

BUSINESS PLAN
2019



ABC LIMITED

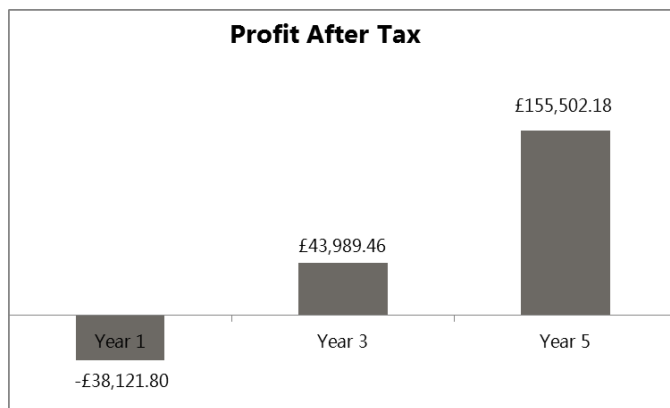
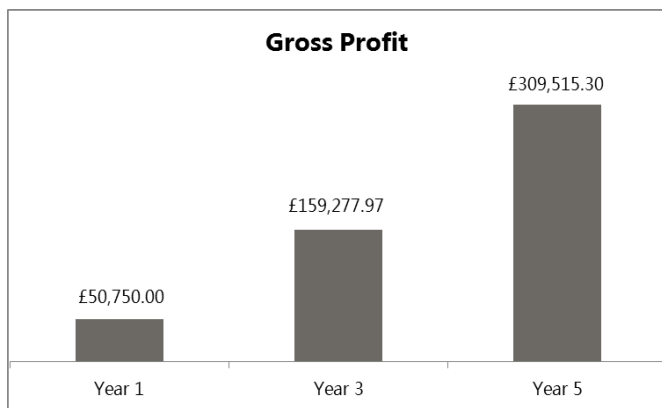
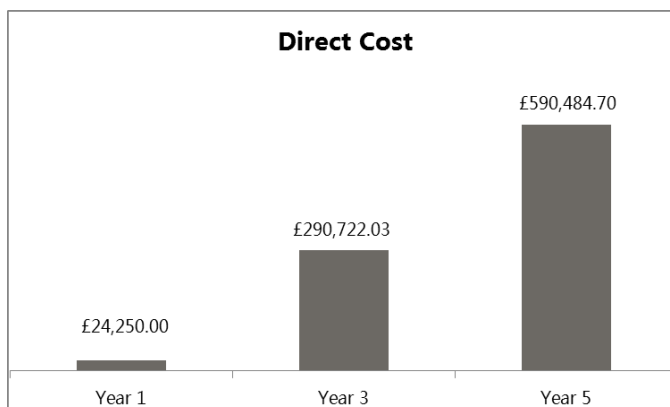
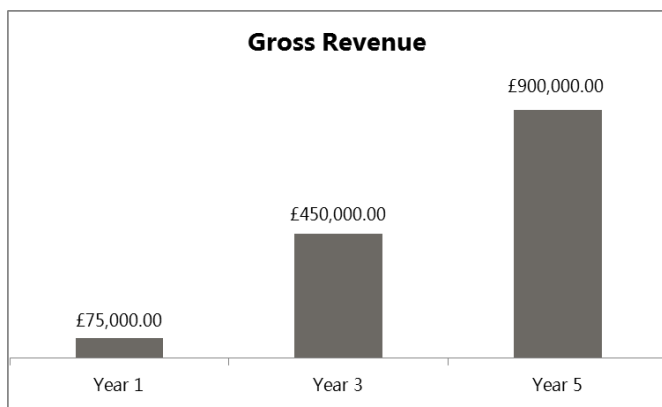
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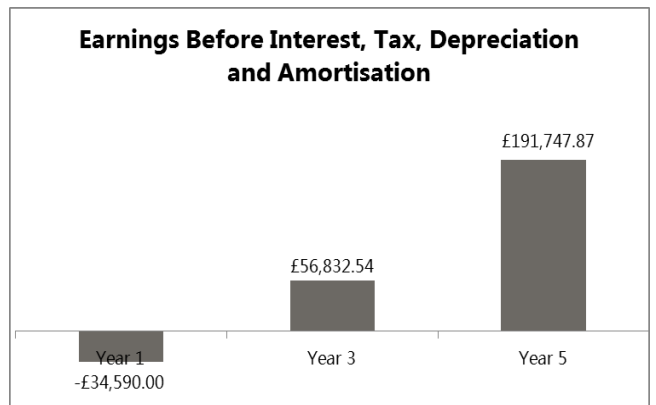
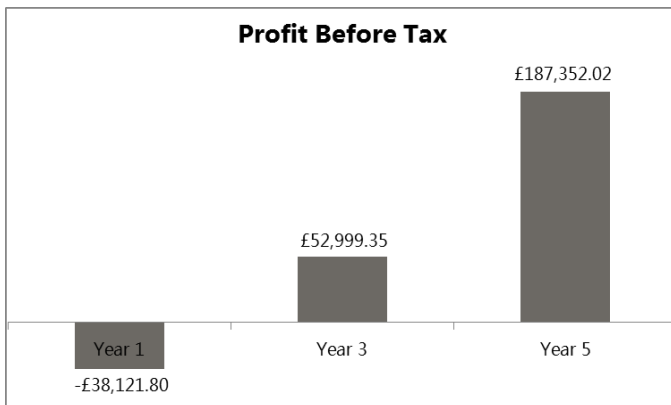
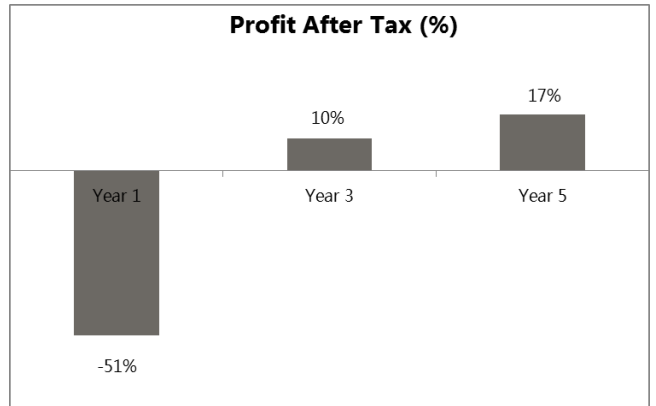
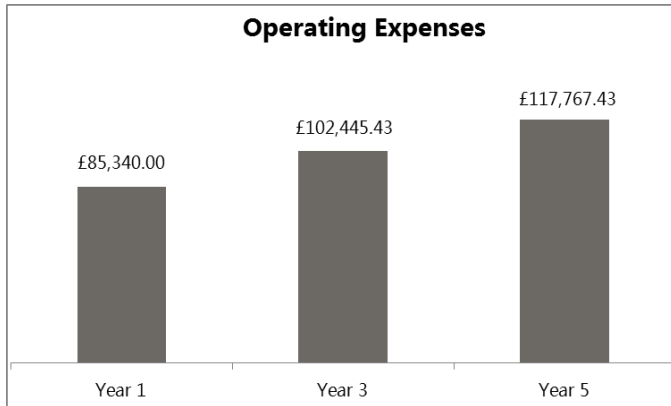
PROJECTED FINANCIAL SNAPSHOT

