Year Basis

Description	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
<b>Consultation Services</b>					
Pediatrics Consultation	AED 553,846	AED 606,720	AED 664,432	AED 726,816	AED 795,148
Orthopedics Consultation	AED 443,077	AED 484,665	AED 530,024	AED 580,368	AED 635,538
Dermatology Consultation	AED 193,846	AED 211,936	AED 231,678	AED 253,198	AED 277,292
Physiotherapy Consultation	AED 443,077	AED 484,665	AED 530,024	AED 580,368	AED 635,538
<b>Total Consultation Services</b>	<b>AED 1,633,846</b>	<b>AED 1,787,986</b>	<b>AED 1,956,158</b>	<b>AED 2,140,750</b>	<b>AED 2,343,516</b>
<b>Treatment Services</b>					
Pediatrics Treatment	AED 387,692	AED 423,872	AED 463,356	AED 507,073	AED 554,584
Orthopedics Treatment	AED 498,462	AED 545,232	AED 596,286	AED 652,628	AED 713,864
Dermatology Treatment	AED 1,107,692	AED 1,212,255	AED 1,327,596	AED 1,452,276	AED 1,590,296
Physiotherapy Treatment	AED 526,154	AED 575,424	AED 629,202	AED 688,509	AED 752,960
<b>Total Treatment Services</b>	<b>AED 2,520,000</b>	<b>AED 2,756,783</b>	<b>AED 3,016,440</b>	<b>AED 3,300,486</b>	<b>AED 3,611,704</b>
<b>Specialized Therapy Services</b>					
Hypnotherapy/Psychology	AED 2,769,231	AED 3,028,080	AED 3,312,489	AED 3,623,981	AED 3,964,624



Neuro Mind Therapy	AED	124,615	AED	136,017	AED	149,307	AED	163,737	AED	179,520
Dietary Therapy	AED	443,077	AED	484,665	AED	530,024	AED	580,368	AED	635,538
Physical Massage	AED	221,538	AED	242,925	AED	266,280	AED	291,540	AED	319,220
Telemedicine 'CERAGEM'	AED	124,615	AED	136,017	AED	149,307	AED	163,737	AED	179,520
Bio Dinamic Therapy	AED	276,923	AED	303,104	AED	331,692	AED	362,872	AED	396,752
Aura Bio Therapy	AED	166,154	AED	182,245	AED	199,710	AED	218,655	AED	239,360
<b>Total Specialized Therapy Services</b>	<b>AED</b>	<b>4,126,154</b>	<b>AED</b>	<b>4,513,053</b>	<b>AED</b>	<b>4,938,809</b>	<b>AED</b>	<b>5,404,890</b>	<b>AED</b>	<b>5,914,534</b>
<b>Pharmacy &amp; Laboratory</b>										
Pharmacy	AED	1,163,077	AED	1,272,332	AED	1,391,532	AED	1,522,717	AED	1,666,050
Laboratory	AED	332,308	AED	363,488	AED	397,524	AED	434,634	AED	475,668
Lab Test (Normal)	AED	221,538	AED	242,128	AED	264,594	AED	289,756	AED	317,112
<b>Total Pharmacy &amp; Laboratory</b>	<b>AED</b>	<b>1,716,923</b>	<b>AED</b>	<b>1,877,948</b>	<b>AED</b>	<b>2,053,650</b>	<b>AED</b>	<b>2,247,107</b>	<b>AED</b>	<b>2,458,830</b>
<b>Membership Packages</b>										
Membership Package Silver	AED	2,392,615	AED	2,618,376	AED	2,865,057	AED	3,133,302	AED	3,430,120
Membership Package Gold	AED	2,193,231	AED	2,396,960	AED	2,624,660	AED	2,868,796	AED	3,137,386
Membership Package Platinum	AED	1,550,769	AED	1,697,157	AED	1,860,804	AED	2,038,368	AED	2,230,806
Membership Pack 'Self-Esteem'	AED	2,603,077	AED	2,846,336	AED	3,113,727	AED	3,406,664	AED	3,727,152
<b>Total Membership Packages</b>	<b>AED</b>	<b>8,739,692</b>	<b>AED</b>	<b>9,558,829</b>	<b>AED</b>	<b>10,464,248</b>	<b>AED</b>	<b>11,447,130</b>	<b>AED</b>	<b>12,525,464</b>
<b>Events &amp; Miscellaneous</b>										
Events	AED	1,246,154	AED	1,362,784	AED	1,493,070	AED	1,633,302	AED	1,789,227
<b>Total Events &amp; Miscellaneous</b>	<b>AED</b>	<b>1,246,154</b>	<b>AED</b>	<b>1,362,784</b>	<b>AED</b>	<b>1,493,070</b>	<b>AED</b>	<b>1,633,302</b>	<b>AED</b>	<b>1,789,227</b>
<b>Total Projected Revenue Year by Year</b>	<b>AED</b>	<b>19,982,769</b>	<b>AED</b>	<b>21,857,383</b>	<b>AED</b>	<b>23,922,375</b>	<b>AED</b>	<b>26,173,665</b>	<b>AED</b>	<b>28,643,275</b>

### Projected Service Price Increase on Year by Year Basis

Description	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
<b>Consultation Services</b>					
Pediatrics Consultation	AED 500	AED 512	AED 524	AED 536	AED 548
Orthopedics Consultation	AED 400	AED 409	AED 418	AED 428	AED 438
Dermatology Consultation	AED 350	AED 358	AED 366	AED 374	AED 383
Physiotherapy Consultation	AED 400	AED 409	AED 418	AED 428	AED 438



<b>Treatment Services</b>										
Pediatrics Treatment	AED	700	AED	716	AED	732	AED	749	AED	766
Orthopedics Treatment	AED	900	AED	921	AED	942	AED	964	AED	986
Dermatology Treatment	AED	1,000	AED	1,023	AED	1,047	AED	1,071	AED	1,096
Physiotherapy Treatment	AED	950	AED	972	AED	994	AED	1,017	AED	1,040
<b>Specialized Therapy Services</b>										
Hypnotherapy/Psychology	AED	5,000	AED	5,115	AED	5,233	AED	5,353	AED	5,476
Neuro Mind Therapy	AED	150	AED	153	AED	157	AED	161	AED	165
Dietary Therapy	AED	400	AED	409	AED	418	AED	428	AED	438
Physical Massage	AED	200	AED	205	AED	210	AED	215	AED	220
Telemedicine 'CERAGEM'	AED	150	AED	153	AED	157	AED	161	AED	165
Bio Dinamic Therapy	AED	500	AED	512	AED	524	AED	536	AED	548
Aura Bio Therapy	AED	200	AED	205	AED	210	AED	215	AED	220
<b>Pharmacy &amp; Laboratory</b>										
Pharmacy	AED	700	AED	716	AED	732	AED	749	AED	766
Laboratory	AED	600	AED	614	AED	628	AED	642	AED	657
Lab Test (Normal)	AED	400	AED	409	AED	418	AED	428	AED	438
<b>Membership Packages</b>										
Membership Package Silver	AED	5,400	AED	5,524	AED	5,651	AED	5,781	AED	5,914
Membership Package Gold	AED	6,600	AED	6,752	AED	6,907	AED	7,066	AED	7,229
Membership Package Platinum	AED	7,000	AED	7,161	AED	7,326	AED	7,494	AED	7,666
Membership Pack 'Self-Esteem'	AED	4,700	AED	4,808	AED	4,919	AED	5,032	AED	5,148
<b>Events &amp; Miscellaneous</b>										
Events	AED	4,500	AED	4,604	AED	4,710	AED	4,818	AED	4,929



**Projected No of Activities increase on a Year by Year Basis**

Description	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
<b>Consultation Services</b>					
Pediatrics Consultation	1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Orthopedics Consultation	1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Dermatology Consultation	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Physiotherapy Consultation	1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
<b>Total Consultation Services</b>	<b>3,877 Patients</b>	<b>4,147 Patients</b>	<b>4,437 Patients</b>	<b>4,745 Patients</b>	<b>5,077 Patients</b>
<b>Treatment Services</b>					
Pediatrics Treatment	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Orthopedics Treatment	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Dermatology Treatment	1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Physiotherapy Treatment	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
<b>Total Treatment Services</b>	<b>2,769 Patients</b>	<b>2,961 Patients</b>	<b>3,167 Patients</b>	<b>3,387 Patients</b>	<b>3,623 Patients</b>
<b>Specialized Therapy Services</b>					
Hypnotherapy/Psychology	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Neuro Mind Therapy	831 Patients	889 Patients	951 Patients	1,017 Patients	1,088 Patients
Dietary Therapy	1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Physical Massage	1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Telemedicine 'CERAGEM'	831 Patients	889 Patients	951 Patients	1,017 Patients	1,088 Patients
Bio Dinamic Therapy	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Aura Bio Therapy	831 Patients	889 Patients	951 Patients	1,017 Patients	1,088 Patients
<b>Total Specialized Therapy Services</b>	<b>5,815 Patients</b>	<b>6,221 Patients</b>	<b>6,655 Patients</b>	<b>7,117 Patients</b>	<b>7,614 Patients</b>
<b>Pharmacy &amp; Laboratory</b>					
Pharmacy	1,662 Patients	1,777 Patients	1,901 Patients	2,033 Patients	2,175 Patients
Laboratory	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Lab Test (Normal)	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
<b>Total Pharmacy &amp; Laboratory</b>	<b>2,769 Patients</b>	<b>2,961 Patients</b>	<b>3,167 Patients</b>	<b>3,387 Patients</b>	<b>3,623 Patients</b>
<b>Membership Packages</b>					



Membership Package Silver	443 Patients	474 Patients	507 Patients	542 Patients	580 Patients
Membership Package Gold	332 Patients	355 Patients	380 Patients	406 Patients	434 Patients
Membership Package Platinum	222 Patients	237 Patients	254 Patients	272 Patients	291 Patients
Membership Pack 'Self-Esteem'	554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
<b>Total Membership Packages</b>	<b>1,551 Members</b>	<b>1,658 Members</b>	<b>1,774 Members</b>	<b>1,897 Members</b>	<b>2,029 Members</b>
<b>Events &amp; Miscellaneous</b>					
Events	277 Events	296 Events	317 Events	339 Events	363 Events
<b>Total Events &amp; Miscellaneous</b>	<b>277 Events</b>	<b>296 Events</b>	<b>317 Events</b>	<b>339 Events</b>	<b>363 Events</b>
<b>Total Projected No. of Activities Year by Year</b>	<b>17,058 Activities</b>	<b>18,244 Activities</b>	<b>19,517 Activities</b>	<b>20,872 Activities</b>	<b>22,329 Activities</b>

