

# **FEASIBILITY REPORT**

## **FOR**

### **PRIME CLINICAL FRANCHISE**

Thank you very much for your interest in establishment of Prime Clinical Lab collection Center. It is a franchise system. If you are interested to be one of our franchisees, the necessary steps and information required are listed as follows: Steps to Consider: The interested franchisee is requested to prepare a comprehensive feasibility report for his venture based on the below mentioned guidelines:

#### **Personal Introduction**

- 1 Name: \_\_\_\_\_
- 2 Father's Name: \_\_\_\_\_
- 3 NICN (Photocopy may also be enclosed)
- 4 Age: \_\_\_\_\_
- 5 Qualifications  
(i) Academic (ii) Professional

#### **General Information**

- (i) Address: \_\_\_\_\_
- (ii) Telephone Residence: \_\_\_\_\_
- (iii) Telephone Business: ☐ \_\_\_\_\_
- (iv) Cell No: \_\_\_\_\_
- (v) Tele Fax: \_\_\_\_\_
- (vi) E-mail: \_\_\_\_\_
- (vii) Three copies of recent passport size photograph

7 Description of the business activity

- (i) Present and/or previous business.

8 Do you have a person at your disposal who is in a position to assume responsibility for running the day to day business of the franchise? If yes please provide the following information:

(i) Name: \_\_\_\_\_

(ii) Age: \_\_\_\_\_

(iii) Academic Qualification:

(iv) Professional Qualification:

(v) Detail of Experience:

9 Reason for applying Prime Lab Franchise

10 Introduction of City / Area

(i) Distt. / Tehsil / Sub Tehsil

(ii) Population

(iii) Any other information

11 Business drainage of area / city

12 Medical activity in the area / city

o Government Hospitals o Private Hospitals o Clinics

13 Types of Doctors

o Post Graduate (Foreign/ Local) o Graduate o General Practitioners

14 Number of Doctors

15 Competition

Other Labs  Collection Centers

16 Anticipated Business Volume

Initially (First 3 month)  After 6 month  After 1 year

I / We hereby confirm that the information given in the feasibility report has been submitted truth fully and may be used by Prime labs, as the major basis upon which to decide whether to grant a franchise right or not.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Once you submit the feasibility the report, it will be kept in our record for future use. Opening of new collection center is the discretion of Prime Clinical Labs which may be undertaken whenever or wherever possible. NOTE: However for the avoidance of doubt it is clarified that grant of center is subject to requisite permission on sole discretion of the Prime Lab. The submission of feasibility does not automatically entitle you for the grant of center nor creates any exclusive right for location or site. In this regard you further agree to disclaim every intellectual and / or property right over format, content and / or of the feasibility report.

## **Frequently Asked Questions:**

- 1. Who will bear the cost of project?** The total cost of the project is undertaken by franchisee himself. It varies from location to location or case to case. The total cost of project includes, but is not limited to site availability with parking Space, Centrifuge, Furniture (Counter, Phlebotomist's Chair, Patients Chair, Table, Central Table, Cupboard, Sofa), Site renovation, Paint, Flooring, Electrical work, Ceiling, Fans, Electronics, Computer, Printer, Refrigerator, Air conditioner, One DSL connection, Generator/UPS, One telephone connection, One telephone set, Stationary, Medical supplies, Washroom Facility, Interior decor, Plants, Wall Mountings, Housekeeping supplies etc.
- 2. When CC will be granted?** It is the sole discretion of Prime labs that when and where to start a franchise. All interested candidates submit their feasibility reports time to time to prime lab Marketing Department. These feasibility reports are kept confidential and in record for future use. Once the top management decides to start a CC in a particular territory, the feasibility reports are short listed and a pool of candidates is called up for initial interviews. The decision to start a new CC is linked with our capacity to perform more tests in pathology trained manpower and machinery etc. Hence there is no specific timeline to start a new CC.
- 3. Who has the final authority to choose franchisee?** The decision to grant a CC is not an individual's decision. We have a collection centers Awarding Committee. Final selection of franchisee is done on merit. No personal or political influence is involved in this process.
- 4. How much initial cost is required to establish a new CC.** You can calculate the total cost of the project from Question Number One. Further to this, currently there is security fee of Rs.300,000/- which is refundable on the termination or expiry of agreement or surrender of center but no franchise fee

or goodwill fee etc is there at the moment. But this policy can vary with the passage of time.

5. **What is the site selection criterion?** An area of minimum 400 sq. ft. with front of minimum 12 ft. located in medical hub of the city is preferred. It should have adequate parking space and washroom facility. It should not be within 3 km radius of our existing collection centers.

6. **When the site should be purchased or hold?** The site should be purchased or held only once the legal franchise agreement is signed by both the parties. You are requested not to hold or purchase any site based on submission of your feasibility report or interview etc unless the agreement is signed.

7. **What is the human resource requirement?** Minimum two phlebotomists, one marketing officer and one house keeping attendant are required to cover both shifts i.e. 7:00 Am to 11:00 Pm. Minimum qualification is intermediate with diploma holder for phlebotomists. The franchisee has to recruit phlebotomists and send them to a Prime Lab center for training. A minimum of two months training will be offered to each phlebotomist free of charge. All salaries will be paid by franchisee himself including traveling charges, accommodation (for outstation candidates), meals etc. The marketing officer will be recruited by franchisee under guideline of Prime Lab services marketing team. The marketing officer will also receive training from Prime Lab.

8. **What is the profit/percentage of franchisee?** An adequate percentage of monthly sale is offered to franchisee in lieu of providing services on Prime lab behalf. This percentage is confidentially told to only selected candidates. However it is sufficient enough that a CC's running cost is covered within 6 month once the center is started.

9. **What is the running cost of a CC?** The running cost of the CC is solely handled by the franchisee himself. Things that will cost him/her are mentioned

below. · Medical supplies (supplied by Prime Lab at 50 % purchase price) · Basic utilities · Salaries · Shop rent · Transportation costs (The samples will be transported to the prime Labs head office Multan on franchisee's expense) The Prime Labs will only provide its brand name Prime Clinical Labs, Technical expertise, working guidelines and Hospital Information System, free of cost.

10. Who will be at risk? In case of failure of CC, all losses will be on account of franchisee. PRIME LABS will not share any deficits in this regard.

11. Who will promote the CC.? The collection center will be promoted by franchisee under strict supervision of Prime Labs Services Marketing Department. Prime Labs marketing guidelines will be followed. All advertisement and marketing cost will be the part of running cost and it will be met by franchisee himself. This work might be carried out in the following ways:

Sign boards o Front board o Pole sign o Direction sign · Brochures · Cable adds

**Prime Labs, Prime Hospital, Ground Floor, Dost Medical Complex, Nishtar Road Multan. 0315-2272222, 0357221111**