PROMISING STRONG GROWTH

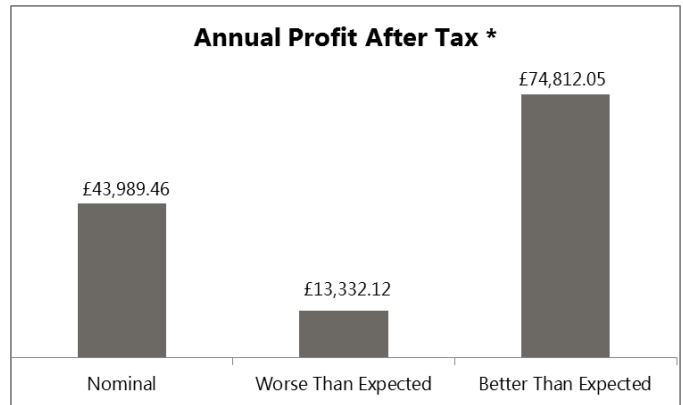
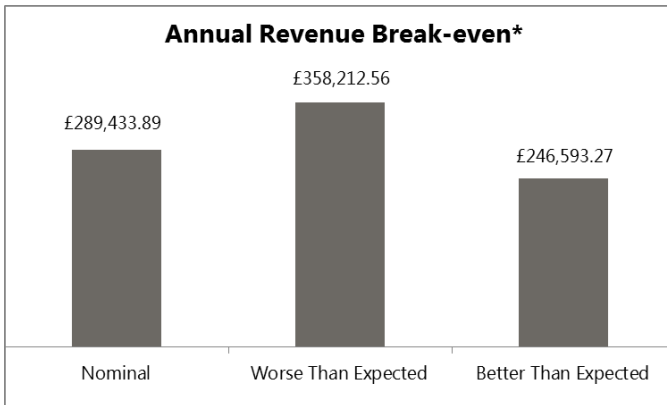
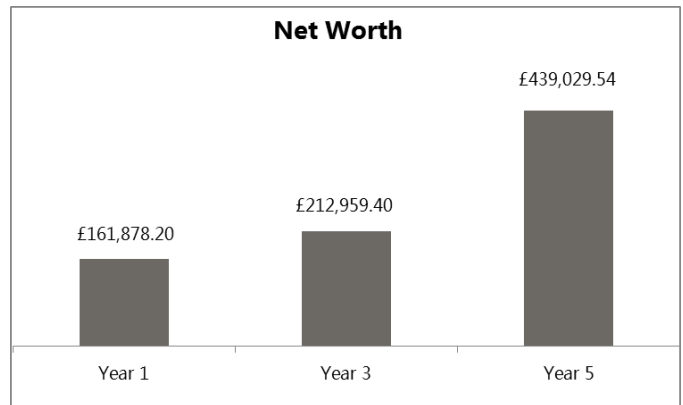
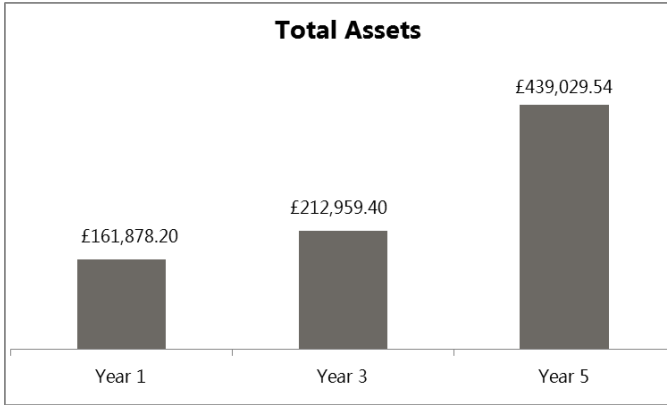
The following financial highlights show the results of the projected profitability, expenses, expected growth in the company's profit after tax under three different scenarios, and key financial ratios. The reader may use this page as a quick reference visual aid to avoid having to search through the document for high-level information.



PROJECTED FINANCIAL SNAPSHOT



PROJECTED FINANCIAL SNAPSHOT



* Year 3 has been considered for scenario analysis.

MISSION

To provide an excellent standard of dental care in a comfortable and friendly environment by an experienced team of professionals, who value the health and well-being of their patients and work towards achievement of overall patient satisfaction.

VISION

To be widely recognised as one of the world's leading provider of dental care services and exceed the patient's expectations while following international standards of care.

1. EXECUTIVE SUMMARY



Dental services are one of the fastest growing healthcare segments in the UK. The NHS and dental practices have been working together to ensure that all residents can access essential care to maintain their oral health. Household spending on dental services has more than doubled in the past 10 years witnessing increased awareness among people for quality dental services. Rising number of people suffering from periodontal disease, growing private health insurance coverage and burgeoning demand for cosmetic and elective dentistry are factors driving the growth of dental services market in the UK.

The overall dental market size in the UK in revenue terms was £6.7 billion in 2017-18, which is forecast to grow at around 1.1% per annum over the next five years. This is up from 0.5% per annum growth during the preceding five-year period.

In order to be a part of the growing dental industry and reap the benefits out of it, the founder has decided to launch a company named 'ABC Limited'. The Company will be incorporated in ----- 2020 in London and is expected to start operations by -- 2020. The Company will establish a high-quality and professional dental clinic, accepting both private and NHS patients in the local and surrounding areas, offering a fully comprehensive suite of dental services, including veneers, crowns and bridges, implants, whitening, fillings, extractions of teeth, root canal treatments, dentures, scaling and polishing.

1. EXECUTIVE SUMMARY



Additional innovative and value-added services will be introduced in the years to come, including Botox delivered by Surgeons and orthodontic treatments delivered by Orthodontists. The Company will also be developing an app for the convenience of patients and will be providing a 24*7 service support mechanism.

ABC Clinic will be funded and managed by the visa applicant Mr. A, who will leverage his experience in the dental care industry to grow ABC Ltd. and provide superior services to its patient base. Qualified staff will be hired and regular training will be provided to the dental care professionals and administrative staff working within the company to update them with the latest technology and best practices in the patient care. The company will concentrate on serving both NHS and private dental patients. The staff of the company will always go beyond the extra mile to make sure that each patient's treatment plan is individually tailored to improve and enhance their long-term dental wellness.

ABC Clinic anticipates reaching a wide range of patients across the local area and beyond, applying a tailored and bespoke approach to their dental care. The company will be committed to improve the dental health of its patient base, while embracing clinical and technological innovations to assist patients in their busy schedules.



1.1 FUNDING SOURCES

The founder, Mr. A will invest a total of £200,000 into ABC Ltd. to launch operations in the UK.

1.2 COMPANY OWNERSHIP

The Company will be owned, funded and managed by prospective Start up Visa applicant, Mr. A, a resident of India. He will be working in his capacity as a Managing Director holding 100% share in the company. He will successfully guide the company operations in the United Kingdom and serve the market with high-quality dental care services.

2. THE ENTITY



Name: ABC Clinic

Managing Director: Mr. A

Total Investment: GBP 200,000

Expected Year of Incorporation: 2020

Number of Employees: 20

Industry: Dental Care Services

Location: London

Services Offered: Dental Services

Target Market: NHS and private dental patients

Since NHS dental services were introduced in 1948, the majority of dentistry in the United Kingdom has been supplied under contracts between the NHS and dentists, with NHS dentistry accounting for a major share in the revenue. But with cosmetic and elective dental surgery becoming a commonplace feature, the future might see the ratio between private and NHS on a more equal footing.

2. THE ENTITY

ABC Clinic will provide services to both NHS and private patients to capture an initial market share in the dentistry industry in the UK. The Company envisions to become a renowned and reputable service provider in the local and surrounding areas with a focus on excellence. The Company will be backed up by the experienced dental professionals having relevant and essential qualifications, training and required skillset.

The company has chosen Bromley as a suitable location to establish the clinic in the UK. Research shows that alongside Richmond, Kensington and Chelsea, it is a borough where demand for private Dentists is higher. It aims to become Bromley's trusted source for high-quality and affordable dental treatment.

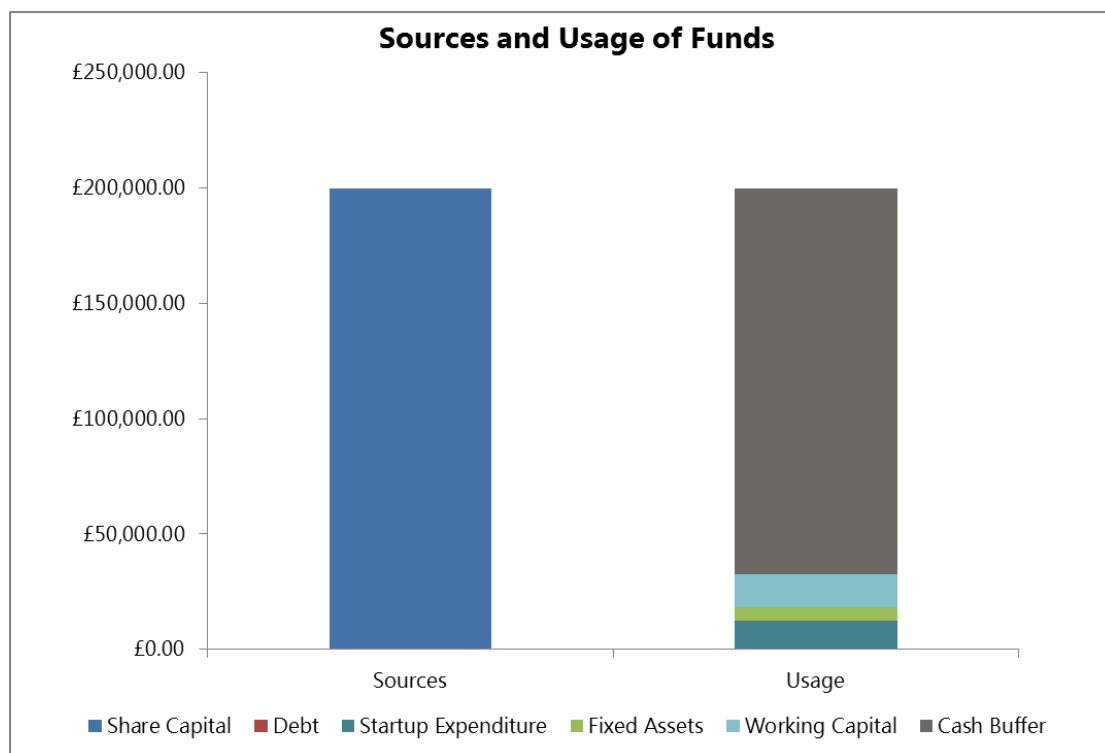
ABC Dental Clinic aims to be an accessible, high-quality, and patient- focused dental services provider in the targeted area. ABC Clinic will ensure that the services offered by the professionals at the company are available quickly on as and when required basis and that too in a modern, state of the art treatment centre offering a warm and friendly environment. The clinic will be fully equipped with the latest surgical tools and devices, including modern digital X-Ray imaging and IV sedation facilities for the nervous patients.

ABC Dental Clinic's Founder, Mr. A has already experienced success in establishing a similar clinic in India, which was sponsored by renowned investor, who will also be sponsoring the new clinic at London along with founder's Start up Visa application.