Description	Service Charges Per Patient	Projected Engagements / Month	Projected Revenue 1st Month	Projected Engagements / Year	Projected Revenue 1st Year
<b>Consultation Services</b>					
Pediatrics Consultation	AED 500	92 Patients	AED 46,154	1,108 Patients	AED 553,846
Orthopedics Consultation	AED 400	92 Patients	AED 36,923	1,108 Patients	AED 443,077
Dermatology Consultation	AED 350	46 Patients	AED 16,154	554 Patients	AED 193,846
Physiotherapy Consultation	AED 400	92 Patients	AED 36,923	1,108 Patients	AED 443,077
<b>Total Consultation Services</b>		<b>323 Patients</b>	<b>AED 136,154</b>	<b>3,877 Patients</b>	<b>AED 1,633,846</b>
<b>Treatment Services</b>					
Pediatrics Treatment	AED 700	46 Patients	AED 32,308	554 Patients	AED 387,692
Orthopedics Treatment	AED 900	46 Patients	AED 41,538	554 Patients	AED 498,462
Dermatology Treatment	AED 1,000	92 Patients	AED 92,308	1,108 Patients	AED 1,107,692
Physiotherapy Treatment	AED 950	46 Patients	AED 43,846	554 Patients	AED 526,154
<b>Total Treatment Services</b>		<b>231 Patients</b>	<b>AED 210,000</b>	<b>2,769 Patients</b>	<b>AED 2,520,000</b>
<b>Specialized Therapy Services</b>					
Hypnotherapy/Psychology	AED 5,000	46 Patients	AED 230,769	554 Patients	AED 2,769,231
Neuro Mind Therapy	AED 150	69 Patients	AED 10,385	831 Patients	AED 124,615
Dietary Therapy	AED 400	92 Patients	AED 36,923	1,108 Patients	AED 443,077



Physical Massage	AED	200	92 Patients	AED	18,462	1,108 Patients	AED	221,538
Telemedicine 'CAREGEM'	AED	150	69 Patients	AED	10,385	831 Patients	AED	124,615
Bio Dinamic Therapy	AED	500	46 Patients	AED	23,077	554 Patients	AED	276,923
Aura Bio Therapy	AED	200	69 Patients	AED	13,846	831 Patients	AED	166,154
<b>Total Specialized Therapy Services</b>			<b>485 Patients</b>	<b>AED</b>	<b>343,846</b>	<b>5,815 Patients</b>	<b>AED</b>	<b>4,126,154</b>
<b>Pharmacy &amp; Laboratory</b>								
Pharmacy	AED	700	138 Patients	AED	96,923	1,662 Patients	AED	1,163,077
Laboratory	AED	600	46 Patients	AED	27,692	554 Patients	AED	332,308
Lab Test (Normal)	AED	400	46 Patients	AED	18,462	554 Patients	AED	221,538
<b>Total Pharmacy &amp; Laboratory</b>			<b>231 Patients</b>	<b>AED</b>	<b>143,077</b>	<b>2,769 Patients</b>	<b>AED</b>	<b>1,716,923</b>
<b>Membership Packages</b>								
Membership Package Silver	AED	5,400	37 Members	AED	199,385	443 Members	AED	2,392,615
Membership Package Gold	AED	6,600	28 Members	AED	182,769	332 Members	AED	2,193,231
Membership Package Platinum	AED	7,000	18 Members	AED	129,231	222 Members	AED	1,550,769
Membership Pack 'Self-Esteem'	AED	4,700	46 Members	AED	216,923	554 Members	AED	2,603,077
<b>Total Membership Packages</b>			<b>129 Members</b>	<b>AED</b>	<b>728,308</b>	<b>1,551 Members</b>	<b>AED</b>	<b>8,739,692</b>
<b>Events &amp; Miscellaneous</b>								
Events	AED	4,500	23 Events	AED	103,846	277 Events	AED	1,246,154
<b>Total Events &amp; Miscellaneous</b>			<b>23 Events</b>	<b>AED</b>	<b>103,846</b>	<b>277 Events</b>	<b>AED</b>	<b>1,246,154</b>
<b>Total Projected Revenue Year 1</b>			<b>1,422 Activities</b>	<b>AED</b>	<b>1,665,231</b>	<b>17,058 Activities</b>	<b>AED</b>	<b>19,982,769</b>



## 18.12. Appendix 2 - Projected Cost of Revenue

Projected Cost of Revenue by Year	Note	Total Year 1	Year 2	Year 3	Year 4	Year 5
Direct Attributable Staff Salaries	17	AED 6,930,000	AED 9,868,320	AED 10,539,366	AED 11,256,043	AED 12,021,454
MOH License Fee for Medical Staff	18	AED 63,600	AED 63,600	AED 63,600	AED 63,600	AED 63,600
Medicine Cost in Pharmacy	19	AED 1,064,492	AED 1,164,328	AED 1,273,263	AED 1,393,206	AED 1,524,475
Material Used in Clinic Operation		AED 207,692	AED 227,238	AED 248,630	AED 272,062	AED 297,761
<b>Total Cost of Revenue</b>		<b>AED 8,265,785</b>	<b>AED 11,323,486</b>	<b>AED 12,124,859</b>	<b>AED 12,984,911</b>	<b>AED 13,907,289</b>

### Note 17

Direct Attributable Staff Salaries Detail as per following

Description	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
<b>Medical Staff</b>					
General Practitioner (GP)	AED 960,000	AED 1,025,280	AED 1,094,999	AED 1,169,459	AED 1,248,982
Pediatrician	AED 1,800,000	AED 1,922,400	AED 2,053,123	AED 2,192,736	AED 2,341,842
Orthopedic Doctor	AED 780,000	AED 833,040	AED 889,687	AED 950,185	AED 1,014,798
Dermatologist	AED 780,000	AED 833,040	AED 889,687	AED 950,185	AED 1,014,798
Physiotherapist	AED 660,000	AED 704,880	AED 752,812	AED 804,003	AED 858,675
Psychologist	AED 720,000	AED 768,960	AED 821,249	AED 877,094	AED 936,737
Hypnotherapist	AED 720,000	AED 768,960	AED 821,249	AED 877,094	AED 936,737
Dietitian/Nutritionist	AED 780,000	AED 833,040	AED 889,687	AED 950,185	AED 1,014,798
Massage Therapist	AED 480,000	AED 512,640	AED 547,500	AED 584,729	AED 624,491
Telemedicine Doctor	AED 240,000	AED 256,320	AED 273,750	AED 292,365	AED 312,246
<b>Total Medical Staff</b>	<b>AED 7,920,000</b>	<b>AED 8,458,560</b>	<b>AED 9,033,742</b>	<b>AED 9,648,037</b>	<b>AED 10,304,103</b>
<b>Paramedical Staff</b>					
Head Nurse	AED 120,000	AED 128,160	AED 136,875	AED 146,182	AED 156,123
Nurse(s)	AED 384,000	AED 410,112	AED 438,000	AED 467,784	AED 499,593
Pharmacist	AED 360,000	AED 384,480	AED 410,625	AED 438,547	AED 468,368



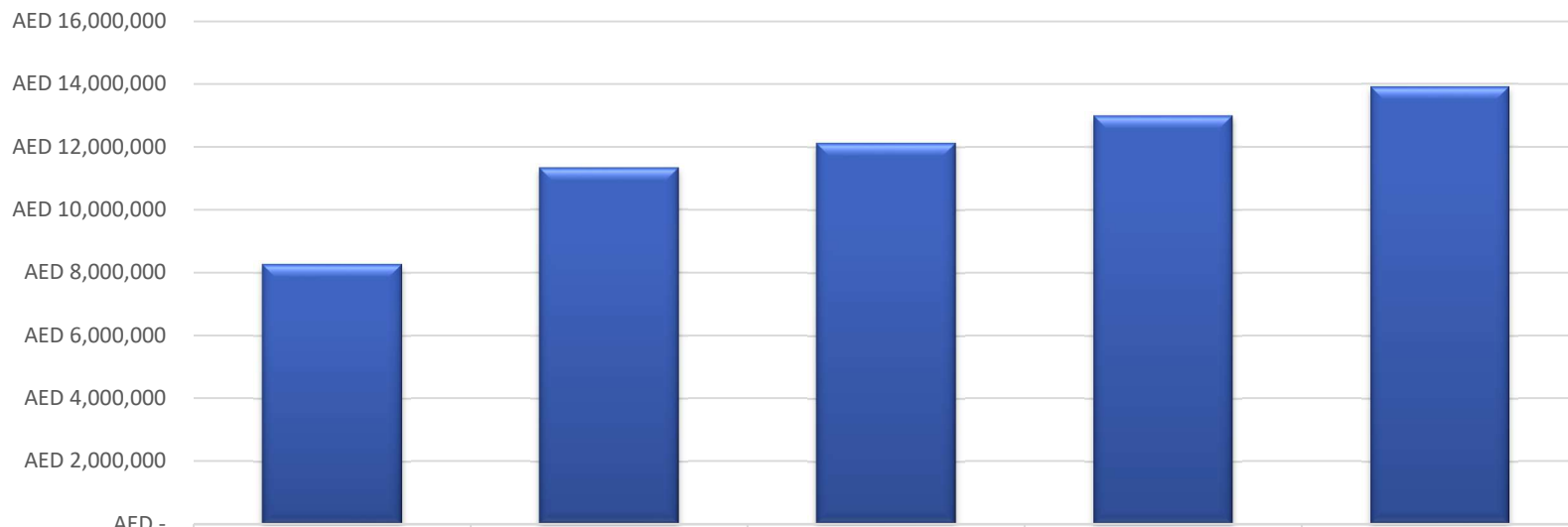
Laboratory Technician(s)	AED 360,000	AED 384,480	AED 410,625	AED 438,547	AED 468,368
Lab Assistant(s)	AED 96,000	AED 102,528	AED 109,500	AED 116,946	AED 124,898
<b>Total Paramedical Staff</b>	<b>AED 1,320,000</b>	<b>AED 1,409,760</b>	<b>AED 1,505,624</b>	<b>AED 1,608,006</b>	<b>AED 1,717,351</b>
<b>Direct Attributable Staff Salaries</b>	<b>AED 9,240,000</b>	<b>AED 9,868,320</b>	<b>AED 10,539,366</b>	<b>AED 11,256,043</b>	<b>AED 12,021,454</b>

**Note 18**  
**Calculation of MOH License Fee Per Medical and Paramedical Staff**

Designations	MOH License Fee Per Person	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
<b>Medical Staff</b>						
General Practitioner (GP)	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800
Pediatrician	AED 3,800	AED 7,600	AED 7,600	AED 7,600	AED 7,600	AED 7,600
Orthopedic Doctor	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800
Dermatologist	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800
Physiotherapist	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800
Psychologist	AED 3,800	AED 7,600	AED 7,600	AED 7,600	AED 7,600	AED 7,600
Hypnotherapist	AED 3,800	AED 7,600	AED 7,600	AED 7,600	AED 7,600	AED 7,600
Dietitian/Nutritionist	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800
Massage Therapist	AED 3,800	AED 7,600	AED 7,600	AED 7,600	AED 7,600	AED 7,600
Telemedicine Doctor	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800	AED 3,800
<b>Total Medical Staff</b>	<b>AED 38,000</b>	<b>AED 53,200</b>	<b>AED 53,200</b>	<b>AED 53,200</b>	<b>AED 53,200</b>	<b>AED 53,200</b>
<b>Paramedical Staff</b>						
Head Nurse	AED 1,300	AED 1,300	AED 1,300	AED 1,300	AED 1,300	AED 1,300
Nurse(s)	AED 1,300	AED 5,200	AED 5,200	AED 5,200	AED 5,200	AED 5,200
Laboratory Technician(s)	AED 1,300	AED 2,600	AED 2,600	AED 2,600	AED 2,600	AED 2,600
Lab Assistant(s)	AED 1,300	AED 1,300	AED 1,300	AED 1,300	AED 1,300	AED 1,300
<b>Total Paramedical Staff</b>	<b>AED 5,200</b>	<b>AED 10,400</b>	<b>AED 10,400</b>	<b>AED 10,400</b>	<b>AED 10,400</b>	<b>AED 10,400</b>
<b>Grand Total</b>	<b>AED 43,200</b>	<b>AED 63,600</b>	<b>AED 63,600</b>	<b>AED 63,600</b>	<b>AED 63,600</b>	<b>AED 63,600</b>



### projected Cost of Revenue



	Year 1	Year 2	Year 3	Year 4	Year 5
Total Cost of Revenue	AED 8,265,785	AED 11,323,486	AED 12,124,859	AED 12,984,911	AED 13,907,289



## 18.13. Appendix 3-Operating Expense

Projected Operating Expense	Note	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Operational Staff Salaries	18	AED 2,241,000	AED 3,191,184	AED 3,408,185	AED 3,639,941	AED 3,887,457
Amortization Startup / Expenses	21	AED 4,150,100	AED 110,500	AED -	AED -	AED -
Advertising & Marketing	19	AED 240,000	AED 252,000	AED 264,600	AED 277,830	AED 291,722
Utilities (DEWA, Telephone & Internet)	20	AED 117,000	AED 159,588	AED 163,259	AED 167,013	AED 170,855
Clinic Rent		AED 900,000	AED 1,227,600	AED 1,255,835	AED 1,284,719	AED 1,314,268
Clinic Maintenance Cost		AED 360,000	AED 368,280	AED 376,750	AED 385,416	AED 394,280
Amortization Employees Visa Cost		AED -	AED -	AED 226,083	AED -	AED 231,283
Amortization Employees Medical Insurance		AED -	AED 86,955	AED 88,955	AED 91,001	AED 93,094
Repair & Maintenance of Equipment		AED 850,000	AED 869,550	AED 889,550	AED 910,009	AED 930,940
Website Maintenance Cost		AED -	AED 15,345	AED 15,698	AED 16,059	AED 16,428
HMIS (Clinic MIS Software)		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904
Accounting Software - Wafeq		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904
Clinic & Office Stationery Supplies		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904
Vehicle running expense		AED 30,000	AED 30,690	AED 31,396	AED 32,118	AED 32,857
Printing and stationary		AED 65,000	AED 66,495	AED 68,024	AED 69,589	AED 71,189
Legal Cost		AED -	AED 51,150	AED 52,326	AED 53,530	AED 54,761
Training Cost		AED 15,000	AED 15,345	AED 15,698	AED 16,059	AED 16,428
Mobile Allowance		AED 20,000	AED 20,460	AED 20,931	AED 21,412	AED 21,904
Entertainment Expense		AED 30,000	AED 30,690	AED 31,396	AED 32,118	AED 32,857
Miscellaneous Expenses		AED 50,000	AED 51,150	AED 52,326	AED 53,530	AED 54,761
<b>Total</b>		<b>AED 9,068,100</b>	<b>AED 6,608,362</b>	<b>AED 7,023,803</b>	<b>AED 7,114,580</b>	<b>AED 7,680,797</b>

### Note 18

Operational staff include the salaries of the CEO, and accountant, cleaning staff, and security staff. These costs are calculated in the table below based on the number of employees. These costs are calculated in the table below based on the number of employees.

### Headcount Table Year Wise



Description	Projected Number of Total Employees					Avg. Monthly salary per employee
	Year 1	Year 2	Year 3	Year 4	Year 5	
<b>Medical Staff</b>						
General Practitioner (GP)	1	1	1	1	1	AED 80,000
Pediatrician	2	2	2	2	2	AED 75,000
Orthopedic Doctor	1	1	1	1	1	AED 65,000
Dermatologist	1	1	1	1	1	AED 65,000
Physiotherapist	1	1	1	1	1	AED 55,000
Psychologist	2	2	2	2	2	AED 30,000
Hypnotherapist	2	2	2	2	2	AED 30,000
Dietitian/Nutritionist	1	1	1	1	1	AED 65,000
Massage Therapist	2	2	2	2	2	AED 20,000
Telemedicine Doctor	1	1	1	1	1	AED 20,000
<b>Total Medical Staff</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>AED 505,000</b>
<b>Paramedical Staff</b>						
Head Nurse	1	1	1	1	1	AED 10,000
Nurse(s)	4	4	4	4	4	AED 8,000
Pharmacist	2	2	2	2	2	AED 15,000
Laboratory Technician(s)	2	2	2	2	2	AED 15,000
Lab Assistant(s)	1	1	1	1	1	AED 8,000
<b>Total Paramedical Staff</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>AED 56,000</b>
<b>General Admin Department</b>						
Founder(s)/CEO	1	1	1	1	1	AED 80,000
Business Development Manager	1	1	1	1	1	AED 80,000
Marketing Specialist(s)	1	1	1	1	1	AED 25,000
HR Officer	1	1	1	1	1	AED 20,000
Accountant	1	1	1	1	1	AED 15,000
Receptionist(s)	2	2	2	2	2	AED 10,000
Cleaner(s)	2	2	2	2	2	AED 3,000
Security Staff	1	1	1	1	1	AED 3,000
<b>Total General Admin Department Staff</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>AED 236,000</b>
<b>Grand Total</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>AED 797,000</b>



### Calculation of Total Staff Yearly Salaries

Description	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
<b>Medical Staff</b>					
General Practitioner (GP)	AED 960,000	AED 1,025,280	AED 1,094,999	AED 1,169,459	AED 1,248,982
Pediatrician	AED 1,800,000	AED 1,922,400	AED 2,053,123	AED 2,192,736	AED 2,341,842
Orthopedic Doctor	AED 780,000	AED 833,040	AED 889,687	AED 950,185	AED 1,014,798
Dermatologist	AED 780,000	AED 833,040	AED 889,687	AED 950,185	AED 1,014,798
Physiotherapist	AED 660,000	AED 704,880	AED 752,812	AED 804,003	AED 858,675
Psychologist	AED 720,000	AED 768,960	AED 821,249	AED 877,094	AED 936,737
Hypnotherapist	AED 720,000	AED 768,960	AED 821,249	AED 877,094	AED 936,737
Dietitian/Nutritionist	AED 780,000	AED 833,040	AED 889,687	AED 950,185	AED 1,014,798
Massage Therapist	AED 480,000	AED 512,640	AED 547,500	AED 584,729	AED 624,491
Telemedicine Doctor	AED 240,000	AED 256,320	AED 273,750	AED 292,365	AED 312,246
<b>Total Medical Staff</b>	<b>AED 7,920,000</b>	<b>AED 8,458,560</b>	<b>AED 9,033,742</b>	<b>AED 9,648,037</b>	<b>AED 10,304,103</b>
<b>Paramedical Staff</b>					
Head Nurse	AED 120,000	AED 128,160	AED 136,875	AED 146,182	AED 156,123
Nurse(s)	AED 384,000	AED 410,112	AED 438,000	AED 467,784	AED 499,593
Pharmacist	AED 360,000	AED 384,480	AED 410,625	AED 438,547	AED 468,368
Laboratory Technician(s)	AED 360,000	AED 384,480	AED 410,625	AED 438,547	AED 468,368
Lab Assistant(s)	AED 96,000	AED 102,528	AED 109,500	AED 116,946	AED 124,898
<b>Total Paramedical Staff</b>	<b>AED 1,320,000</b>	<b>AED 1,409,760</b>	<b>AED 1,505,624</b>	<b>AED 1,608,006</b>	<b>AED 1,717,351</b>
<b>General Admin Department</b>					
Founder(s)/CEO	AED 960,000	AED 1,025,280	AED 1,094,999	AED 1,169,459	AED 1,248,982
Business Development Manager	AED 960,000	AED 1,025,280	AED 1,094,999	AED 1,169,459	AED 1,248,982
Marketing Specialist(s)	AED 300,000	AED 320,400	AED 342,187	AED 365,456	AED 390,307
HR Officer	AED 240,000	AED 256,320	AED 273,750	AED 292,365	AED 312,246
Accountant	AED 180,000	AED 192,240	AED 205,312	AED 219,274	AED 234,184
Receptionist(s)	AED 240,000	AED 256,320	AED 273,750	AED 292,365	AED 312,246
Cleaner(s)	AED 72,000	AED 76,896	AED 82,125	AED 87,709	AED 93,674
Security Staff	AED 36,000	AED 38,448	AED 41,062	AED 43,855	AED 46,837
<b>Total General Admin Department Staff</b>	<b>AED 2,988,000</b>	<b>AED 3,191,184</b>	<b>AED 3,408,185</b>	<b>AED 3,639,941</b>	<b>AED 3,887,457</b>
<b>Grand Total</b>	<b>AED 12,228,000</b>	<b>AED 13,059,504</b>	<b>AED 13,947,550</b>	<b>AED 14,895,984</b>	<b>AED 15,908,911</b>



**Note 20**

Utilities include the expenses of Electricity, Telephone & Internet. It is calculated in the table below.

**Calculation of Total Yearly Utilities**

Average Utilities	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast
Electricity & Water Bill (DEWA)*	AED 120,000	AED 120,000	AED 120,000	AED 120,000	AED 120,000
Telephone	AED 18,000	AED 18,000	AED 18,000	AED 18,000	AED 18,000
Internet	AED 18,000	AED 18,000	AED 18,000	AED 18,000	AED 18,000
<b>Total</b>	<b>AED 156,000</b>	<b>AED 156,000</b>	<b>AED 156,000</b>	<b>AED 156,000</b>	<b>AED 156,000</b>

