

BUSINESS PLAN SUMMARY

Health is a wonderful gift given to a person at birth. Throughout life, people must take care to preserve and strengthen their health. Just as one cannot rewrite their life from a blank page, once health is lost, it is impossible to fully restore it. Unfortunately, diseases haunt people everywhere. The ecology of big cities, poor nutrition, sedentary work, or, conversely, excessive physical exertion, fatigue, stress, and lack of practical immunity make people vulnerable to illness.

With the help of qualified specialists, modern materials, and equipment, it is possible to treat diseases of varying complexity. The demand for medical services will always exist, since practically every person seeks medical help at least once in their life. Therefore, despite high competition, the services of doctors remain in demand.

Existing medical centers in the Kyrgyz Republic do not fully meet the needs of some patients due to the lack of modern facilities, medical equipment, and instruments. Many citizens travel abroad for surgeries or organ transplants. In this regard, the process of opening a new medical center is being initiated.

The project provides for significant investment in the construction of buildings, equipment, and the recruitment of highly qualified staff through training and internships in leading medical centers around the world.

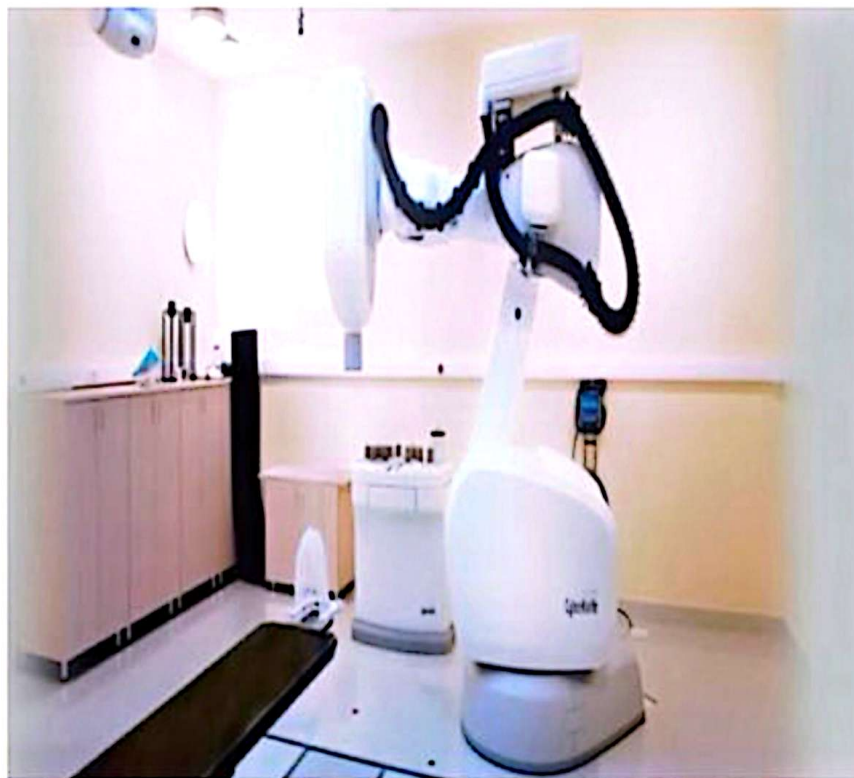
All equipment, transport, and consumables used in the described processes must meet modern standards and quality requirements and are recommended for use.

It is planned that only for diagnosis, about 10,000 people per year (on average) will be served, and they will also be able to receive other medical services, such as:

- 1. Complex brain surgeries, such as endovascular brain operations;**
- 2. Complex heart surgeries;**
- 3. Liver (transplant), stomach, pancreas, and spleen surgeries;**
- 4. Complex abdominal surgeries, such as colon operations and hemorrhoid treatment;**
- 5. Larynx and thyroid surgeries;**
- 6. Surgeries on the uterus, ovaries, and pelvic organs;**
- 7. Provision of laboratory research services.**

The medical center needs to purchase modern and expensive equipment — this is why the project requires significant funding:

- 1. Neurosurgery Department**
- 2. Oncology Department**
- 3. Dental Department (Maxillofacial Surgery)**
- 4. Urology Department**
- 5. Gynecology Department**
- 6. Surgery Department**
- 7. Ear, Nose, and Throat (ENT) Department**
- 8. Therapy Department**
- 9. Department for the Sterilization of Surgical Instruments**



**CyberKnife for treating cancer cells — approximate cost:
\$7,000,000**

***A rehabilitation medical center* is being created with the goal of providing professional medical care to its clients.**

***The main goal of our enterprise* is to serve people by restoring their health, vital strength, and self-confidence. Therefore, our facility requires highly qualified specialists who need modern medical equipment—state-of-the-art technology that meets the needs of our patients.**

As part of the project, we will develop specialized websites and a mobile application, as well as organize medical tourism to attract patients from around the world. Information tools will reflect the activities of the complex.

Main Function of the Project

The main function of our project is the full recovery of patients.

Therefore, our project requires highly qualified specialists and modern medical equipment that complies with the latest technological standards and GOST (State Standards).



Equipment: Gamma Knife for brain treatment – \$6,000,000

THE PURPOSE OF DRAWING UP A BUSINESS PLAN

The purpose of this business plan is:

1. Attracting investments for the development of activities for the provision of medical services to the population of the republic (solving the problem of health recovery, after heart attack and stroke diseases and their consequences, since 80% of people who have suffered these diseases become disabled, organ transplant operations, oncological diseases)

2.

Justify the profitability and profitability of the investment project.

The most important factors are:

Demand for innovative rehabilitation equipment, which the International Public Charitable Foundation plans to purchase

"FRIENDSHIP OF THE PEOPLES OF CAGE". solving the problem of recovery from heart attack and stroke diseases, and their consequences of more than 100,000 people across the country, since 80% of people who have suffered these diseases become disabled.

The demand for this type of service is enormous, there is a catastrophic shortage of modern innovative equipment in the country.



The latest MPT equipment - \$4,000,000

PROJECT IMPLEMENTATION PLAN

PROJECT IMPLEMENTATION SCHEDULE

Nº	Stage	start date
1	Preparation of documents for financing	2025
2	Construction of a rehabilitation center	2025 to 2027
3	Acquisition of fixed assets and components 2027 materials	
4	Recruitment and training of personnel	2027
5	Start of services	2027

Project capabilities

Providing employment for residents of the region and maintaining the outflow of medical specialists to other countries;

Conditions are being created to improve the social situation of residents of the district, regions and the republic;

Accumulation of funds makes it possible to diversify the types of services.

The project requires foreign investment;

It is necessary to purchase equipment, devices and machinery;

Requires a lot of organizational effort from the performer;

There is a need for support from local and government authorities in the implementation of the project.

1.4. PROJECT STATUS

1. We are searching for and selecting medical personnel with training opportunities.
2. The acquisition of a 3-hectare land plot is planned. A preliminary agreement has been signed.
3. The plan is to build a 16,000 m² medical center consisting of a main block and two additional blocks. The first additional block will house an operating room, and the second block will house a resuscitation and recovery center.
4. A commercial proposal for the acquisition of innovative rehabilitation equipment is being considered.

1.4.1. DESCRIPTION OF THE SERVICE

A rehabilitation center is an organization that provides physical, psychological, and social rehabilitation to people (patients) who have suffered from diseases of the nervous system, musculoskeletal system, sensory organs, etc., as well as those with mental and behavioral disorders.



The center will focus on cardiac and neurorehabilitation, where a range of medical, psychological, pedagogical, and professional measures will be implemented to restore the autonomy, ability to work, and health of individuals with limited physical and mental capabilities as a result of past (rehabilitation) or congenital (habilitation) diseases, as well as injuries.

1.5.1. MAIN CHARACTERISTICS

A medical service is medical assistance aimed at maintaining and restoring the health of the population.

General practitioners (GPs), or family doctors, carry out their professional activities within the framework of the medical specialty of "general medical practice" (or family medicine).

Cardiology is a broad branch of medicine that studies the human cardiovascular system: the structure and development of the heart and blood vessels, their functions, and diseases, including their causes, development mechanisms, clinical manifestations, diagnostic issues, and the development of effective treatment and prevention methods. Furthermore, cardiology addresses issues of medical rehabilitation for individuals with cardiovascular disorders.

Ultrasound results are often decisive in diagnosing and choosing treatment strategies for many diseases. This is a highly informative and completely safe examination method, which

It is easily tolerated by all patients without exception. Over the past decade, ultrasound diagnostics has developed rapidly and achieved great success thanks to technological advances such as transvaginal and transrectal probes and Doppler-based techniques.

Electrocardiography is a method of recording and studying the electrical fields generated by the heart. Electrocardiography is a relatively inexpensive but valuable method of electrophysiological instrumental diagnostics in cardiology. The direct result of electrocardiography is an electrocardiogram (ECG), a graphical representation of the potential difference generated by the heart's work and transmitted to the body's surface. The ECG reflects the averaging of all action potential vectors occurring at a specific moment in the heart's work. Laboratory diagnostics is a set of methods aimed at analyzing the test material using various specialized equipment. The primary objective of this type of diagnostics is to identify or confirm the presence of pathologies that cannot be definitively confirmed or refuted by organoleptic examination methods. A variety of auxiliary methods can be used for this purpose. Depending on the purpose of the study, a particular set of methods is used to achieve the most complete and accurate answer to the question posed. A clinical laboratory diagnostics physician is responsible for the formulation and correct results of each analysis.

Medical rehabilitation equipment will be used to restore motor function in the upper shoulder girdle and lower extremities, for stroke rehabilitation, cerebral palsy rehabilitation, and musculoskeletal rehabilitation. Services will be provided under the sensitive and professional guidance of rehabilitation physicians.

At the initial stage, it is planned to provide 6 types of services:

Appointment with a general practitioner

Appointment with a cardiologist

Appointment with a rehabilitation doctor

Cabinet-ECG

Ultrasound

Rehabilitation room (special professional equipment)

1.6. CONSUMER FOCUS

With the introduction of market relations in healthcare, the issue of quality of medical care is becoming increasingly important. Any medical service can find its market niche only if it is performed at a sufficiently high level. The market for medical services differs from the market for goods. A service is created during the process of providing it to a client, and therefore, it does not exist beforehand and cannot be compared before purchase and consumption.

Firstly, the market share of free public healthcare services and treatment facilities is declining. Currently, 30% of the total volume of services provided by public healthcare institutions in the country is paid.

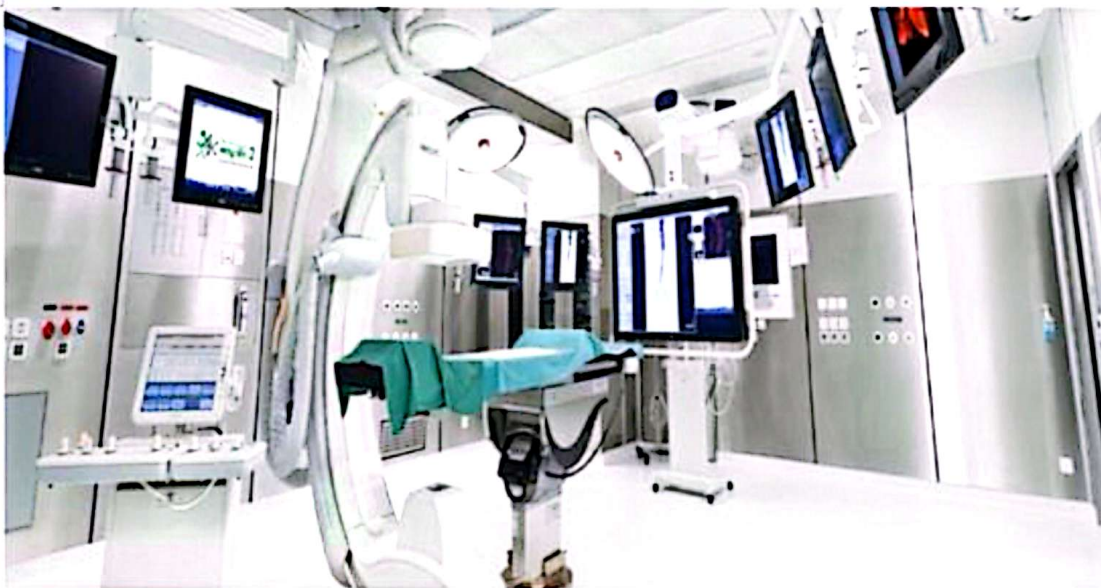
Secondly, the reputation of public healthcare institutions is not impeccable. Only 1% of respondents consider the service at district clinics to be "very good," 10% of respondents rate it as "good," and 35%

as "satisfactory." For 25% of respondents, the level of service in district clinics is "poor," and 17% of respondents give an extremely negative assessment. In this situation, more and more people are opting for private healthcare, where the level of service and quality

The cost of services provided is much higher. A third factor is the rising incidence of disease among the population. Under these circumstances, people are forced to allocate more of their family budgets for medical care. Marketing research indicates that it is precisely because of the lack of attention to patients' needs in public healthcare institutions or the lack of time spent waiting in line to see a doctor that people turn to private medical centers, as noted by 62% of respondents. Moreover, the prices for their services are significantly higher.