3. UTILISATION OF FUNDS

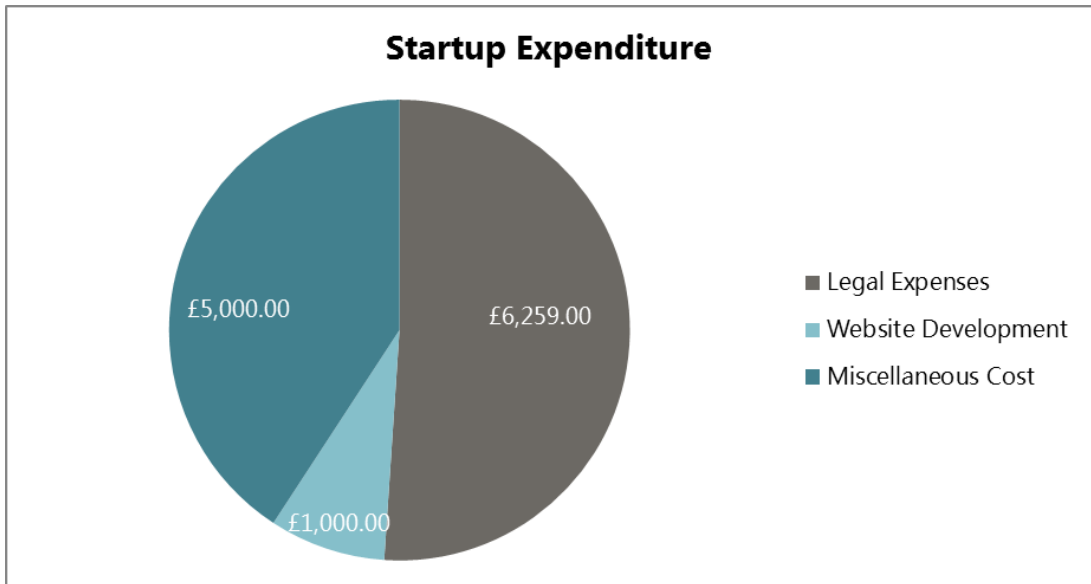
The total investment of £200,000 is planned to be spent on fixed assets and startup expenses as specified in the table given below. The Company’s start-up cost comes to be £12,259 which will be spent on legal expenses, and website development.

Particulars	Sources	Usage
Share Capital	£200,000.00	
Debt	£0.00	
Startup Expenditure		£12,259.00
Fixed Assets		£6,000.00
Working Capital		£14,223.33
Cash Buffer		£167,517.67
Total	£200,000.00	£200,000.00



3. UTILISATION OF FUNDS

Startup Expenditure	Amount
Legal Expenses	£6,259.00
Website Development	£1,000.00
Miscellaneous Cost	£5,000.00
Total Startup Expenditure	£12,259.00



STRATEGIC

- To build a wide client base amongst local patients and key stakeholders or referral partners
- To create a chain of dentistry clinics with a primary goal to exceed the customer's expectations and expand the business reach beyond the current boundaries
- To develop the brand name of ABC Dental Clinic among people by offering excellent services with 24*7 support through the mobile app

OPERATIONAL

- To formulate multiple marketing strategies including campaigns and building relationships with patients, key stakeholders and network partners to maintain a steady flow of referrals
- To provide quality services to patients and maintain cost effectiveness to ensure long-term client loyalty
- To hire qualified and experienced dental staff for business and expand the team to cater to the future growth



4. OBJECTIVES

FINANCIAL

- To achieve ---- in annual revenue in year 1 and grow the same to – by the end of year 5
- To generate an EBITDA of --- by the end of the forecast period i.e. 5 years
- To target a net worth of --- by the end of year 5

5. KEY SUCCESS FACTORS



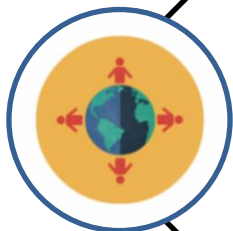
Successfully Running Practice at India: The founder has already been running a dental clinic in India that has been operating successfully since its inception. The clinic has already established a good position for its brand in the regional market and the founder is now ready to launch the same brand in the UK.



Experience of the Founder: Mr. A has significant experience gained through establishing a dental clinic in India, where he is responsible for budgeting, cost control, purchasing and generating revenue. The new UK company will also benefit hugely from the experience gained by the founder that will help it in surviving through the competition.



Transparency: Transparency is the key part of strategies to be adopted by the ABC Dental Clinic. The company will provide full information to its patients on treatment plan options, fees charged and additional charges, if any to ensure trust building. It will also guide them with the payment options available based on their individual requirements. This will help the company in long run in the form of referrals.



LOCATION : The Company will be located in London, one of the largest corporate hubs in the world. London provides easy access to major cities in the UK, GCC and in Europe. A London address also adds gravitas to the company's brand.

6. SERVICES OFFERED



PRIVATE TREATMENTS

NHS TREATMENTS

6.1 PRIVATE TREATMENTS

The company provides a wide range of services under private treatment segment. The details regarding pricing for each treatment have been presented as follows:

Treatment	Cost
General	
New Patient Examination	£35, including two small X-Rays if needed
Routine Dental Examination	£30, including two small X-Rays if needed
Children's Dental Examination	£25
Emergency Consultation	£50
Full Mouth Panoramic X-Ray	£35
Small Digital X-Ray	£10
Hygiene	
Basic Scale and Polish	£50
Extensive Scale and Polish	£80
Restorative	
White Fillings	From £50
Temporary Crown	£90
Re-cement Crown	£70
Crown	From £450
Veneers	From £450
Denture Repair	From £80
Partial Denture	From £280
Full Denture (Upper or Lower)	From £450
Extractions	
Simple Extraction	£70
Complicated Extraction	From £180



SERVICE
PRIVATE TREATMENTS

SALES
YEAR 3
£270,000.00

6.1 PRIVATE TREATMENTS

Treatment	Cost
Surgical Extraction	£240-£320
Root Canal Treatment	
Root Canal Assessment	£45
Anterior	£240
Posterior	£340
Root Canal	
Gum Treatments	
Periodontal Treatment	From £70
Chronic Periodontal Treatment	From £40 per quadrant
Cosmetic	
Teeth Whitening	£300
Home Teeth Whitening Kit	£200
Implants	
Implant Assessment	£45
Implant Placement and Crown	From £1,500
Orthodontic Treatments	
Orthodontic Assessment	£45
Fixed Appliance- single arch	From £2,000
Fixed Appliance- both arches	From £3,000
Tooth Coloured Brackets	£280 per arch
Aligners	From £2,500 per arch
Removable Retainer	£130 (single arch) £230 (upper and lower arch)
Fixed Retainer	£140 (single arch) £230 (upper and lower arch)

The Company will develop a flexible payment system for its patients based on their individual preferences. It will provide a number of payment options including:

- Lump sum payment in one go
- Payment in small installments with 0% interest rate for treatments over £500 payable within a period of 12 months



SERVICE
PRIVATE TREATMENTS

SALES
YEAR 3
£270,000.00

6.2 NHS TREATMENTS

NHS refers to National Health Service, one of the largest public funded health services in the UK. ABC Dental Clinic will also provide NHS treatment services in addition to private treatments. The fees structure varies considerably from patient to patient depending upon the treatment required. There are 3 NHS charge bands at present. From April 2019 to March 2020, the costs are as follows:

Band 1: £22.70	Covers an examination, diagnosis and advice. If necessary, it also includes X-rays, a scale and polish, and planning for further treatment
Band 2: £62.10	Covers all treatment included in Band 1, plus additional treatment, such as fillings, root canal treatment and removing teeth (extractions)
Band 3: £269.30	Covers all treatment included in Bands 1 and 2, plus more complex procedures, such as crowns, dentures and bridges
Emergency or urgent treatment	Band 1 charges will apply



SERVICE
NHS TREATMENTS

SALES
YEAR3
£180,000.00

6.2 NHS TREATMENTS

Exceptions: People who are not required to pay for NHS dental services are:

- People under the age of 18
- People under 19 years of age and in full-time education
- Anyone pregnant or have a baby under 12 months old
- People getting Income Support or income-based Jobseeker's Allowance/Employment and Support Allowance
- Persons getting Pension Credit Guarantee Credit
- People holding an HC2 certificate
- People having an NHS Tax Credit Exemption Certificate



SERVICE

NHS TREATMENTS

SALES

YEAR3

£180,000.00

7. MARKET ANALYSIS



7.1 INDUSTRY OVERVIEW

The UK dental market is a unique and dynamic sector which has seen significant growth and investor activity over recent years. The sector's appeal is driven by a combination of long-term NHS contracts and a lucrative private pay market. The NHS and private dentists work together to ensure that all the residents can access essential care to maintain their oral health, while the wealthier population invests in privately paid complex treatments, including those of a cosmetic nature. The growing ageing population and an increasingly health-conscious consumer are likely to grow the demand for dental services in near future.

The dental practice industry is expected to reach £7 billion during the year 2018-19 providing employment to 110,767 people throughout the UK. The industry is expected to grow at a rate of 1.1% through 2014-19 with an expected growth rate of 1.3% during the year under projections . Private sector dentistry accounted for **£3.6 billion** of the total dental practice market . Private dentistry has been a driver of growth for a number of years, underpinned by the popularity of hygiene services, cosmetic dentistry and facial aesthetics, and specialist treatments.



According to a latest prediction, the market would continue to grow by an average of 2% to 2.5% in nominal terms in the next three years, due to increased spending on private dentistry.

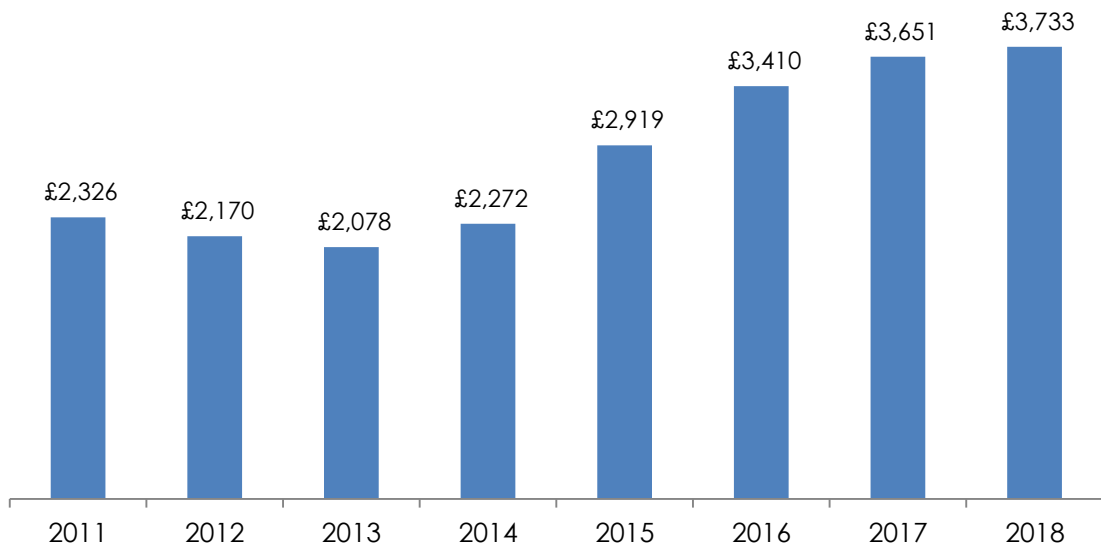
Due to NHS funding shortages, there has been a steady shift over the past five years towards private dental care. While private providers tend to be more expensive, they generally offer shorter waiting times, which has attracted a growing number of patients to private practices as the disposable incomes have risen over the period.

7.2 SPENDING ON DENTAL SERVICES



The statistics presented in the graph below depicts the total household spending on dental services in the UK from 2011 to 2018. In 2018, consumer spending on dental services was at approximately £3.7 billion, an increase on the previous years and the highest figure in the provided time interval. Since 2005, the household spending on dental services has almost tripled .

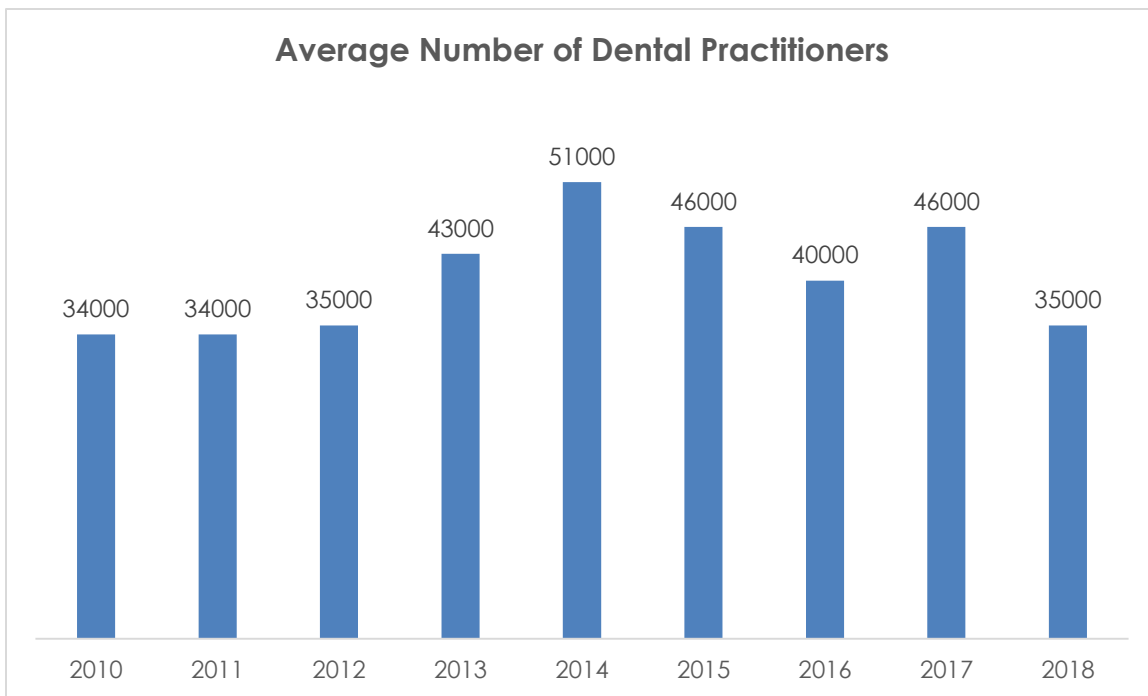
Household Spending on Dental Services (In Million £)



In Great Britain, almost three-quarters claim they visit a dentist at least once a year, while 10% never see a dentist. The British public in general have a positive view of dental services in their country.

7.3 AVERAGE NUMBER OF DENTAL PRACTITIONERS

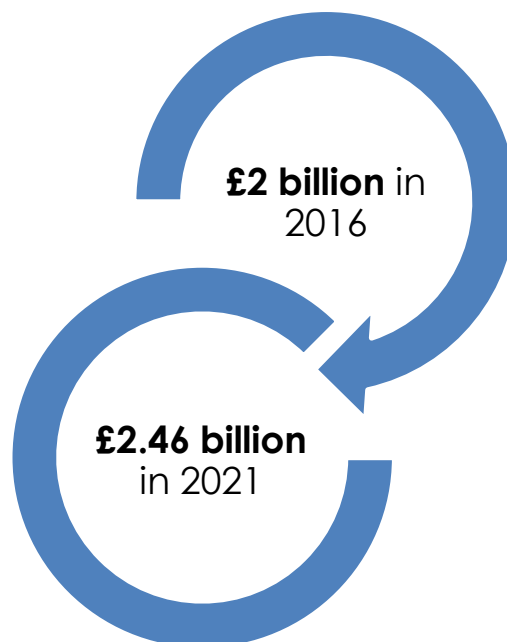
The statistic presented in the graph below depicts the total number of employed and self-employed dental practitioners in the United Kingdom (UK) from 2010 to 2018. In 2018, there were 35,000 dental practitioners in employment in the United Kingdom as compared to 51,000 during the year 2014.



7.4 UK COSMETIC DENTISTRY MARKET

Cosmetic dentistry has become increasingly popular over the years with a growth in demand for procedures such as veneers, smile makeovers and teeth whitening. This demand has been fuelled by the media, for example; makeover or TV programmes and the growing interest in celebrity lifestyles. Laser whitening, computerised smile analysis and straightening are among the cosmetic techniques that are drawing in the growing list of customers. Millennials and Generation Z seem to be more concerned with the way their teeth look than with their overall oral health. 48% of Brits say they are unhappy with their teeth, and of those, almost two thirds cite tooth color as the main reason for their discontentment. Almost half of 18-34s have had their teeth whitened at some point, and a third did it at least once a week.

The UK Cosmetic Dentistry market was valued at more than £2 billion in 2016 and is predicted to increase by up to 4.2% each year until 2021 reaching £2.46 billion . When compared to men, the UK women are more likely to undertake dental cosmetic procedures. The private spending on improvement of teeth has increased by over 27% during the previous 5 years . Geriatric population, in general, has propagated the growth of this industry with old-age-related tooth ailments.



7.5 PROFITABILITY OF DENTAL PRACTICES

According to the latest statistics from NASDAL, dental practice principals increased their profit by an average of 3% in the year 2017 over the last year. The figures from the National Association of Specialist Dental Accountants and Lawyers (NASDAL) showed the average net profit per principal for each dental practice type as follows :

Particulars	Private	NHS	Mixed
Year ending March 2016	£133,743	£134,102	£127,684
Year ending March 2017	£139,454	£139,698	£130,076

NHS and mixed practices generally achieve higher EBITDA multiples. It is notable that multiples for fully private practices have increased in the last 12 months at a greater rate than other types. The EBITDA multiple for different types of practices based on ownership and overall UK average multiple has been presented in the table and info graphic presented below :

Average EBITDA Multiple by Practice Type	Value
Mixed	
Associate led	6.8
Owner operated	4.5
NHS	
Associate led	6.6
Owner operated	5.6
Private	
Associate led	6.3
Owner operated	3.8

7.6 KEY STATISTICS - UK

- The number of dentists in UK has increased at a CAGR of 1.2% over the period 2010 to 2017. The same have reached at 41,705 in the year 2017 as compared to 38,379 in 2010 .
- England is the second most pressured area from a supply perspective with 1 dentist per 1.7k of the population.
- The UK tooth whitening industry is estimated to be worth over £40 million.
- In 2017/18 the UK government spent £2.81 billion on dentistry.
- 82% of adults in the UK visit the dentist at least once every 2 years.
- 16% of adults in the UK said they needed emergency dental treatment in the last 12 months. 46% of cases were due to tooth decay .



7.7 KEY STATISTICS - LONDON

Demand for dental services in London continues to outstrip supply and with good market liquidity supported by strong industry dynamics, activity remains strong across all price ranges.

- London is the hub for dentistry in general and cosmetic dentistry in particular. London's income and population share explain the high concentration of dental practices in the area, which account for 16.4% of the establishments.
- In previous years, demand is strongest in London and the South East, the Midlands and the North West, where population density is greatest.
- 26% of 5 year old children in London suffer from tooth decay.
- In 2018, 7,000 children under the age of 9 underwent hospital extractions in London.
- More than 2,000 children under 4 years old in London have had a general anaesthetic in hospital to have rotten teeth removed.