**Note 21**

**Startup Expenses Amortization Break-up**

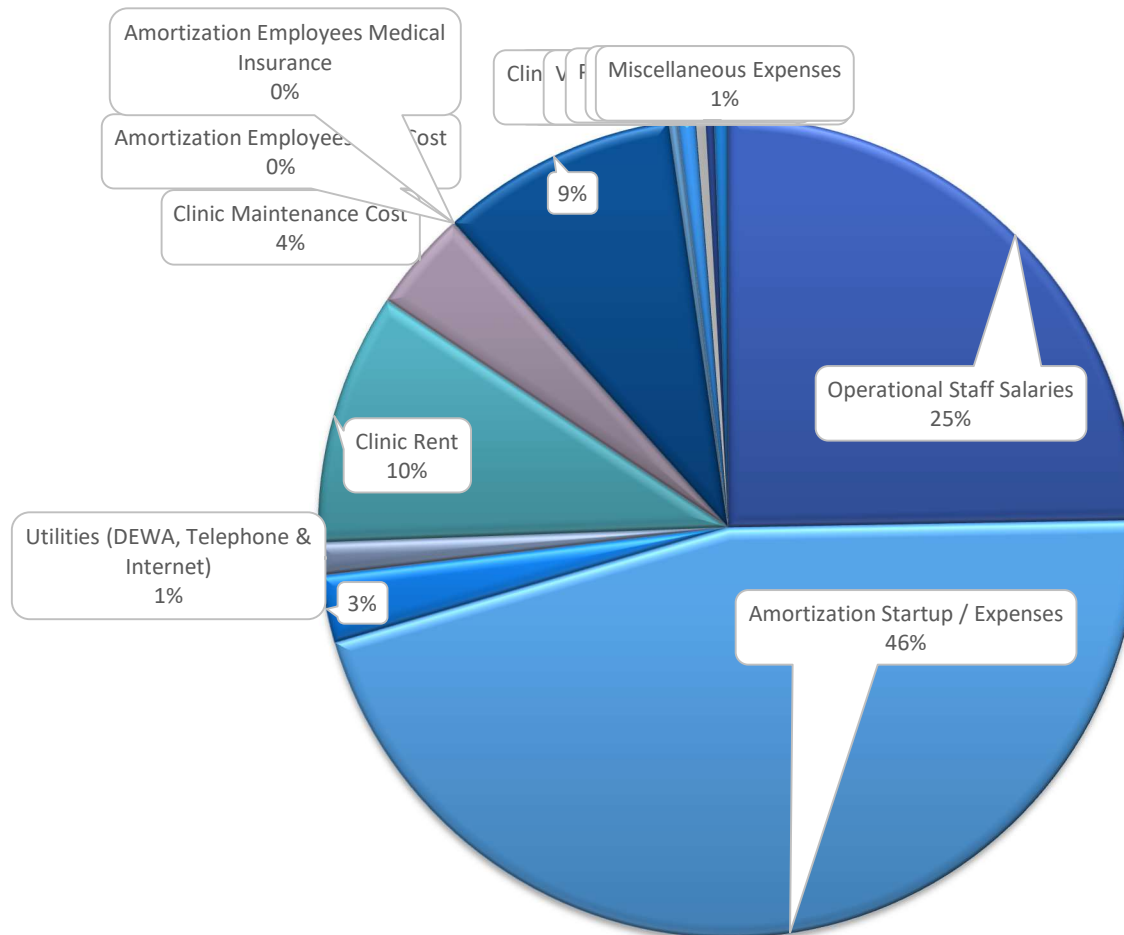
Description	Note	Total Amount	Amount to be Amortized for 1 Month	Monthly Amortization Amount first 3 Months	Monthly Amortization Amount after 3 Months	Total Useful Tenure
Startup Salaries for 3 Months		AED 3,057,000	AED 1,019,000	AED 1,019,000	AED -	3 Months
Medical & Paramedical Staff Salaries		AED 2,310,000	AED 770,000	AED 770,000	AED -	3 Months
General Admin Department Salaries		AED 747,000	AED 249,000	AED 249,000	AED -	3 Months
Utilities (DEWA, Telephone & Internet) for 3 Months		AED 39,000	AED 13,000	AED 13,000	AED -	3 Months
Clinic Rent 3 Months		AED 300,000	AED 100,000	AED 100,000	AED -	3 Months
Prepaid Employees Visa Cost		AED 221,000	AED 9,208	AED 9,208	AED 9,208	2 Year
Prepaid Employees MOH Fee		AED 63,600	AED 5,300	AED 5,300	AED 5,300	1 Year
Prepaid Employees Medical Insurance		AED 85,000	AED 7,083	AED 7,083	AED 7,083	1 Year
Clinic & Office Stationery Supplies		AED 20,000	AED 6,667	AED 6,667		3 Months
Brand Development & Promotion Cost		AED 325,000	AED 27,083	AED 27,083	AED 27,083	1 Year
Signboards and Flyer		AED 30,000	AED 2,500	AED 2,500	AED 2,500	1 Year
HMIS (Clinic MIS Software)		AED 20,000	AED 1,667	AED 1,667	AED 1,667	1 Year
Accounting Software - Wafeq		AED 20,000	AED 1,667	AED 1,667	AED 1,667	1 Year
Website Development Costs		AED 25,000	AED 2,083	AED 2,083	AED 2,083	1 Year



Legal and Incorporation Expense	AED	55,000	AED	4,583	AED	4,583	AED	4,583	1 Year
<b>Total Start-up Expenses</b>	<b>AED</b>	<b>4,260,600</b>	<b>AED</b>	<b>2,218,842</b>	<b>AED</b>	<b>2,218,842</b>	<b>AED</b>	<b>61,175</b>	

## Operating Expenses

- Operational Staff Salaries
- Amortization Startup / Expenses
- Advertising & Marketing
- Utilities (DEWA, Telephone & Internet)
- Clinic Rent
- Clinic Maintenance Cost
- Amortization Employees Visa Cost
- Amortization Employees Medical Insurance
- Repair & Maintenance of Equipment
- Website Maintenance Cost
- HMIS (Clinic MIS Software)
- Accounting Software - Wafeq
- Clinic & Office Stationery Supplies
- Vehicle running expense
- Printing and stationary
- Legal Cost
- Training Cost
- Mobile Allowance
- Entertainment Expense
- Miscellaneous Expenses





## 18.14. Appendix 4 - Fixed Asset Schedule

Description	Machines & Equipment's for Clinic	Clinic Fit_out	Furniture & Fixture	Computer & Printer	Total
Opening	-	-	-	-	-
Addition	AED 950,000	AED 850,000	AED 650,000	AED 15,000	AED 2,465,000
Amortization / Depreciation	AED (142,500)	AED (170,000)	AED (130,000)	AED (4,500)	AED (447,000)
<b>Net Book Value as at Year 1</b>	<b>AED 807,500</b>	<b>AED 680,000</b>	<b>AED 520,000</b>	<b>AED 10,500</b>	<b>AED 2,018,000</b>
Addition	AED -	AED -	AED -	AED -	AED -
Amortization / Depreciation	AED (121,125)	AED (136,000)	AED (104,000)	AED (3,150)	AED (364,275)
<b>Net Book Value as at Year 2</b>	<b>AED 686,375</b>	<b>AED 544,000</b>	<b>AED 416,000</b>	<b>AED 7,350</b>	<b>AED 1,653,725</b>
Addition	AED -	AED -	AED -	AED -	AED -
Amortization / Depreciation	AED (102,956)	AED (108,800)	AED (83,200)	AED (2,205)	AED (297,161)
<b>Net Book Value as at Year 3</b>	<b>AED 583,419</b>	<b>AED 435,200</b>	<b>AED 332,800</b>	<b>AED 5,145</b>	<b>AED 1,356,564</b>
Addition	AED -	AED -	AED -	AED -	AED -
Amortization / Depreciation	AED (87,513)	AED (87,040)	AED (66,560)	AED (1,544)	AED (242,656)
<b>Net Book Value as at Year 4</b>	<b>AED 495,906</b>	<b>AED 348,160</b>	<b>AED 266,240</b>	<b>AED 3,602</b>	<b>AED 1,113,907</b>
Addition	AED -	AED -	AED -	AED -	AED -
Amortization / Depreciation	AED (74,386)	AED (69,632)	AED (53,248)	AED (1,080)	AED (198,346)
<b>Net Book Value as at Year 5</b>	<b>AED 421,520</b>	<b>AED 278,528</b>	<b>AED 212,992</b>	<b>AED 2,521</b>	<b>AED 915,561</b>
<b>Depreciation Rate</b>	<b>15%</b>	<b>20%</b>	<b>20%</b>	<b>30%</b>	



## 18.15. Appendix 5 - Project Scenario Analysis (Working)

Description	Worst Case		Base Case		Best Case	
	%age	Amount In Year 1	%age	Amount In Year 1	%age	Amount In Year 1
<b>Revenue</b>	50%	AED 9,991,385	100%	AED 19,982,769	115%	AED 22,980,185
<b>Cost of Revenue</b>	115%	AED 9,505,652	100%	AED 8,265,785	85%	AED 7,025,917
<b>Operating Expenses</b>	115%	-	100%	-	85%	-
Operational Staff Salaries	115%	AED 2,241,000	100%	AED 2,241,000	85%	AED 1,904,850
Amortization Startup / Expenses	115%	AED 4,150,100	100%	AED 4,150,100	85%	AED 3,527,585
Advertising & Marketing	115%	AED 240,000	100%	AED 240,000	85%	AED 204,000
Utilities (DEWA, Telephone & Internet)	115%	AED 117,000	100%	AED 117,000	85%	AED 99,450
Clinic Rent	115%	AED 900,000	100%	AED 900,000	85%	AED 765,000
Clinic Maintenance Cost	115%	AED 4,150,100	100%	AED 4,150,100	85%	AED 3,527,585
Amortization Employees Visa Cost	115%	AED 240,000	100%	AED 240,000	85%	AED 204,000
Amortization Employees Medical Insurance	115%	AED 117,000	100%	AED 117,000	85%	AED 99,450
Repair & Maintenance of Equipment	115%	AED 900,000	100%	AED 900,000	85%	AED 765,000
Website Maintenance Cost	115%	AED -	100%	AED -	85%	AED -
HMIS (Clinic MIS Software)	115%	AED -	100%	AED -	85%	AED -
Accounting Software - Wafeq	115%	AED -	100%	AED -	85%	AED -
Clinic & Office Stationery Supplies	115%	AED -	100%	AED -	85%	AED -
Vehicle running expense	115%	AED 30,000	100%	AED 30,000	85%	AED 25,500
Printing and stationary	115%	AED 9,068,100	100%	AED 65,000	85%	AED 7,707,885
Legal Cost	115%	AED 65,000	100%	AED 65,000	85%	AED 55,250
Training Cost	115%	AED 30,000	100%	AED 30,000	85%	AED 25,500
Mobile Allowance	115%	AED 65,000	100%	AED 65,000	85%	AED 55,250
Entertainment Expense	115%	AED -	100%	AED -	85%	AED -
Miscellaneous Expenses	115%	AED 50,000	100%	AED 50,000	85%	AED 42,500
<b>Tax rate</b>	10%	AED -	9%	AED (198,170)	8%	AED 7,707,885
<b>Cost of Capital</b>	32%	-	28%	-	24%	-
<b>Salvage Value</b>	85%	AED 816,477	100%	AED 960,561	115%	AED 1,104,645



Description	Year 1			Year 2		
	Worst Case	Base Case	Best Case	Worst Case	Base Case	Best Case
Revenue	AED 9,991,385	AED 19,982,769	AED 22,980,185	AED 10,928,692	AED 21,857,383	AED 25,135,990
Cost of Revenue	AED (9,505,652)	AED (8,265,785)	AED (7,025,917)	AED (13,022,009)	AED (11,323,486)	AED (9,624,963)
<b>Gross Profit</b>	<b>AED 485,732</b>	<b>AED 11,716,985</b>	<b>AED 15,954,268</b>	<b>AED (2,093,318)</b>	<b>AED 10,533,897</b>	<b>AED 15,511,027</b>
% of Revenue	5%	59%	69%	-19%	48%	62%
<b>Operating expenses</b>						
Operational Staff Salaries	AED 2,577,150	AED 2,241,000	AED 1,904,850	AED 3,669,862	AED 3,191,184	AED 2,712,506
Amortization Startup / Expenses	AED 4,772,615	AED 4,150,100	AED 3,527,585	AED 127,075	AED 110,500	AED 93,925
Advertising & Marketing	AED 276,000	AED 240,000	AED 204,000	AED 289,800	AED 252,000	AED 214,200
Utilities (DEWA, Telephone & Internet)	AED 134,550	AED 117,000	AED 99,450	AED 183,526	AED 159,588	AED 135,650
Clinic Rent	AED 1,035,000	AED 900,000	AED 765,000	AED 1,411,740	AED 1,227,600	AED 1,043,460
Clinic Maintenance Cost	AED 414,000	AED 360,000	AED 306,000	AED 423,522	AED 368,280	AED 313,038
Amortization Employees Visa Cost	AED -	AED -	AED -	AED -	AED -	AED -
Amortization Employees Medical Insurance	AED -	AED -	AED -	AED 99,998	AED 86,955	AED 73,912
Repair & Maintenance of Equipment	AED 977,500	AED 850,000	AED 722,500	AED 999,983	AED 869,550	AED 739,118
Website Maintenance Cost	AED -	AED -	AED -	AED 17,647	AED 15,345	AED 13,043
HMIS (Clinic MIS Software)	AED -	AED -	AED -	AED 23,529	AED 20,460	AED 17,391
Accounting Software - Wafeq	AED -	AED -	AED -	AED 23,529	AED 20,460	AED 17,391
Clinic & Office Stationery Supplies	AED -	AED -	AED -	AED 23,529	AED 20,460	AED 17,391
Vehicle running expense	AED 34,500	AED 30,000	AED 25,500	AED 35,294	AED 30,690	AED 26,087
Printing and stationary	AED 74,750	AED 65,000	AED 55,250	AED 76,469	AED 66,495	AED 56,521
Legal Cost	AED -	AED -	AED -	AED 58,823	AED 51,150	AED 43,478
Training Cost	AED 17,250	AED 15,000	AED 12,750	AED 17,647	AED 15,345	AED 13,043
Mobile Allowance	AED 23,000	AED 20,000	AED 17,000	AED 23,529	AED 20,460	AED 17,391
Entertainment Expense	AED 34,500	AED 30,000	AED 25,500	AED 35,294	AED 30,690	AED 26,087
Miscellaneous Expenses	AED 57,500	AED 50,000	AED 42,500	AED 58,823	AED 51,150	AED 43,478
<b>Total Operating expenses</b>	<b>AED 10,428,315</b>	<b>AED 9,068,100</b>	<b>AED 7,707,885</b>	<b>AED 7,599,616</b>	<b>AED 6,608,362</b>	<b>AED 5,617,108</b>
% of Revenue	104%	45%	34%	70%	30%	22%



