

# Any Health Centre

## BUSINESS PLAN



Unit # 31- 8392 Main Street, Markham, ON, M3R 0W0

# CONTENTS

I.	Statement of Confidentiality & Non-Disclosure	2
	Executive Summary	3
	Mission Statement	4
	Covid Risk Factors	
II.	Description of Business	5
	Location	
	Hours of Operation	
III.	Management and Company Structure	7
	Industry Information	
	Consumer Demographics	
	Industry Overview and Position	
IV.	Marketing Plan	12
	Competition	
	Target Market	
	Pricing Strategy	
	Advertising	
	Recognition of Risks	
VI.	Financial Plan	14
	Breakdown of Project Financing	
	Key Financial Metrics and Assumptions	
VII.	Appendix	15
	Opening Balance Sheet	
	Projected Income Statement- Year 1	
	Projected Income Statement- Year 2	

# Warden Health Centre

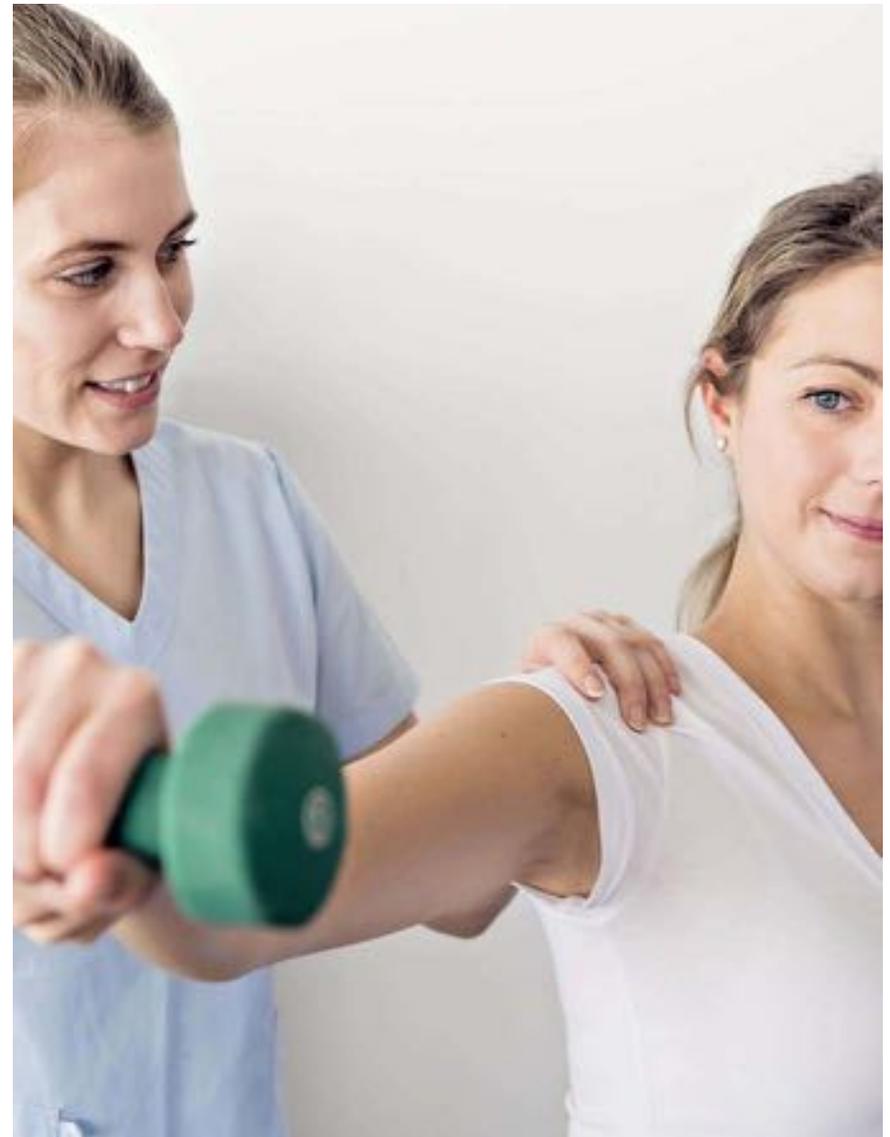
## Statement of Confidentiality & Non-Disclosure

This document contains proprietary and confidential information. All data submitted to the receiving party is provided in reliance upon its consent not to use or disclose any information contained herein except in the context of its business dealings with you. The recipient of this document agrees to inform its present and future employees and partners who view or have access to the document's content of its confidential nature.

The recipient agrees to instruct each employee that they cannot disclose any information concerning this document to others except to the extent that such matters are generally known to, and are available for use by the public. The recipient also agrees not to duplicate, distribute, or permit others to duplicate or distribute any material contained herein without the express written consent of *Any Health Centre*.

*Any Health Centre* retains all title, ownership and intellectual property rights to the material and trademarks contained herein, including all supporting documentation, files, marketing material, and multimedia.

BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT AGREES TO BE BOUND BY THE AFOREMENTIONED STATEMENT.



# Executive Summary

Dear Sir/Madam,

I am pleased to inform you that I am in the process of opening a new health and wellness clinic that will be known as *Any Health Centre*. This new practice will act as a full-service health centre, with a focus on rehabilitation and providing patients with a diverse array of health and wellness services, including: personal training, physiotherapy, acupuncture, chiropractic services, osteopathy, naturopathy, registered massage therapy, and customized orthotics. We will also specialize in providing individualized and expert services in treating patients involved in Motor Vehicle Accidents (MVAs), allowing them to regain their health after being part of a potentially life-altering experience. This new health services clinic is located in the south Markham area and is optimally situated to serve the large population base located in south Markham, as well as north-eastern Toronto. Our staff will be knowledgeable and accredited, and as such, will provide exemplary service that will meet the discerning and diverse needs of our customers. Our goal is to provide our clients with excellent, unparalleled service that will ensure their full satisfaction, leading to our developing a roster of committed clients as well as excellent word-of-mouth recommendations. While the current COVID-19 pandemic has led to public health restrictions that will impact our services (e.g.

number of clients that we can see) and require us to implement various safety protocols, we are committed to operating in a safe manner until we are able to open up for full services. With current vaccination programs ramping up, we are confident that full-scale operations will be viable in the near future.

I, Ms. Chung Li, am an ambitious business professional with over 15 years of experience in the health and wellness industry. I am a conscientious and self-motivated professional with excellent organizational and interpersonal skills. I am experienced in a wide variety of skills that are required to successfully open, operate, and efficiently manage a health clinic. Furthermore, I have exemplary management skills, which will be a value add in the administration and running of this new venture. With a loyal and growing client base that I am continually expanding on as a traditional Chinese medicine therapist, I am confident that this new clinic will grow and expand with an eye to growth and profitability. The goal of the clinic is to provide our patients with the highest quality service, and as such, allow us to build a loyal and dedicated client base. I am committed to providing my patients with the highest degree of service in order to ensure their full satisfaction, and the associated financial success of this new business.

I will utilize my expansive experience to start up this new health and wellness centre, leveraging my extensive contacts in the industry to aid me in achieving success. My goal is to quickly build up an image for our new clinic and a positive reputation. I am in the process of finalizing a 10-year lease for the premises and I am seeking a government guaranteed loan for \$350,000 inclusive of registration fees in order to finance brand new leasehold improvements and equipment required to initiate operations. Furthermore, I would also like a \$20,000 business credit card for everyday business expenses, and \$5,000 overdraft for any unexpected cash flow shortages. As per the opening balance sheet provided, I have injected over \$156,000 of my own funds into starting up this business.

I appreciate your consideration in reviewing my business needs, and hope that it will lead to the development of a long-term business relationship with your quality institution.

Sincerely,

Ms. Chung Li  
Owner and Operator, *Any Health Centre*  
#1 – 8392 Main Street, Markham ON,  
M3R 0W0  
[anyhealth@hotmail.com](mailto:anyhealth@hotmail.com)

# MISSION STATEMENT

*Any Health Centre* is a new health centre committed to providing our clients with the highest degree of services, in order to aid in their overall health and well-being. Our business will provide them with a variety of paramedical services including fitness training, physiotherapy, acupuncture, chiropractic services, osteopathy, naturopathy, and custom orthotics. Our trained and professional staff will assess, diagnose, and provide treatments, based on the individual and most discerning needs of our patients. We are committed to ensuring their well-being, no matter the type of injury, for motor vehicle accident patients, as well as everyday aches and pains. Our staff will utilize the most advanced and up-to-date technology to aid in diagnosis and treatment, such that our customers will be fully satisfied by their treatments. Our goal is to establish ourselves as a preeminent provider of such paramedical services in the local community, as well as throughout the Greater Toronto Area.



## COVID-19 Risk Factors

Currently, the COVID-19 pandemic is having economic and larger repercussions across the world. Long-term closures of businesses across Southern Ontario and

across the country as a whole have had a devastating impact on local and national economic systems. Yet businesses such as this continue to be in-demand and demarcated as essential by provincial and federal governmental bodies. In fact, restaurants have thrived during the recent crisis, especially with residents looking to support local businesses. If a further shutdown occurs, we can inject more cash to sustain any shortfalls in our business operations. Furthermore, with current government regulations in place, we will adhere to all public health restrictions, including social distancing, plexiglass barrier, social distancing signs and tape on the floor will be installed and the cost to install these has already been factored into the total equipment and leasehold improvement costs. Our staff will wear all necessary PPE, including 3-ply medical masks, face shields, medical gowns, and gloves, to ensure the full safety of both our staff and clientele. While the province is currently in a lockdown situation, the delivery of vaccines across the country will aid in improving the situation, such that we anticipate that soon after opening, we will be able to operate as planned.

End of Sample Business Plan