



THE COMPANY

Tagline

Business Plan
2019



KEY SUCCESS FACTORS

Running Practice

The founder has already been running a dental clinic in London that has been operating successfully since its inception.

Renowned Sponsor

The sponsor has previously sponsored various businesses looking to practice in the United States.

Location

London is home to the highest number of millionaires in the world and the first choice for locating a private dentistry.

Transparency

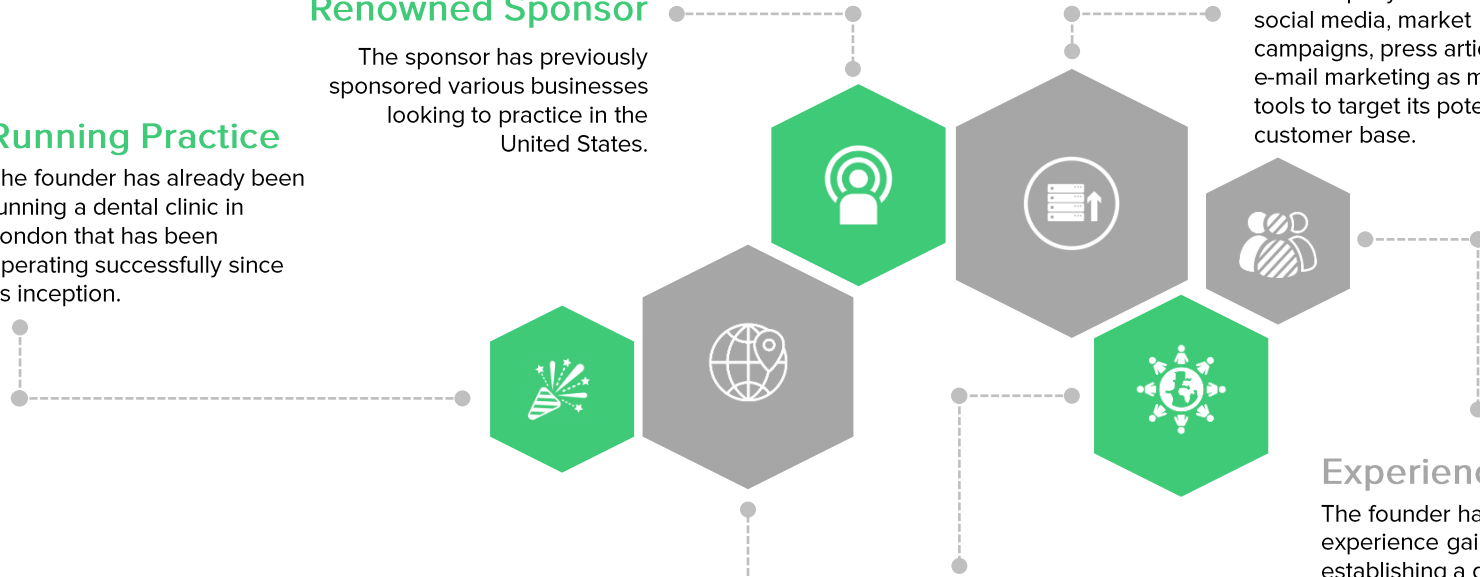
The company will provide full information to its patients on treatment plan options, fees charged and additional charges, if any to ensure trust building.

Marketing Strategies

The company will leverage social media, market campaigns, press articles and e-mail marketing as marketing tools to target its potential customer base.

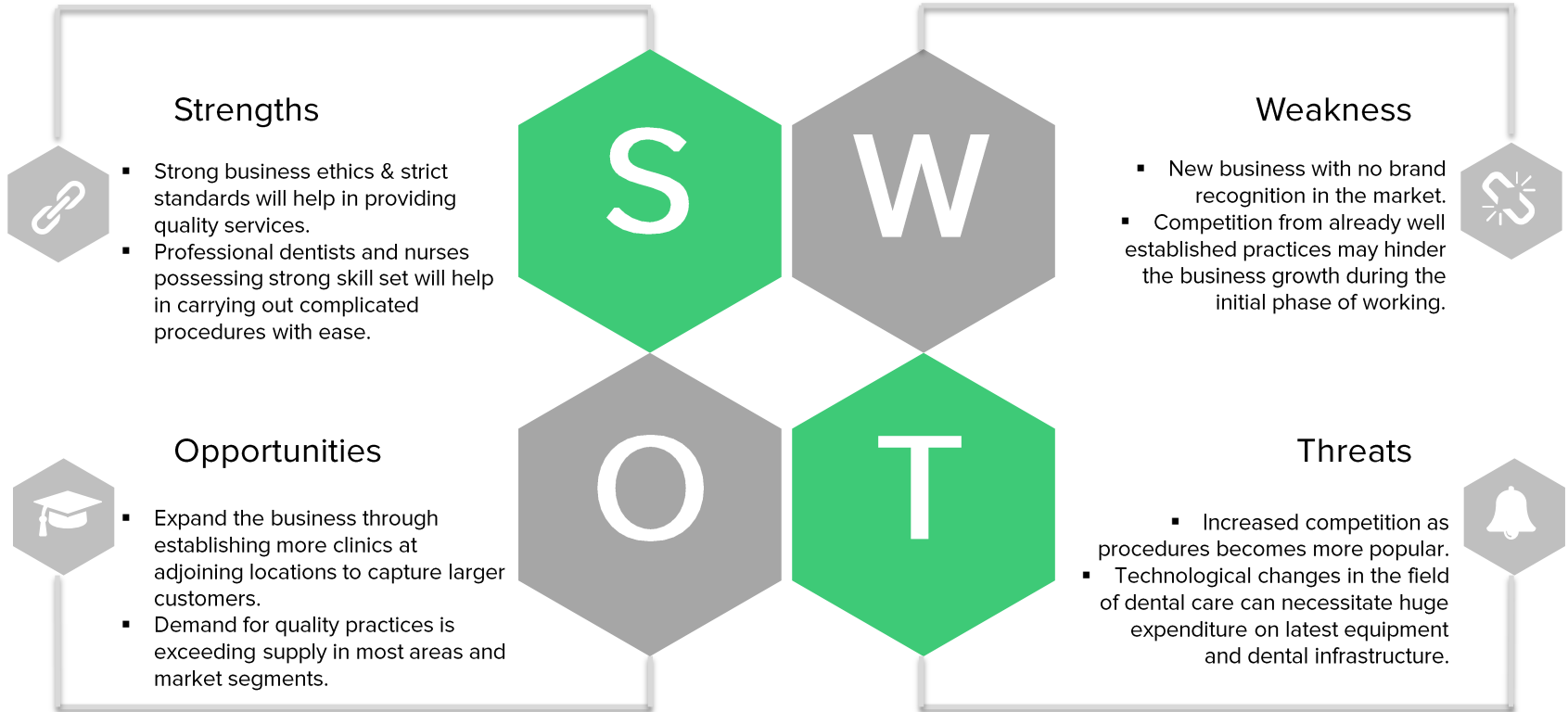
Experienced Founder

The founder has significant experience gained through establishing a dental clinic in London.





SWOT ANALYSIS





MARKETING STRATEGIES

Marketing is a key to the success for any business and dental practices are no exception. In order to attract new dental patients, the company will offer services at a competitive pricing, along with focus on quality, all backed by a solid dental marketing plan which has been outlined as follows:

