

EXECUTIVE SUMMARY

Target Audience

Employee men and women range between 23-44 years old should be included in CiS target market whom monthly expenses between Rp 3.000.000 - Rp 5.500.000 and most importantly concern in appearance and health lifestyle.

Problem

We have many choices when choosing a dental clinic. However, our target audiences don't want to spend their time with long administrative activities, long queues, surprise bills, and everything with fresh graduate dentist issues (example: release the dental filling). All that they want is as simple as certainty in dental care and of course affordable costs.

Solution

High quality dental clinic with more efficient and affordable

Competition

Every single thing that is cured in the dental industry such as drugs, hospital, and clear aligner as indirect competitors. Existing and future dental clinic as a direct competitor. CiS utilizes insurances and BPJS to penetrate. So what makes CiS difference? CiS injects life in dental industry with lower price for customers. CiS using minimum resources and investment so we can duplicate easily near our targeted customers and the shortest time in return on investment from another dental clinic industry.

Financial

CiS needs Rp 250.000.000 for investment / capital expenditure each store and operational cash Rp 50.000.000, with targeted sales Rp 85.000.000 per month will give nett profit Rp 20.000.000 monthly and just break even point for one store in 15 months. Even though we are a startup, we generate positive net profit and cash flow.

Conclusions

CiS provide services to a huge and growing market segment in dental services. The CiS able to provide better services with lower prices relative to other dental clinics. Better services and lower prices are obtained through minimum investment and partnership with insurance or BPJS.

This business is feasible after being calculated conceptually and financially so that this business can be an option for Investors to invest and another option for Customers to get a better dental solution.