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**ORIENTAL METHOD OF COMPOSITION OF BUSINESS PLAN AT ORGANIZATION OF  
ENTERPRISE ACTIVITY OF THE STOMATOLOGICAL CABINET**

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**Abstract**

*Success in doing business depends on many factors. Entrepreneurship in the healthcare system requires a very thorough preparation before starting its work. With the development of production and society, changing the conditions of its life and general culture, the business philosophy remain unchanged; it always adapts to modern business requirements. In addition, for this there is a need for a business plan, the approximate scheme of which we propose to consider on the example of the dentist's office.*

**Keywords:** *entrepreneurial activity, business plan, health care institution, search of attractive business idea, dental office.*

One of the prerequisites for achieving high performance in virtually any business is to obtain the minimum required knowledge, ideas about the forms, principles and areas of entrepreneurial activity, its economy. That is, entrepreneurship must to study constantly.

Many young people in Ukraine seem to be able to become entrepreneurs without special knowledge, special training. This is a misconception; everyone - those who already have his or her own business, and those who employ, those who sell, and those who buy, needs economic knowledge.

Entrepreneurship is gradually becoming a natural component of both the Ukrainian economy in general and the health care system in particular. This indicates its advancement to market forms and management practices. For many citizens of Ukraine, entrepreneurship has become the main type of work or form of secondary employment. Particularly grateful to entrepreneurship activity is the younger generation of Ukraine. The minimum wage for health workers is also a powerful motivating factor for the development of private entrepreneurship.

Thus, the healthcare institution is an enterprise, an institution and organization whose tasks are to provide various health needs of the population through the provision of health care, including a wide range of preventive and curative measures or medical services, as well as the fulfillment of other functions based on the professional activities of health professionals.

Entrepreneurship cannot to attribute to the ordinary labor sphere of activity: it in its essence characterizes the creative and active activities of businesspersons. Entrepreneurs have a special ethics and even a peculiar worldview that allows them to distinguish the specific philosophy of entrepreneurship (business), which qualifies as a practically useful philosophy of the management system. With the development of production and society, changing the conditions of its life and general culture, the business philosophy remain unchanged; it always adapts to modern business requirements. Moreover, for this there is a need for a business plan.

**Staging a business plan.**

✓ Determine the directions and total amount of work on the preparation of a business plan.

✓ Development of the structure of the future business plan forms of documents, tables, graphic material.

✓ Selection of necessary information.

✓ Expert-analytical and formal-analytical processing of the source information.

✓ Analysis and risk assessment.

✓ Choice of possible alternatives.

✓ Registration of digital material.

✓ Analytical justification of sections of the business plan.

✓ Registration of the final version of the business plan.

✓ Signing and approval.

✓ Presentation of a business plan by a potential investor.

Entrepreneurial activities can to carry out individually and collectively. The first means the implementation of its citizens, that is, individuals who are free to establish their rights and obligations based on the agreement (agreement) and in determining any terms of the agreement (agreement) that does not contradict the legislation in force. The second - collective - provides the limits and procedures that outlined more strictly with the participation of the state.

Entrepreneurial activity already carry out on the basis and within the limits of those tasks and powers, which are reflected in the constituent documents and statutes of enterprises (organizations) of different forms of ownership.

The main forms of entrepreneurial activity closely correlate with its possible types. The main ones are:

- Small business based on personal property or lease;

- Joint venture or partnership based on collective ownership;

- Corporate ownership based on equity.

The long-term experience of managing economies in developed countries shows that there are the classical model of entrepreneurship focused on maximally efficient use of available resources of the enterprise.

The innovative business model involves the active use of any (within the law) and, first of all, new managerial decisions for entrepreneurial activity, especially when it lacks its own natural resources.

However, despite the specifics of the economic and legal environment, the specifics of the sphere of activity, there are general issues that entrepreneurs must always address. One such issue is the search for entrepreneurship, or the search for an attractive business idea.

Traditionally two business models: classical and innovative, but in practice, they can combine.