7.8 LONDON DENTISTRY PRACTICE STATISTICS

- London has the largest number of dental practices registered with the Care Quality Commission (a public body of Department of Health and Social Care of UK) as compared to other regions of England. On the basis of population, London also has the greatest supply, thus shown by the lowest number of individuals per practice (4,300) .
- According to a report by Christie & co., an increase of 12.3% has been noticed in prices paid for dental practices in 2017. The traditional ‘hotspots’ of London and the south east, the Midlands and North West were areas in greatest demand.
- London tops the list with 2,074 practices, followed by 1,763 practices of South, 1,026 practices of South East, and the rest. The same is depicted through the table presented below:

	 No of CQC Practices	 One practice per population of
London	2,074	4,265
South East	1,026	4,659
South	1,763	4,862
South West	606	5,148
North West	1,291	5,608
Eastern	728	5,968
Yorkshire & North East	1,276	6,091
West Midlands	950	6,146
East Midlands	668	6,530

Actionable Insight

In terms of the macro environment, our market research shows that the growth in UK registered dentists has exceeded population growth since 2010 with the number of UK qualified dentists growing year on year since 2014. However, maintaining and increasing the supply pipeline of new dentists is important in the near future, particularly given uncertainties associated with Brexit and the pressure on existing resource if a greater proportion of the population were to visit a dentist more regularly. Considering the market conditions prevailing at present, the company is expected to prosper in the UK dentistry market, as the demand is outstripping the supply of dentists, which is expected to continue in the years to come.

7.9 LOCATION ANALYSIS



7.9.1 Why UK?



- The UK is considered to be the ideal place for entrepreneurs to launch a new business. This is because of the lowest corporation tax rate in the G20, the shortest time period required for company registration, the second largest labour force in Europe and supportive policies introduced by the UK government.



- The UK has a workforce of over 30 million people. This is the 2nd largest in the EU. Flexible labour laws in the UK allows companies to employ staff in a way that suits the needs of their businesses. The UK is also one of the only European countries expected to have labor supply growth in the next 15 years.



- Dentistry has also been found to be the fourth most successful business to startup since 2014 in the UK with a 90% success rate . There were nearly 46,000 dental practioners in the UK in 2017 . Greater number of patients per dentistry practice is also a positive point which indicates a shortage of dentists in the UK.



- A strong infrastructure is important to the overall growth of business in any country. In the UK, there are ongoing infrastructure improvements in areas including energy, transportation, waste management, and telecommunications. The same will act as a solid foundation for the company to manage its operations effectively.

7.9.2 WHY LONDON?



London has always been a commercial city and enjoys the status of having one of the largest city economies in the world because of its strong economic conditions, diversity of company base and talent availability. Other reasons making the city an ideal location is listed as follows:

- London has a GDP of over £566.99 billion, which is about 17% of the UK's total GDP . The size of its economy is larger than that of several European nations and the city houses over 1.1 million businesses .
- London has fewer restrictions on doing business when compared to other major European cities.
- In 2018, the number of start-ups in London was more than 10 times that recorded in second-placed Birmingham as the capital continued to dominate entrepreneurial activity. More than 216,000 new businesses were registered in the greater London area in 2018, a 6.45 % increase on 2017.
- London is Europe's most accessible city. It boasts of a good logistic network with road/bus/train linking to central and other parts of London. This will improve the accessibility of the dentistry services to the patients from nearby regions.
- London provides access to almost 8 million residents, all prospective clients for a dental service.

7.9.2 WHY LONDON?



- Dental Practice Values for NHS and private are still on the upward curve, with London and the Home Counties values predominantly higher than the rest of the country. A spike has been observed in 2016 for the price of predominantly NHS practices in urban areas, with demand totally outstripping supply.
- An investigation by the Oral Health Foundation stated that those in London are likely to spend the most on oral health products, with residents spending an average of £25.53 every month – more than 50% above the national average .
- The chosen location in London is a large affluent residential area. This makes it a good fit for a dental clinic business, where a good amount of patient inflows can be expected.
- In recent years the number of businesses located in the borough has grown steadily and now exceeds 13,000. Businesses that start in Bromley have higher-than-average survival rates .
- The population of Bromley continues to grow. The same stood at 330,900 in the year 2018 and is projected to reach 350,000 by the end of 2027.

7.10 IMPACT OF BREXIT ON THE INDUSTRY

Brexit could have major implications for health and social care, because of significant economic and political uncertainty. But Brexit can be a major positive for healthcare industry in general and dental practices in particular. The impact of the same on the dental practices across the UK has been outlined as follows:

Opportunities in Health Care Facilities



Post-Brexit, it might be expected that there might be a small decline in overall patient numbers. But increasing health consciousness, focus on general dental care and cosmetic dentistry will cover up for any minor loss.

Pumping in Additional Funds to NHS



Leaving the EU would allow the U.K. to inject additional funds into the NHS. An important issue in the Brexit Vote was the overcrowded and underfunded NHS. Any government coming to power would have to prioritise in ensuring the viability of NHS in the long run .

No Effect on Private Practices



The UK private dentistry market is very strong and continually growing. Leaving the EU would not have that much impact on the private dentistry industry. On the other hand, in the long run, there is the potential for a positive effect on private dentistry if the UK leave the EU.

Increased Cost of Dental Services



From an industry perspective, there could potentially be an increased cost of dental materials, which are often manufactured abroad. This puts a real strain on dental services and a possibility of passing on some portion of this cost onto the patients.

7.11 TARGET MARKET

ABC Ltd. will target both the NHS as well as private patients through Bromley.

MAJOR TARGET MARKET

- The primary target of the company will be the families, local residents and professionals residing in proximity to the dental practice. Emphasis will be on good customer service along with excellent clinical care. Details regarding the primary target segment have been provided as follows:
- London is the most populated city of both the United Kingdom and England. Located in the south-east peninsula of Great Britain, London incorporates a population of about 8.7 million, making it the largest city of the UK . This represents a huge customer base to be captured by the company.
- As per the statistics published by BBC, London has the highest disposable income among the other parts of the United Kingdom which leaves a significant portion with the households to be spent on their healthcare and related issues.
- London is a hub of fashion, media and cinema in Europe. All these professions require investment in maintaining that perfect look. Cosmetic surgery and dental spa services will be in strong demand by individuals in these professions.
- Analysis of the NHS GP Patient Survey found that one in four patients, roughly 1.03 million people, are not on the books of an NHS dentist and have been unable to get an appointment in the past year . This patient segment will be served by the company with its high quality affordable service offerings.

7.11 TARGET MARKET

MINOR TARGET MARKET

The minor target market of the company will be patients who may be looking for emergency dental care:

- According to a latest study, one in every 140 visits to a large UK hospital emergency department is for dental problems .
- Almost a third of the adult UK population seek dental care only when they have acute problems.
- Access to emergency dental care is increasingly a postcode lottery. Inadequate provision is simply piling more pressure on GPs and Accident and Emergency (A&Es) that are not having enough of infrastructure to address dental issues. The dental association recently estimated that 135,000 dental patients a year end up attending A&E because they cannot easily gain access to dental care for a sudden problem. A further 600,000 seek treatment from a GP, adding to the pressure on family doctor services .