Highly qualified medical personnel, specialized equipment, innovative methods, and the latest technologies will be used to create the perfect conditions for patient rehabilitation after complex illnesses.

Restorative treatments using specialized equipment will replace grueling and, unfortunately, often outdated and ineffective exercise therapy without the use of specialized equipment.



1.7. COMPETITIVE ADVANTAGES

Plans call for services to be made accessible to the public, and for negotiations with the State to provide quotas for citizens who require rehabilitation in such a center.

1.7.1. PRESENCE OF INNOVATION

The equipment planned for purchase is innovative and cutting-edge. The manufacturer is a recognized global leader in rehabilitation equipment, boasting 25 years of experience in the global market and over 10,000 installations across five continents. The products are manufactured in Finland and distributed in over 30 countries.

1.7.2. INFORMATION ABOUT THE MARKET AND COMPETITORS

The target audience is patients of all ages in need of medical rehabilitation.

The company's competitors are Bishkek-based companies offering similar services. There are a number of rehabilitation centers in Bishkek, primarily specializing in post-traumatic rehabilitation. Recovery from heart attacks and strokes, however, is different and requires different equipment, making the Center an excellent choice for becoming one of the first in the capital.

The main advantages of the created enterprise are:

Fair and mutually beneficial sales policy;

Competitive prices, favorable discount policy;

Professionalism of the enterprise personnel;

Constant development.



MARKETING STRATEGY

The primary objective of marketing activities is to establish a stable market position. Therefore, the project includes the following measures for sustainable market positioning and customer base growth:

- 1. Cooperation with public and private medical institutions is planned.**
- 2. Website development. Website promotion via Google Ads or Yandex Direct.**
- 3. Write articles for free online or print magazines in your business, with a link to your website or email address in the byline. This will help reach readers of these media outlets.**
- 4. SEO optimization**
- 5. SMM promotion (social networks)**
- 6. Cross-marketing promotions with partners. Organize joint promotions with colleagues and partners that complement each other's services and target the same audience.**

The marketing strategy consists of organizing the sales of the services provided.

The goal is accessibility for all segments of the population. Marketing segmentation is focused on meeting the needs of customers with different incomes (low, medium, and high).

The project envisages the placement of the medical center in its own building, located within the city limits of Bishkek.



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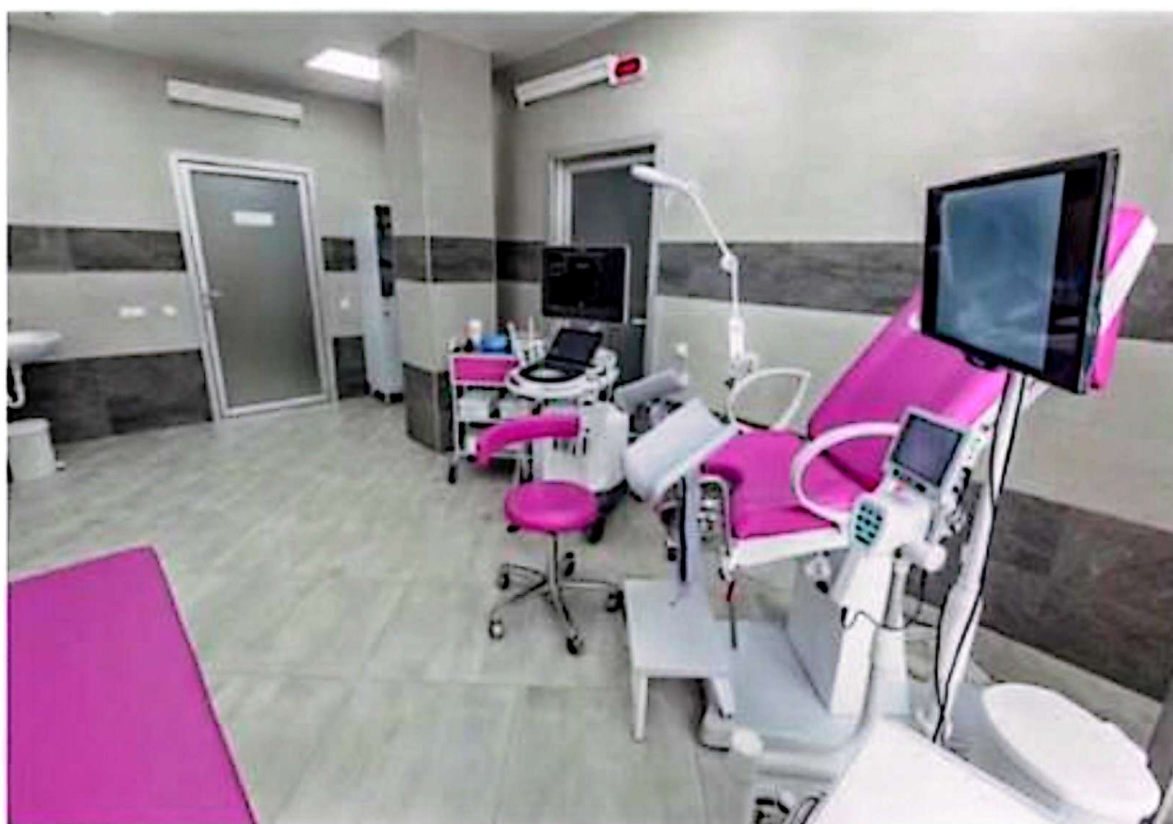
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photo: Alessandra SchiX

