

## Laboratory Business Plan: *Fargo Medical Laboratories (FML)*

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### a. Objectives

1. Securing 60% of the physicians in the Main Street Professional Building as customers.
2. Develop 20% of their revenue from physicians who practice in the nearby vicinity.
3. Reach profitability with 12 months.

### b. Market

- Identified 2 market segments they will serve:
  1. Large number of physicians that have a practice in the Main Street Professional Building (*128 potential customers with a growth rate of 3%*), where Fargo Medical Laboratories will lease space.
  2. Physicians that have medical practices in other nearby facilities (*115 potential customers in this segment with a 5% annual growth rate*).

### c. Services

- FML offers a comprehensive battery of blood tests for physician's patients, including:
  - CBC- A complete test of red blood cell count, white blood count, and a platelet count. Each of these three can be ordered individually if needed.
  - Blood sugar test- Frequently requested for diabetics or possible diabetics.
  - Electrolyte testing- For patients who are on diuretics and there is concern that they may be losing too many of their electrolytes.
  - Creatine- Often used to check kidney functioning or to determine if there is heart or kidney problems.
- Pricing (in-house tests)
  - Red blood cell count- \$15
  - White blood cell count- \$15
  - CBC - \$30
  - Blood sugar - \$15

### d. Mission

- Serve local physicians with fast, accurate, private, reasonably priced blood testing services.

### e. Keys to Success

1. Lease space in the Main Street Professional Building, the location of our primary target market.
2. Set up a strong contract with a large local laboratory to outsource the more difficult tests, ensuring fast service and good rates.
3. Follow a strict regime of accounting controls to help ensure profitability.

### f. Competition

- In Fargo, there are a total of seven blood drawing laboratories.

- The closest competitor is Mednet, located four miles away. This is the facility that 95% of the physicians in the Main Street Professional Building currently use.

**g. Sales Strategy**

1. Most forms of insurance accepted - *This is important because the vast number of patients that will have their blood tested will not be self-paying*
2. Quick turn-around - *A doctor's diagnosis and treatment is often based on the results of the test.*
3. Convenience - *There is no other alternative that is more convenient than sending the patients to an office within the building.*