



Entrepreneurship

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ASSIGNMENT 2- PRESENTATION



Content

1. Meet the Entrepreneur
2. Business Idea Overview
3. Management Team Plan
4. Target Market and Marketing Strategies
5. Competition and Differentiation Strategies
6. Funding Requirements and Allocation
7. Conclusion
8. References

Meet the Entrepreneur

With this presentation I'm going to present myself as Entrepreneur. The best way to present myself is with SWOT Analysis, so I provide it below.

SWOT ANALYSIS

Strengths

And My business path is motivated by a desire to make a positive difference in the lives of patients and healthcare providers. My talents lay in problem solving, which I prioritize in my work.

Weakness

I think that most of the clients are not very sure about our service, the time should pass to gain their trust and to show them our high-quality products. And I am conscious of my shortcomings, but I see them as possibilities for progress.

Opportunity

I've learned a lot about the healthcare sector and its particular issues. Also, I see several potentials to enhance drug management in the ever-changing healthcare landscape. But most importantly it helps improve me as an Entrepreneur in my master's degree.

Threats

Even though there are obstacles to the changing of consumer wants, such as the appearance of the same products of other companies, trade barriers, and many others I am determined to conquer them and go forward.

Business Idea Overview

The main business idea will be concerned with Webstercare.

The Idea: We are pioneering a unique approach to medication management, ensuring patient well-being while expediting the healthcare process.

Products: We provide dependable medicine delivery services, ensuring that patients receive their drugs on time and in the most convenient manner possible.

Service: We also give patient empowerment, such as simple mobile apps and tools that improve drug adherence and contact with healthcare practitioners.

Webster-pak® Medication packs



Management Team Plan

	Gerard Stevens - the Managing Director	Luke Bunanno - the Industrial Designer	Paul Parker - the Financial Officer	Michelle Nicholls - the HR
<u>Roles</u>	Overall strategic leadership and vision for the company.	Developing and implementing marketing strategies.	Financial planning and management.	Managing human resources and talent acquisition.
<u>Responsibilities</u>	Setting company goals, strategic planning, and leadership.	Market research, branding, and customer acquisition.	Financial strategy, budgeting, and investor relations.	Recruitment, employee development, and HR strategy.



Target Market and Marketing Strategies

Unique Selling Points (USP):

- Superior Medication Management
- Personalized Care and Support
- Innovative Technology Solutions



Primary Customer Segment:

- Hospitals and Healthcare Facilities
- Long-Term Care Centers
- Individual Patients with Complex Medication Regimens

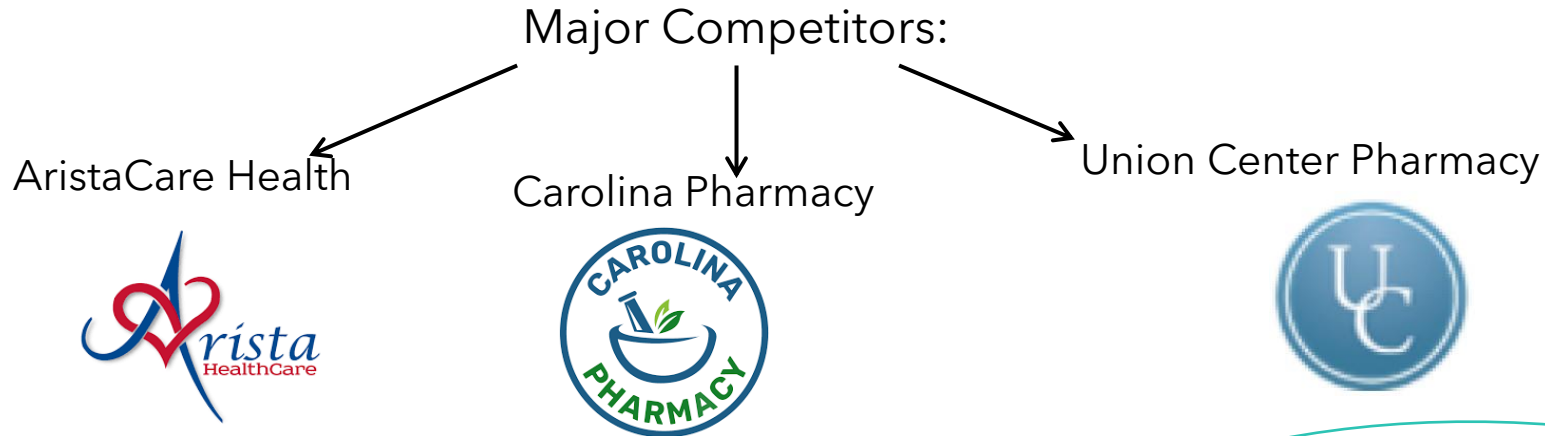


Marketing Strategies:

- Digital Marketing
- Conferences and Events
- Healthcare Professional Networks
- Patient Engagement Campaigns



Competition and Differentiation Strategies



Competitive Advantage:

Webstercare's key competitive advantage lies in our unwavering commitment to innovation and quality in the medication management industry.



Plan to Differentiate:

1. We invest in cutting-edge technology to provide user-friendly medication management systems that differentiate us from competition.
2. Our commitment to individualized assistance and training ensures that healthcare professionals and patients have the best possible experience.
3. We provide flexible and customizable solutions to fit your specific requirements.

Funding Requirements and Allocation

The utilization of money:

Comparatively, a huge amount of funds go for medication management solutions, marketing, and customer acquisition, enhancing infrastructure, including technology infrastructure, and hiring key team members but this allows future growth.



The needed amount of funding:

1 500 000\$

The expected milestones:

With the allocated funds efforts will focus on expanding our customer base, creating brand awareness, reaching healthcare professionals and facilities, and improving infrastructure to meet increasing demand.

Conclusion

Finally, we've given a vision for Webstercare that transforms drug management, assists healthcare providers, and empowers individuals. We really appreciate your time and consideration of our proposal today. Your knowledge and assistance are extremely useful to us.



References:

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Thank you