Operating Income	AED (9,942,583)	AED 2,648,885	AED 8,246,383	AED (9,692,934)	AED 3,925,535	AED 9,893,919
Depreciation	AED (447,000)	AED (447,000)	AED (447,000)	AED (364,275)	AED (364,275)	AED (364,275)
Finance cost	AED -	AED -	AED -	AED -	AED -	AED -
<b>Earning Before Tax</b>	AED (10,389,583)	AED 2,201,885	AED 7,799,383	AED (10,057,209)	AED 3,561,260	AED 9,529,644
Provision for taxation	AED -	AED 198,170	AED 701,944	AED -	AED 320,513	AED 857,668
<b>Net Income (EAT)</b>	AED (10,389,583)	AED 2,400,054	AED 8,501,327	AED (10,057,209)	AED 3,881,773	AED 10,387,312
% of Revenue	-104%	12%	37%	-92%	18%	41%

Description	Year 3			Year 4		
	Worst Case	Base Case	Best Case	Worst Case	Base Case	Best Case
Revenue	AED 11,961,188	AED 23,922,375	AED 27,510,731	AED 13,086,833	AED 26,173,665	AED 30,099,715
Cost of Revenue	AED (13,943,587)	AED (12,124,859)	AED (10,306,130)	AED (14,932,647)	AED (12,984,911)	AED (11,037,174)
<b>Gross Profit</b>	<b>AED (1,982,400)</b>	<b>AED 11,797,516</b>	<b>AED 17,204,601</b>	<b>AED (1,845,815)</b>	<b>AED 13,188,754</b>	<b>AED 19,062,541</b>
% of Revenue	-17%	49%	63%	-14%	50%	63%
<b>Operating expenses</b>						
Operational Staff Salaries	AED 3,919,412	AED 3,408,185	AED 2,896,957	AED 4,185,932	AED 3,639,941	AED 3,093,950
Amortization Startup / Expenses	AED -	AED -	AED -	AED -	AED -	AED -
Advertising & Marketing	AED 304,290	AED 264,600	AED 224,910	AED 319,505	AED 277,830	AED 236,156
Utilities (DEWA, Telephone & Internet)	AED 187,747	AED 163,259	AED 138,770	AED 192,065	AED 167,013	AED 141,961
Clinic Rent	AED 1,444,210	AED 1,255,835	AED 1,067,460	AED 1,477,427	AED 1,284,719	AED 1,092,011
Clinic Maintenance Cost	AED 433,263	AED 376,750	AED 320,238	AED 443,228	AED 385,416	AED 327,603
Amortization Employees Visa Cost	AED 259,995	AED 226,083	AED 192,171	AED -	AED -	AED -
Amortization Employees Medical Insurance	AED 102,298	AED 88,955	AED 75,612	AED 104,651	AED 91,001	AED 77,351
Repair & Maintenance of Equipment	AED 1,022,982	AED 889,550	AED 756,117	AED 1,046,511	AED 910,009	AED 773,508
Website Maintenance Cost	AED 18,053	AED 15,698	AED 13,343	AED 18,468	AED 16,059	AED 13,650
HMIS (Clinic MIS Software)	AED 24,070	AED 20,931	AED 17,791	AED 24,624	AED 21,412	AED 18,200
Accounting Software - Wafeq	AED 24,070	AED 20,931	AED 17,791	AED 24,624	AED 21,412	AED 18,200
Clinic & Office Stationery Supplies	AED 24,070	AED 20,931	AED 17,791	AED 24,624	AED 21,412	AED 18,200
Vehicle running expense	AED 36,105	AED 31,396	AED 26,686	AED 36,936	AED 32,118	AED 27,300
Printing and stationary	AED 78,228	AED 68,024	AED 57,821	AED 80,027	AED 69,589	AED 59,151
Legal Cost	AED 60,175	AED 52,326	AED 44,477	AED 61,559	AED 53,530	AED 45,500



Training Cost	AED 18,053	AED 15,698	AED 13,343	AED 18,468	AED 16,059	AED 13,650
Mobile Allowance	AED 24,070	AED 20,931	AED 17,791	AED 24,624	AED 21,412	AED 18,200
Entertainment Expense	AED 36,105	AED 31,396	AED 26,686	AED 36,936	AED 32,118	AED 27,300
Miscellaneous Expenses	AED 60,175	AED 52,326	AED 44,477	AED 61,559	AED 53,530	AED 45,500
<b>Total Operating expenses</b>	<b>AED 8,077,374</b>	<b>AED 7,023,803</b>	<b>AED 5,970,233</b>	<b>AED 8,181,767</b>	<b>AED 7,114,580</b>	<b>AED 6,047,393</b>
% of Revenue	68%	29%	22%	63%	27%	20%
Operating Income	AED (10,059,774)	AED 4,773,713	AED 11,234,369	AED (10,027,582)	AED 6,074,174	AED 13,015,147
Depreciation	AED (297,161)	AED (297,161)	AED (297,161)	AED (242,656)	AED (242,656)	AED (242,656)
Finance cost	AED -	AED -	AED -	AED -	AED -	AED -
<b>Earning Before Tax</b>	<b>AED (10,356,935)</b>	<b>AED 4,476,552</b>	<b>AED 10,937,207</b>	<b>AED (10,270,238)</b>	<b>AED 5,831,518</b>	<b>AED 12,772,491</b>
Provision for taxation	AED -	AED 402,890	AED 984,349	AED -	AED 524,837	AED 1,149,524
<b>Net Income (EAT)</b>	<b>AED (10,356,935)</b>	<b>AED 4,879,442</b>	<b>AED 11,921,556</b>	<b>AED (10,270,238)</b>	<b>AED 6,356,354</b>	<b>AED 13,922,015</b>
% of Revenue	-87%	20%	43%	-78%	24%	46%

Description	Year 5		
	Worst Case	Base Case	Best Case
Revenue	AED 14,321,638	AED 28,643,275	AED 32,939,766
Cost of Revenue	AED (15,993,383)	AED (13,907,289)	AED (11,821,196)
<b>Gross Profit</b>	<b>AED (1,671,745)</b>	<b>AED 14,735,986</b>	<b>AED 21,118,570</b>
% of Revenue	-12%	51%	64%
<b>Operating expenses</b>			
Operational Staff Salaries	AED 4,470,576	AED 3,887,457	AED 3,304,338
Amortization Startup / Expenses	AED -	AED -	AED -
Advertising & Marketing	AED 335,480	AED 291,722	AED 247,963
Utilities (DEWA, Telephone & Internet)	AED 196,483	AED 170,855	AED 145,227
Clinic Rent	AED 1,511,408	AED 1,314,268	AED 1,117,127
Clinic Maintenance Cost	AED 453,422	AED 394,280	AED 335,138
Amortization Employees Visa Cost	AED 265,975	AED 231,283	AED 196,590
Amortization Employees Medical Insurance	AED 107,058	AED 93,094	AED 79,130
Repair & Maintenance of Equipment	AED 1,070,580	AED 930,940	AED 791,299
Website Maintenance Cost	AED 18,893	AED 16,428	AED 13,964
HMIS (Clinic MIS Software)	AED 25,190	AED 21,904	AED 18,619



Accounting Software - Wafeq	AED 25,190	AED 21,904	AED 18,619
Clinic & Office Stationery Supplies	AED 25,190	AED 21,904	AED 18,619
Vehicle running expense	AED 37,785	AED 32,857	AED 27,928
Printing and stationary	AED 81,868	AED 71,189	AED 60,511
Legal Cost	AED 62,975	AED 54,761	AED 46,547
Training Cost	AED 18,893	AED 16,428	AED 13,964
Mobile Allowance	AED 25,190	AED 21,904	AED 18,619
Entertainment Expense	AED 37,785	AED 32,857	AED 27,928
Miscellaneous Expenses	AED 62,975	AED 54,761	AED 46,547
<b>Total Operating expenses</b>	<b>AED 8,832,917</b>	<b>AED 7,680,797</b>	<b>AED 6,528,678</b>
% of Revenue	62%	27%	20%
Operating Income	AED (10,504,662)	AED 7,055,189	AED 14,589,893
Depreciation	AED (198,346)	AED (198,346)	AED (198,346)
Finance cost	AED -	AED -	AED -
<b>Earning Before Tax</b>	<b>AED (10,703,008)</b>	<b>AED 6,856,842</b>	<b>AED 14,391,547</b>
Provision for taxation	AED -	AED 617,116	AED 1,295,239
<b>Net Income (EAT)</b>	<b>AED (10,703,008)</b>	<b>AED 7,473,958</b>	<b>AED 15,686,786</b>
% of Revenue	-75%	26%	48%

## Worst Case

Particulars	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Initial outflow:</i>						
Total Investment Value	AED (8,500,000)					
Earning After Tax		AED (10,389,583)	AED (10,057,209)	AED (10,356,935)	AED (10,270,238)	AED (10,703,008)
Add back Depreciation		AED 447,000	AED 364,275	AED 297,161	AED 242,656	AED 198,346



After-tax Operating Cashflows	AED	(9,942,583)	AED	(9,692,934)	AED	(10,059,774)	AED	(10,027,582)	AED	(10,504,662)		
Return on WC									AED	(165,666)		
Salvage Value (Book Value at year 5)									AED	816,477		
Tax on Salvage Value									AED	(84,505)		
<b>Net Cash flows</b>	<b>AED</b>	<b>(8,500,000)</b>	<b>AED</b>	<b>(9,942,583)</b>	<b>AED</b>	<b>(9,692,934)</b>	<b>AED</b>	<b>(10,059,774)</b>	<b>AED</b>	<b>(10,027,582)</b>	<b>AED</b>	<b>(9,938,357)</b>
Discount Period		0		1		2		3		4		5
Discount Factor @ 32% (WACC)		1.00		0.76		0.57		0.43		0.33		0.25
<b>Present Value</b>	<b>AED</b>	<b>(8,500,000)</b>	<b>AED</b>	<b>(7,520,864)</b>	<b>AED</b>	<b>(5,546,159)</b>	<b>AED</b>	<b>(4,354,054)</b>	<b>AED</b>	<b>(3,282,996)</b>	<b>AED</b>	<b>(2,461,259)</b>

