

## EXECUTIVE SUMMARY

Health Hub Reuse is a company that is engaged in the healthcare industry. With the rapid expansion of healthcare facilities, there has been a corresponding increase in the demand for medical devices. The company has been established to offer a solution by refurbishing and distributing pre-owned medical equipment, thereby providing cost-effective options for healthcare facilities and reducing environmental impact. The types of products offered such as USG and other medical devices. The company focuses on ensuring that all refurbished equipment meets the quality standards before entering the market. Health Hub Reuse sources its products from accredited hospitals, where each equipment qualifies by undergoing inspection, calibration, and certification. This process ensures that the equipment remains reliable and safe for use.

Despite the strong value proposition, the company faces challenges such as establishing brand trust, penetrating the market and differentiating itself from competitors. To tackle these issues, Health Hub Reuse has developed a direct sales marketing aimed at increasing brand awareness and customer satisfaction. By leveraging relationships and strategic partnership, the company plans to position itself as the leading refurbished medical equipment provider in the market. By year 5, the company projects a net profit of Rp 11,535,119,355 with a profit margin of 15.3%, and it is expected to break even within 18 months of operation.

This business plan outlines the steps Health Hub Reuse will take to achieve its goals, including targeted marketing efforts, competitive pricing strategies, and a strong focus on customer satisfaction. The company is poised to make a significant impact on the healthcare industry by providing sustainable, cost-effective solutions.