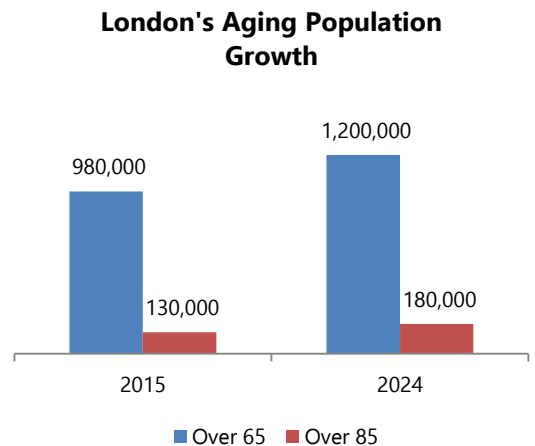
7.12 REVENUE DRIVERS

SHIFT TOWARDS COSMETIC DENTISTRY

The quest for good looks appears to be fuelling the increased spending on cosmetic dentistry. One in four brits has undergone some form of cosmetic dentistry. With the market size of £2 billion, this segment has contributed much of the revenue growth in dental practices. This trend is expected to fuel long-term growth in this segment, with more consumers willing to pay for procedures such as laser whitening, computerised smile analysis, and straightening.

INCREASED OLDER POPULATION

There are 2.2 million people aged 50 or over living in London. There are over 980,000 people aged over 65 and that number is expected to grow to 1.2 million by 2024 showing an increase of 22% in 10 years. There are 130,000 people aged over 85 in London, and that is expected to increase to 180,000 over 85 by 2024, which is a 38% increase in 10 years. An ageing population requires more dental and healthcare visits.



INCREASED AWARENESS & CONSUMER SPENDING ON DENTAL SERVICES

In 2018, consumer spending on dental services was at about £3.7 billion, an increase on the previous years (£3.6 billion in 2017). Increased income level and changing spending habits of the patients will further foster the revenue of dental practices.

7.13 COMPETITOR ANALYSIS

The Company is authorised and regulated by the Financial Conduct Authority. The fee for services is charged between £25 to £2,300 for services ranging from routine patient examination to implants treatment. The Company is being managed by the principal dentist Zaki Bashir, who is a member of the British Academy of Cosmetic Dentistry - the world-leading authority on all things cosmetic dentistry. He is committed to excellence, transparency and patient satisfaction.

Preventative Dentistry	General Treatments	Cosmetic Dentistry
Healthy Gums	Root Canal Therapy	Invisible Braces
Sensitive Teeth	Emergency Dental Care	CEREC/Visit One Smiles
Children's Teeth	Jaw Problems	White Fillings
Dental Hygiene	Snoring	Porcelain Veneers
Fresh Breath	Extractions	Teeth Whitening
Smoking Cessation	Oral Surgery	Inlays and Onlays



BROMLEY DENTAL PRACTICE

DETAILS

SOCIAL MEDIA

Facebook: 196 Likes

WEBSITE

www.bromleydentalpractice.co.uk

HEADQUARTERS

115 Masons Hill, BromleyBR2 9HT

FOUNDING YEAR

1957

CHAIRMAN

Dr. Zaki Bashir (BDS)



SMILE DENTAL PRACTICE

COMPANY DETAILS

SOCIAL MEDIA

Facebook: 62 Likes

WEBSITE

www.smiledentalpracticebromley.co.uk

HEADQUARTERS

155 Hastings Road, Bromley, Kent, BR2 8NQ

CHAIRMAN

Orang (Oscar) Dadashian

Smile Dental Practice is located at the heart of Bromley, Kent. The practice was formally known as Day and Senior Dental Practice and was established more than 35 years ago. The specialist team at the company treat patients for Orthodontic, Endodontic, Oral Surgery, Implants and Periodontics. The 0% finance option introduced by the company has helped more than 1,500 patients to invest in their health. The scheme provides financial assistance to patients for treatments ranging from £250 to no upper limit. It has also introduced a plan named 'Denplan' to offer regular dental care services to the patients. The plan includes two yearly dental examinations and two yearly Hygienist cleanings.

The details regarding the treatments offered at the clinic are outlined as follows:

General Dentistry	Dental Implants
Invisible Braces	Cosmetic Dentistry
Facial Aesthetics	Children's Dentistry
Hygienist Services	

7.14 SWOT ANALYSIS

The industry is growing and evolving and with that comes many new opportunities as well as threats. They can have both positive as well as negative effects on the business of ABC Dental Clinic Ltd.

These have been highlighted below:



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- Strong business ethics & strict standards will help in providing quality services
- The significant experience of the founder in establishing, operating and growing the similar practice in India will act as a backbone for the business in the UK
- Professional dentists and nurses possessing strong skill set will help in carrying out complicated procedures with ease



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- New business with no brand recognition in the UK market
- Difficult to find clients in the initial phase of business as a new entrant in the market
- Competition from existing well established practices may hinder the business growth during the initial phase of operations



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- Increased demand for cosmetic treatments presents an opportunity for a new entrant to secure a position in the market
- Easy availability of funding for dental practices will enable dentists to leverage profitable opportunities in future through mergers and acquisitions
- Expand the business through establishing more clinics at adjoining locations to capture larger customers



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- The dental practice market is highly regulated in the UK and a little change in the policies or rules may adversely impact the business in future
- Increased dental care cost in future may result in patients cutting back their expenditure on healthcare



8. SALES AND MARKETING STRATEGIES

8.1 MARKETING STRATEGIES

Use of Google to Drive Traffic

Tons of prospective patients are searching Google to find dental practices. ABC Ltd. will make sure that when people search ,dentist in London, company's website appears on the first page of search engine results. The same will be ensured through investing in online marketing.

Referrals

Referral marketing is by far the most cost effective promotional strategy. ABC Ltd. will introduce a referral bonus program after it establishes itself in the market, in the form of bonus products and services to expand its customer base.

Newspaper or Leaflets Advertising

Statistics show printed dental ads and direct mail content marketing helps dental practices grow their patient rosters, and differentiate their services from the competition. ABC Ltd. will also leverage the benefits by advertising through print media and distributing its leaflets to the general public.

Content Marketing

By creating content like ,how-to' videos, articles offering advice on particular subject matter like tips for healthy gums, and providing some type of value to patients that enhances their daily lives, ABC Ltd. will build trust and a strong channel of communication among UK population.