<b>Net Present Value</b>	<b>AED (31,665,333)</b>
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### Worst Case Internal Rate of Return (IRR)

Years	Cash flows	DF @ 10%	Present value	DF @ 32%	Present value
Year 0	AED (8,500,000)	1.00	AED (8,500,000)	1	AED (8,500,000)
Year 1	AED (9,942,583)	0.91	AED (9,038,712)	0.76	AED (7,532,260)
Year 2	AED (9,692,934)	0.83	AED (8,010,689)	0.57	AED (5,562,979)
Year 3	AED (10,059,774)	0.75	AED (7,558,057)	0.43	AED (4,373,875)
Year 4	AED (10,027,582)	0.68	AED (6,848,973)	0.33	AED (3,302,939)
Year 5	AED (9,938,357)	0.62	AED (6,170,938)	0.25	AED (2,479,961)
			<b>AED (46,127,369)</b>		<b>AED (31,752,014)</b>
<b>IRR</b>	<b>23%</b>				



## Best Case

Particulars	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Initial outflow:</i>						
Total Investment Value	AED (8,500,000)					
Earning After Tax		AED 8,501,327	AED 10,387,312	AED 11,921,556	AED 13,922,015	AED 15,686,786
Add back Depreciation		AED 447,000	AED 364,275	AED 297,161	AED 242,656	AED 198,346
<b>After-tax Operating Cashflows</b>		<b>AED 8,948,327</b>	<b>AED 10,751,587</b>	<b>AED 12,218,717</b>	<b>AED 14,164,672</b>	<b>AED 15,885,132</b>
Return on WC						AED (165,666)
Salvage Value (Book Value at year 5)						AED 1,104,645
Tax on Salvage Value						AED (84,505)
<b>Net Cash flows</b>	<b>AED (8,500,000)</b>	<b>AED 8,948,327</b>	<b>AED 10,751,587</b>	<b>AED 12,218,717</b>	<b>AED 14,164,672</b>	<b>AED 16,739,606</b>
Discount Period	0	1	2	3	4	5
Discount Factor @ 24% (WACC)	1.00	0.81	0.65	0.53	0.43	0.34
<b>Present Value</b>	<b>AED (8,500,000)</b>	<b>AED 7,228,051</b>	<b>AED 7,015,059</b>	<b>AED 6,439,671</b>	<b>AED 6,030,092</b>	<b>AED 5,756,281</b>
<b>Net Present Value</b>	<b>AED 23,969,154</b>					

## Best Case

### Internal Rate of Return (IRR)

Years	Cash flows	DF @ 19%	Present value	DF @ 29%	Present value
Year 0	AED (8,500,000)	1.00	AED (8,500,000)	1	AED (8,500,000)



Year 1	AED 8,948,327	0.84	AED 7,519,603	0.78	AED 6,936,688
Year 2	AED 10,751,587	0.71	AED 7,592,393	0.60	AED 6,460,902
Year 3	AED 12,218,717	0.59	AED 7,250,780	0.47	AED 5,691,890
Year 4	AED 14,164,672	0.50	AED 7,063,479	0.36	AED 5,115,024
Year 5	AED 16,739,606	0.42	AED 7,014,721	0.28	AED 4,685,939
			<b>AED 27,940,976</b>		<b>AED 20,390,443</b>
<b>IRR</b>	<b>56%</b>				

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## 18.16. Key Assumptions

### Country Level - Assumptions

Description	Note	Market	Forecast
Industry Growth Rate	1	Clinics Market	6.97%
Inflation Rate	2	UAE	2.30%
		<b>Total</b>	<b>9.27%</b>
Salary Increment		UAE	4.50%
Total change in Salaries (Increment + Inflation)	4		6.80%
Tax Rate in UAE	11		9.00%

### Projected Revenue - Assumptions

Description	Note	Service Charges Per Patient	Projected Engagements / Month	Projected Revenue 1st Month	Projected Engagements / Year	Projected Revenue 1st Year
<b>Consultation Services</b>						
Pediatrics Consultation		AED 500	92 Patients	AED 46,154	1,108 Patients	AED 553,846
Orthopedics Consultation		AED 400	92 Patients	AED 36,923	1,108 Patients	AED 443,077
Dermatology Consultation		AED 350	46 Patients	AED 16,154	554 Patients	AED 193,846
Physiotherapy Consultation		AED 400	92 Patients	AED 36,923	1,108 Patients	AED 443,077
<b>Total Consultation Services</b>			<b>323 Patients</b>	<b>AED 136,154</b>	<b>3,877 Patients</b>	<b>AED 1,633,846</b>
<b>Treatment Services</b>						
Pediatrics Treatment		AED 700	46 Patients	AED 32,308	554 Patients	AED 387,692
Orthopedics Treatment		AED 900	46 Patients	AED 41,538	554 Patients	AED 498,462
Dermatology Treatment		AED 1,000	92 Patients	AED 92,308	1,108 Patients	AED 1,107,692
Physiotherapy Treatment		AED 950	46 Patients	AED 43,846	554 Patients	AED 526,154
<b>Total Treatment Services</b>			<b>231 Patients</b>	<b>AED 210,000</b>	<b>2,769 Patients</b>	<b>AED 2,520,000</b>
<b>Specialized Therapy Services</b>						
Hypnotherapy/Psychology		AED 5,000	46 Patients	AED 230,769	554 Patients	AED 2,769,231
Neuro Mind Therapy		AED 150	69 Patients	AED 10,385	831 Patients	AED 124,615
Dietary Therapy		AED 400	92 Patients	AED 36,923	1,108 Patients	AED 443,077



Physical Massage	AED	200	92 Patients	AED	18,462	1,108 Patients	AED	221,538
Telemedicine 'Ceragem'	AED	150	69 Patients	AED	10,385	831 Patients	AED	124,615
Bio Dinamic Therapy	AED	500	46 Patients	AED	23,077	554 Patients	AED	276,923
Aura Bio Therapy	AED	200	69 Patients	AED	13,846	831 Patients	AED	166,154
<b>Total Specialized Therapy Services</b>			<b>485 Patients</b>	<b>AED</b>	<b>343,846</b>	<b>5,815 Patients</b>	<b>AED</b>	<b>4,126,154</b>
<b>Pharmacy &amp; Laboratory</b>								
Pharmacy	AED	700	138 Patients	AED	96,923	1,662 Patients	AED	1,163,077
Laboratory	AED	600	46 Patients	AED	27,692	554 Patients	AED	332,308
Lab Test (Normal)	AED	400	46 Patients	AED	18,462	554 Patients	AED	221,538
<b>Total Pharmacy &amp; Laboratory</b>			<b>231 Patients</b>	<b>AED</b>	<b>143,077</b>	<b>2,769 Patients</b>	<b>AED</b>	<b>1,716,923</b>
<b>Membership Packages</b>								
Membership Package Silver	AED	5,400	37 Members	AED	199,385	443 Members	AED	2,392,615
Membership Package Gold	AED	6,600	28 Members	AED	182,769	332 Members	AED	2,193,231
Membership Package Platinum	AED	7,000	18 Members	AED	129,231	222 Members	AED	1,550,769
Membership Pack 'Self-Esteem'	AED	4,700	46 Members	AED	216,923	554 Members	AED	2,603,077
<b>Total Membership Packages</b>			<b>129 Members</b>	<b>AED</b>	<b>728,308</b>	<b>1,551 Members</b>	<b>AED</b>	<b>8,739,692</b>
<b>Events &amp; Miscellaneous</b>								
Events	AED	4,500	23 Events	AED	103,846	277 Events	AED	1,246,154
<b>Total Events &amp; Miscellaneous</b>			<b>23 Events</b>	<b>AED</b>	<b>103,846</b>	<b>277 Events</b>	<b>AED</b>	<b>1,246,154</b>
<b>Total Projected Revenue Year 1</b>			<b>1,422 Activities</b>	<b>AED</b>	<b>1,665,231</b>	<b>17,058 Activities</b>	<b>AED</b>	<b>19,982,769</b>

### Projected No. of Activities increase on a Year by Year Basis

Description	Note	Year 1	Year 2	Year 3	Year 4	Year 5
		Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
<b>Consultation Services</b>						
Pediatrics Consultation		1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Orthopedics Consultation		1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Dermatology Consultation		554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Physiotherapy Consultation		1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients



<b>Total Consultation Services</b>		<b>3,877 Patients</b>	<b>4,147 Patients</b>	<b>4,437 Patients</b>	<b>4,745 Patients</b>	<b>5,077 Patients</b>
<b>Treatment Services</b>						
Pediatrics Treatment		554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Orthopedics Treatment		554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Dermatology Treatment		1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Physiotherapy Treatment		554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
<b>Total Treatment Services</b>		<b>2,769 Patients</b>	<b>2,961 Patients</b>	<b>3,167 Patients</b>	<b>3,387 Patients</b>	<b>3,623 Patients</b>
<b>Specialized Therapy Services</b>						
Hypnotherapy/Psychology		554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Neuro Mind Therapy		831 Patients	889 Patients	951 Patients	1,017 Patients	1,088 Patients
Dietary Therapy		1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Physical Massage		1,108 Patients	1,185 Patients	1,268 Patients	1,356 Patients	1,451 Patients
Telemedicine 'CERAGEM'		831 Patients	889 Patients	951 Patients	1,017 Patients	1,088 Patients
Bio Dinamic Therapy		554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Aura Bio Therapy		831 Patients	889 Patients	951 Patients	1,017 Patients	1,088 Patients
<b>Total Specialized Therapy Services</b>		<b>5,815 Patients</b>	<b>6,221 Patients</b>	<b>6,655 Patients</b>	<b>7,117 Patients</b>	<b>7,614 Patients</b>
<b>Pharmacy &amp; Laboratory</b>						
Pharmacy		1,662 Patients	1,777 Patients	1,901 Patients	2,033 Patients	2,175 Patients
Laboratory		554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
Lab Test (Normal)		554 Patients	592 Patients	633 Patients	677 Patients	724 Patients
<b>Total Pharmacy &amp; Laboratory</b>		<b>2,769 Patients</b>	<b>2,961 Patients</b>	<b>3,167 Patients</b>	<b>3,387 Patients</b>	<b>3,623 Patients</b>
<b>Membership Packages</b>						
Membership Package Silver		443 Members	474 Members	507 Members	542 Members	580 Members
Membership Package Gold		332 Members	355 Members	380 Members	406 Members	434 Members
Membership Package Platinum		222 Members	237 Members	254 Members	272 Members	291 Members
Membership Pack 'Self-Esteem'		554 Members	592 Members	633 Members	677 Members	724 Members
<b>Total Membership Packages</b>		<b>1,551 Members</b>	<b>1,658 Members</b>	<b>1,774 Members</b>	<b>1,897 Members</b>	<b>2,029 Members</b>
<b>Events &amp; Miscellaneous</b>						
Events		277 Events	296 Events	317 Events	339 Events	363 Events
<b>Total Events &amp; Miscellaneous</b>		<b>277 Events</b>	<b>296 Events</b>	<b>317 Events</b>	<b>339 Events</b>	<b>363 Events</b>