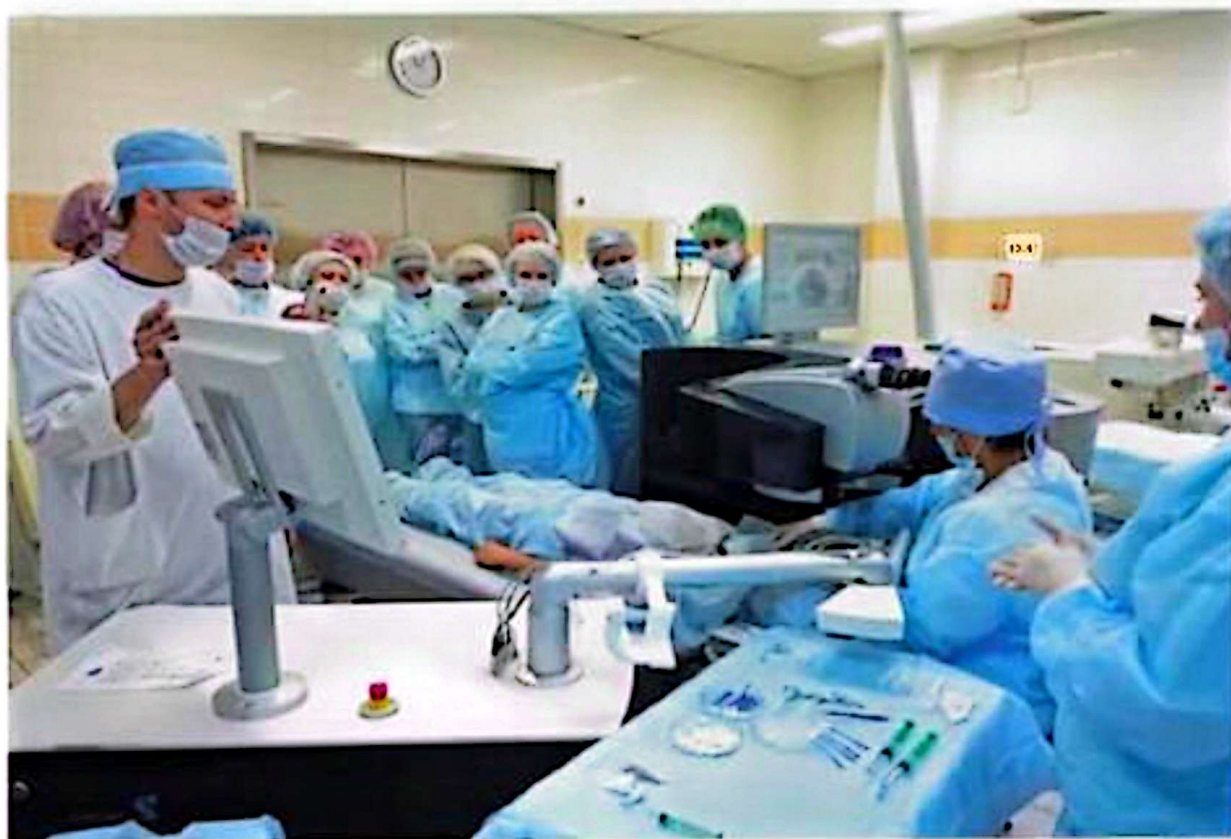


Сканировано с CamScanner



Obstetrician-gynecologist offices





Modernly equipped operating room



Сканировано с CamScanner



SHAPE * MERGEFORMAT



Clinic patient rooms





The project includes the construction of a helipad on the clinic grounds. Air ambulances will be available for the transportation and delivery of seriously ill patients.