Total Projected No. of Activities Year by Year		17,058 Activities	18,244 Activities	19,517 Activities	20,872 Activities	22,329 Activities
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### Projected Service Price Increase on Year by Year Basis

Description	Note	Year 1		Year 2		Year 3		Year 4		Year 5	
		Forecasted		Forecasted		Forecasted		Forecasted		Forecasted	
<b>Consultation Services</b>											
Pediatrics Consultation		AED	500	AED	512	AED	524	AED	536	AED	548
Orthopedics Consultation		AED	400	AED	409	AED	418	AED	428	AED	438
Dermatology Consultation		AED	350	AED	358	AED	366	AED	374	AED	383
Physiotherapy Consultation		AED	400	AED	409	AED	418	AED	428	AED	438
<b>Treatment Services</b>											
Pediatrics Treatment		AED	700	AED	716	AED	732	AED	749	AED	766
Orthopedics Treatment		AED	900	AED	921	AED	942	AED	964	AED	986
Dermatology Treatment		AED	1,000	AED	1,023	AED	1,047	AED	1,071	AED	1,096
Physiotherapy Treatment		AED	950	AED	972	AED	994	AED	1,017	AED	1,040
<b>Specialized Therapy Services</b>											
Hypnotherapy/Psychology		AED	5,000	AED	5,115	AED	5,233	AED	5,353	AED	5,476
Neuro Mind Therapy		AED	150	AED	153	AED	157	AED	161	AED	165
Dietary Therapy		AED	400	AED	409	AED	418	AED	428	AED	438
Physical Massage		AED	200	AED	205	AED	210	AED	215	AED	220
Telemedicine 'CERAGEM'		AED	150	AED	153	AED	157	AED	161	AED	165
Bio Dinamic Therapy		AED	500	AED	512	AED	524	AED	536	AED	548
Aura Bio Therapy		AED	200	AED	205	AED	210	AED	215	AED	220
<b>Pharmacy &amp; Laboratory</b>											
Pharmacy		AED	700	AED	716	AED	732	AED	749	AED	766
Laboratory		AED	600	AED	614	AED	628	AED	642	AED	657
Lab Test (Normal)		AED	400	AED	409	AED	418	AED	428	AED	438



Membership Packages											
Membership Package Silver		AED	5,400	AED	5,524	AED	5,651	AED	5,781	AED	5,914
Membership Package Gold		AED	6,600	AED	6,752	AED	6,907	AED	7,066	AED	7,229
Membership Package Platinum		AED	7,000	AED	7,161	AED	7,326	AED	7,494	AED	7,666
Membership Pack 'Self-Esteem'		AED	4,700	AED	4,808	AED	4,919	AED	5,032	AED	5,148
Events & Miscellaneous											
Events		AED	4,500	AED	4,604	AED	4,710	AED	4,818	AED	4,929

### Projected Total Revenue on Year by Year Basis

Description	Note	Year 1	Year 2	Year 3	Year 4	Year 5
		Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
<b>Consultation Services</b>						
Pediatrics Consultation		AED 553,846	AED 606,720	AED 664,432	AED 726,816	AED 795,148
Orthopedics Consultation		AED 443,077	AED 484,665	AED 530,024	AED 580,368	AED 635,538
Dermatology Consultation		AED 193,846	AED 211,936	AED 231,678	AED 253,198	AED 277,292
Physiotherapy Consultation		AED 443,077	AED 484,665	AED 530,024	AED 580,368	AED 635,538
<b>Total Consultation Services</b>		<b>AED 1,633,846</b>	<b>AED 1,787,986</b>	<b>AED 1,956,158</b>	<b>AED 2,140,750</b>	<b>AED 2,343,516</b>
<b>Treatment Services</b>						
Pediatrics Treatment		AED 387,692	AED 423,872	AED 463,356	AED 507,073	AED 554,584
Orthopedics Treatment		AED 498,462	AED 545,232	AED 596,286	AED 652,628	AED 713,864
Dermatology Treatment		AED 1,107,692	AED 1,212,255	AED 1,327,596	AED 1,452,276	AED 1,590,296
Physiotherapy Treatment		AED 526,154	AED 575,424	AED 629,202	AED 688,509	AED 752,960
<b>Total Treatment Services</b>		<b>AED 2,520,000</b>	<b>AED 2,756,783</b>	<b>AED 3,016,440</b>	<b>AED 3,300,486</b>	<b>AED 3,611,704</b>
<b>Specialized Therapy Services</b>						
Hypnotherapy/Psychology		AED 2,769,231	AED 3,028,080	AED 3,312,489	AED 3,623,981	AED 3,964,624
Neuro Mind Therapy		AED 124,615	AED 136,017	AED 149,307	AED 163,737	AED 179,520
Dietary Therapy		AED 443,077	AED 484,665	AED 530,024	AED 580,368	AED 635,538
Physical Massage		AED 221,538	AED 242,925	AED 266,280	AED 291,540	AED 319,220
Telemedicine 'CERAGEM'		AED 124,615	AED 136,017	AED 149,307	AED 163,737	AED 179,520



Bio Dinamic Therapy	AED	276,923	AED	303,104	AED	331,692	AED	362,872	AED	396,752
Aura Bio Therapy	AED	166,154	AED	182,245	AED	199,710	AED	218,655	AED	239,360
<b>Total Specialized Therapy Services</b>	<b>AED</b>	<b>4,126,154</b>	<b>AED</b>	<b>4,513,053</b>	<b>AED</b>	<b>4,938,809</b>	<b>AED</b>	<b>5,404,890</b>	<b>AED</b>	<b>5,914,534</b>
<b>Pharmacy &amp; Laboratory</b>										
Pharmacy	AED	1,163,077	AED	1,272,332	AED	1,391,532	AED	1,522,717	AED	1,666,050
Laboratory	AED	332,308	AED	363,488	AED	397,524	AED	434,634	AED	475,668
Lab Test (Normal)	AED	221,538	AED	242,128	AED	264,594	AED	289,756	AED	317,112
<b>Total Pharmacy &amp; Laboratory</b>	<b>AED</b>	<b>1,716,923</b>	<b>AED</b>	<b>1,877,948</b>	<b>AED</b>	<b>2,053,650</b>	<b>AED</b>	<b>2,247,107</b>	<b>AED</b>	<b>2,458,830</b>
<b>Membership Packages</b>										
Membership Package Silver	AED	2,392,615	AED	2,618,376	AED	2,865,057	AED	3,133,302	AED	3,430,120
Membership Package Gold	AED	2,193,231	AED	2,396,960	AED	2,624,660	AED	2,868,796	AED	3,137,386
Membership Package Platinum	AED	1,550,769	AED	1,697,157	AED	1,860,804	AED	2,038,368	AED	2,230,806
Membership Pack 'Self-Esteem'	AED	2,603,077	AED	2,846,336	AED	3,113,727	AED	3,406,664	AED	3,727,152
<b>Total Membership Packages</b>	<b>AED</b>	<b>8,739,692</b>	<b>AED</b>	<b>9,558,829</b>	<b>AED</b>	<b>10,464,248</b>	<b>AED</b>	<b>11,447,130</b>	<b>AED</b>	<b>12,525,464</b>
<b>Events &amp; Miscellaneous</b>										
Events	AED	1,246,154	AED	1,362,784	AED	1,493,070	AED	1,633,302	AED	1,789,227
<b>Total Events &amp; Miscellaneous</b>	<b>AED</b>	<b>1,246,154</b>	<b>AED</b>	<b>1,362,784</b>	<b>AED</b>	<b>1,493,070</b>	<b>AED</b>	<b>1,633,302</b>	<b>AED</b>	<b>1,789,227</b>
<b>Total Projected Revenue Year by Year</b>	<b>AED</b>	<b>19,982,769</b>	<b>AED</b>	<b>21,857,383</b>	<b>AED</b>	<b>23,922,375</b>	<b>AED</b>	<b>26,173,665</b>	<b>AED</b>	<b>28,643,275</b>

Fixed Expenses (F.C)	Year 1	Year 2	Year 3	Year 4	Year 5
	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
Clinic Rent	AED 900,000	AED 1,227,600	AED 1,255,835	AED 1,284,719	AED 1,314,268
Amortization Startup / Expenses	AED 4,150,100	AED 110,500	AED -	AED -	AED -
Direct Attributable Staff Salaries	AED 6,930,000	AED 9,868,320	AED 10,539,366	AED 11,256,043	AED 12,021,454
Operational Staff Salaries	AED 2,241,000	AED 3,191,184	AED 3,408,185	AED 3,639,941	AED 3,887,457
<b>Total</b>	<b>AED 14,221,100</b>	<b>AED 14,397,604</b>	<b>AED 15,203,385</b>	<b>AED 16,180,703</b>	<b>AED 17,223,178</b>



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Variable Operating Expenses (V.C)	Note	Year 1	Year 2	Year 3	Year 4	Year 5
		Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
Advertising & Marketing	5	AED 240,000	AED 252,000	AED 264,600	AED 277,830	AED 291,722
Utilities (DEWA, Telephone & Internet)		AED 117,000	AED 159,588	AED 163,259	AED 167,013	AED 170,855
Clinic Maintenance Cost		AED 360,000	AED 368,280	AED 376,750	AED 385,416	AED 394,280
Amortization Employees Visa Cost		AED -	AED -	AED 226,083	AED -	AED 231,283
Amortization Employees Medical Insurance		AED -	AED 86,955	AED 88,955	AED 91,001	AED 93,094
Repair & Maintenance of Equipment		AED 850,000	AED 869,550	AED 889,550	AED 910,009	AED 930,940
Website Maintenance Cost		AED -	AED 15,345	AED 15,698	AED 16,059	AED 16,428
HMIS (Clinic MIS Software)		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904
Accounting Software - Wafeq		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904
Clinic & Office Stationery Supplies		AED -	AED 20,460	AED 20,931	AED 21,412	AED 21,904
Vehicle running expense		AED 30,000	AED 30,690	AED 31,396	AED 32,118	AED 32,857
Printing and stationary		AED 65,000	AED 66,495	AED 68,024	AED 69,589	AED 71,189
Legal Cost		AED -	AED 51,150	AED 52,326	AED 53,530	AED 54,761
Training Cost		AED 15,000	AED 15,345	AED 15,698	AED 16,059	AED 16,428
Mobile Allowance		AED 20,000	AED 20,460	AED 20,931	AED 21,412	AED 21,904
Entertainment Expense		AED 30,000	AED 30,690	AED 31,396	AED 32,118	AED 32,857
Miscellaneous Expenses		AED 50,000	AED 51,150	AED 52,326	AED 53,530	AED 54,761
Other Variable COGS		AED 1,335,785	AED 1,455,166	AED 1,585,493	AED 1,728,868	AED 1,885,836
<b>Total</b>		<b>AED 3,112,785</b>	<b>AED 3,534,244</b>	<b>AED 3,945,277</b>	<b>AED 3,918,788</b>	<b>AED 4,364,908</b>

### Projected Operating Expenses as %age including Inflation year by year

Description	Note	Year 1	Year 2	Year 3	Year 4	Year 5
		Forecast	Forecast	Forecast	Forecast	Forecast
Salaries (% Change)	4	0.0%	6.8%	6.8%	6.8%	6.8%
MOH License Fee for Medical Staff		0.0%	2.3%	2.3%	2.3%	2.3%
Advertising & Marketing (% of Revenue )	5	0.0%	5.0%	5.0%	5.0%	5.0%
Utilities (DEWA, Telephone & Internet)		0.0%	2.3%	2.3%	2.3%	2.3%
Clinic Rent	6	0.0%	2.3%	2.3%	2.3%	2.3%
Clinic Maintenance Cost		0.0%	2.3%	2.3%	2.3%	2.3%
Amortization Employees Visa Cost		0.0%	2.3%	2.3%	2.3%	2.3%



Amortization Employees Medical Insurance	0.0%	2.3%	2.3%	2.3%	2.3%
Repair & Maintenance of Equipment	0.0%	2.3%	2.3%	2.3%	2.3%
Website Maintenance Cost	0.0%	2.3%	2.3%	2.3%	2.3%
HMIS (Clinic MIS Software)	0.0%	2.3%	2.3%	2.3%	2.3%
Accounting Software - Wafeq	0.0%	2.3%	2.3%	2.3%	2.3%
Clinic & Office Stationery Supplies	0.0%	2.3%	2.3%	2.3%	2.3%
Vehicle running expense	0.0%	2.3%	2.3%	2.3%	2.3%
Printing and stationary	0.0%	2.3%	2.3%	2.3%	2.3%
Legal Cost	0.0%	2.3%	2.3%	2.3%	2.3%
Training Cost	0.0%	2.3%	2.3%	2.3%	2.3%
Mobile Allowance	0.0%	2.3%	2.3%	2.3%	2.3%
Entertainment Expense	0.0%	2.3%	2.3%	2.3%	2.3%
Miscellaneous Expenses	0.0%	2.3%	2.3%	2.3%	2.3%

#### Amortization / Depreciation- Assumptions rate on year by year Basis

Description	Note	Year 1	Year 2	Year 3	Year 4	Year 5
		Forecast	Forecast	Forecast	Forecast	Forecast
Machines & Equipment's for Clinic		15%	15%	15%	15%	15%
Clinic Fit_out		20%	20%	20%	20%	20%
Furniture & Fixture		20%	20%	20%	20%	20%
Computer & Printer		30%	30%	30%	30%	30%
Depreciation Policy (For All Fixed Asset)	7	Reducing Balance	Reducing Balance	Reducing Balance	Reducing Balance	Reducing Balance

#### Balance Sheet Assumptions

Description	Note	Year 1	Year 2	Year 3	Year 4	Year 5
		Forecast	Forecast	Forecast	Forecast	Forecast
Owners' Equity		AED 8,500,000	AED 8,500,000	AED 8,500,000	AED 8,500,000	AED 8,500,000
Accrued Liabilities	8	One month Salaries & utility	One month Salaries & utility	One month Salaries & utility	One month Salaries & utility	One month Salaries & utility



### Startup Expenses Amortization Break-up

Description	Note	Total Amount	Amount to be Amortized for 1 Month	Monthly Amortization Amount first 3 Months	Monthly Amortization Amount after 3 Months	Total Useful Tenure
Startup Salaries for 3 Months		AED 3,057,000	AED 1,019,000	AED 1,019,000	AED -	3 Months
Utilities (DEWA, Telephone & Internet) for 3 Months		AED 39,000	AED 13,000	AED 13,000	AED -	3 Months
Clinic Rent 3 Months		AED 300,000	AED 100,000	AED 100,000	AED -	3 Months
Prepaid Employees Visa Cost		AED 221,000	AED 9,208	AED 9,208	AED 9,208	2 Year
Prepaid Employees MOH Fee		AED 63,600	AED 5,300	AED 5,300	AED 5,300	1 Year
Prepaid Employees Medical Insurance		AED 85,000	AED 7,083	AED 7,083	AED 7,083	1 Year
Clinic & Office Stationery Supplies		AED 20,000	AED 6,667	AED 6,667	AED -	3 Months
Brand Development & Promotion Cost		AED 325,000	AED 27,083	AED 27,083	AED 27,083	1 Year
Signboards and Flyer		AED 30,000	AED 2,500	AED 2,500	AED 2,500	1 Year
HMIS (Clinic MIS Software)		AED 20,000	AED 1,667	AED 1,667	AED 1,667	1 Year
Accounting Software - Wafeq		AED 20,000	AED 1,667	AED 1,667	AED 1,667	1 Year
Website Development Costs		AED 25,000	AED 2,083	AED 2,083	AED 2,083	1 Year
Legal and Incorporation Expense		AED 55,000	AED 4,583	AED 4,583	AED 4,583	1 Year
<b>Total Start-up Expenses</b>		<b>AED 4,260,600</b>	<b>AED 1,199,842</b>	<b>AED 1,199,842</b>	<b>AED 61,175</b>	

### Risk Analysis 1 - Sensitivity Analysis (Assumptions)

Description	Low Value	Base Value	High Value
	85%	100%	115%
Weighted Avg. Revenue per Product (@ 15 %)	AED 2,630	AED 3,094	AED 3,559
Weighted Average Variable Cost per Product	AED 410	AED 482	AED 554
Advertising & Marketing	AED 214,200	AED 252,000	AED 289,800
Tax Rate	8%	9%	10%



## Risk Analysis 2 -Scenario Analysis (Assumptions)

Description	Worst Case		Base Case		Best Case	
	% age	Amount in Year 1	% age	Amount in Year 1	% age	Amount in Year 1
Revenue	50%	AED 9,991,385	100%	AED 19,982,769	115%	AED 22,980,185
Cost of Revenue	115%	AED 9,505,652	100%	AED 8,265,785	85%	AED 7,025,917
Operating Expenses	115%	AED 10,353,565	100%	AED 9,068,100	85%	AED 7,707,885
Tax Rate	10%	AED -	9%	AED (198,170)	8%	AED (701,944)
Cost of Capital	32%	AED -	28%	AED -	24%	AED -
Salvage Value	85%	AED 816,477	100%	AED 960,561	115%	AED 1,104,645

### General Note:

- Note 1** This growth is anticipated to continue with an annual growth rate (CAGR 2024-2029) of 6.97%, resulting in a market volume of US\$13.35bn by 2029.
- Note 2** The 1st month Revenue value price charged for each service is determined by the management.
- Note 3** The effect of product Revenue growth is incorporated into the yearly Revenue calculations. The product Revenue growth rates are obtained from industry growth rates and market research.
- Note 4** A growth rate of 6.8% is incorporated in salaries which includes a salary increment of 4.5% and an inflation rate of 2.3%. It is calculated as per the number of employees in Appendix 3 Sheet.
- Note 5** Advertising and marketing expense is incorporated as per management suggestion.
- Note 6** All the operating expenses (except salaries and advertisement) are inflated at a rate of 2.3% i.e. inflation rate of UAE.
- Note 7** The depreciation policy of the Reducing balance method is used in which declining depreciation expense is charged on basis of the Net Book Value of an asset in each accounting period.
- Note 8** Accrued liabilities are expenses a company owes but that have not yet been invoiced for payment. Last month's salary expense and utility bill of each respective year are unpaid in that year which is shown as accrued liability in the balance sheet.
- Note 9** These financials have been prepared in UAE Dirham (AED), which is the company's functional currency.
- Note 10** Corporate tax in Dubai 0% for taxable income of around AED 375,000 & 9% for taxable income above AED 375,000



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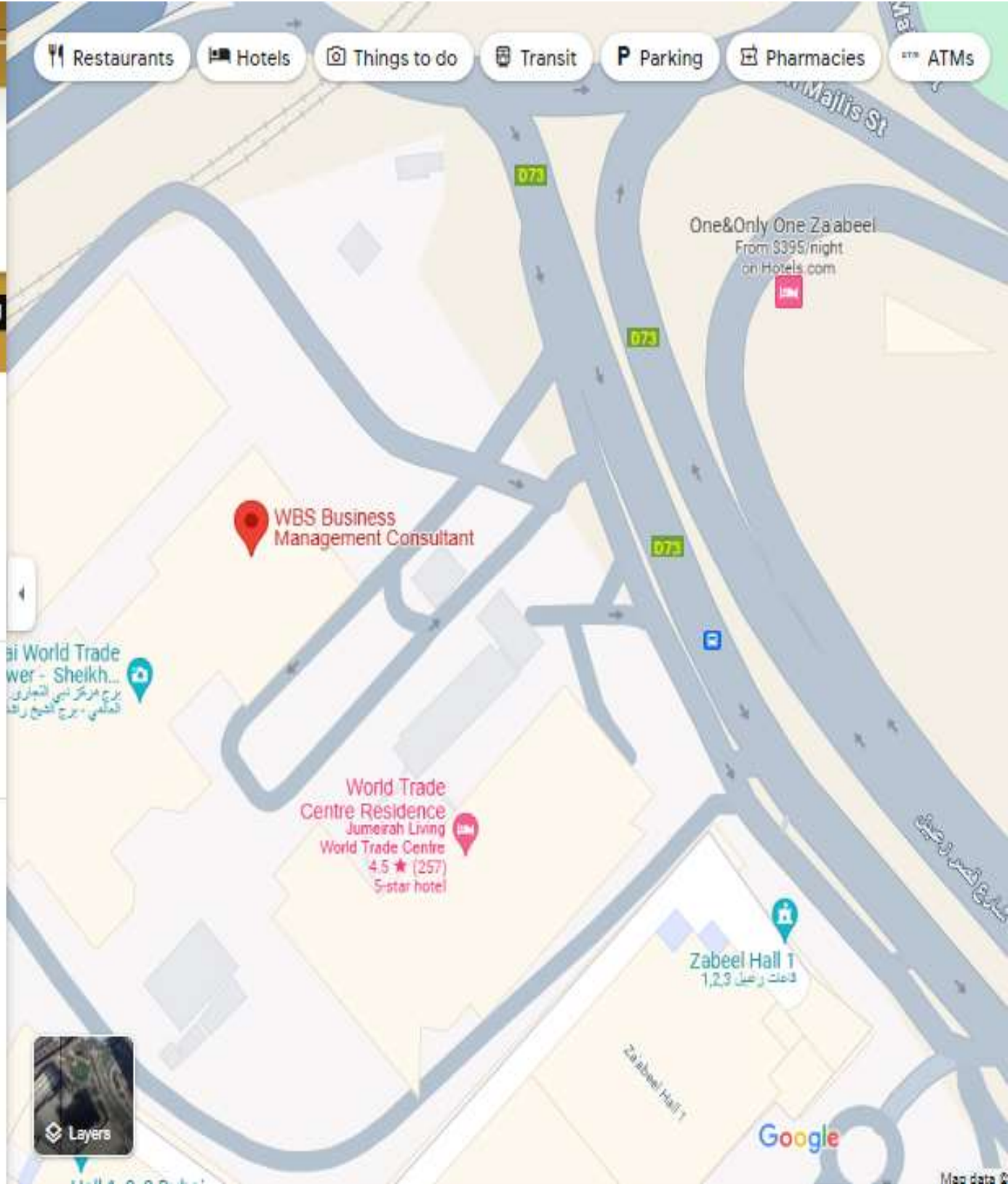
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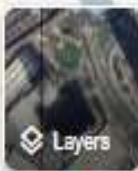


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