Finding an attractive business idea is a rather difficult and responsible task for an entrepreneur who should find the opportunity to realize his knowledge and abilities. At this important stage in starting your own business, there is a problem: where and how to look for a new entrepreneurial idea. Uses 3 major groups of methods for finding business ideas.

#### **Group of methods of individual search.**

*The method of analogy* involves the use of something similar to the already known solution, "prompted", for example, technical, economic or other literature or "looked" in nature.

*The inversion method* is a specific method that involves the following approaches to solving a new problem: turn upside down; "Twist" to the opposite side; swap places and so on.

*The idealization method* base on initiating the idea of an ideal solution to a problem that can "push" on the perception of a new idea.

Compared to individual collective methods, they are more effective. They use in the second group of methods to search for an entrepreneurial idea.

#### **Group of methods of collective search.**

*The method of "brainstorming" assault* - reduce to the creative collaboration of a certain group of specialists to solve the problem through, for example, a discussion on a specific topic. At the same time, one should adhere to the following rules: not to allow criticism and negative comments on the statements of opponents; do not bother with a new idea, no matter how absurd it is from the point of view of its possible practical implementation in modern conditions.

*The method of the conference* of ideas differs from the method of "brainstorming" assault in that it allows for benevolent criticism in the form of a replica or commentary. It believed that such criticism could increase the value of the ideas put forward.

*The method of collective notebook* combines the individual promotion of the idea with a collective assessment. In this case, each participant receives a notebook, which outlines the essence of the problem. For a certain time (usually a month), each participant of the discussion writes in his notebook his own ideas for solving a particular problem. Then the pads received by the group leader to summarize the accumulated information. Only after the completion of this procedure arranged a creative discussion and an appropriate decision on a new entrepreneurial idea made.

#### **A group of search activation methods.**

*Checklist question.* Its essence is to initiate the solution of the problem under discussion with the help of certain questions that should stimulate their own reflections on the idea put forward. When using this method, it is advisable to have pre-designed question blocks.

*The method of focal objects.* Its characteristic features are the transfer of signs of randomly selected objects to an object that needs to be refined. The latter is in the focus of the transfer, and therefore it called focal. There may be a number of options for solving the problem. Experience has shown that the application of this method gives good results in finding new modifications of well-known technical ideas and thus enables us to find an acceptable entrepreneurial idea regarding the development and development of new products.

*The method of morphological analysis* based on the use of combinatorics, that is, the study of all possible options, based on the laws of the structure (morphology) of the object to studied and analyzed. Combining options, you can get many different solutions in the process of finding an entrepreneurial idea. This method makes it possible to review all the actual solutions to the problem and to choose the optimal option.

Entrepreneurship in the healthcare system requires a very thorough preparation before starting its work. The form of such preparatory work is the business plan.

**Business Plan** is a carefully prepared document that reveals all aspects of economic activity and is a form of expert assessment of expediency and efficiency of the implementation of new business activities. *The main tasks of developing a business plan* are the assessment of the novelty and promising entrepreneurial idea; analysis of weak and strong points; definition of costs, sources and size of financial resources; building a business concept and defining its strategy; assessment of market conditions; study of competitors activity; determination of the degree of possible economic risk; search of reliable partners for development and realization of innovation-investment project; forecasting expected results for three to five years.

#### **The types of business plans include:**

1) *An investment business plan*, the purpose of which is to raise financial resources into an organization;

2) *Innovative business plan*, which aims to assess the possibilities of developing new technologies, changing the process of providing medical and service services;

3) *An analytical business plan* that assesses the integral development of an existing medical organization.

For example, an innovative business plan should reflect the medical and technological design and equipment of a medical organization, a general description of the health infrastructure of the region, and an analysis of the requirements for a new medical facility or organization in accordance with medical purposes and the general situation. Compulsory components of the business plan should be the calculation of the required area, the estimation of the final building costs, the cost of equipment for each department, the amount of funding and current costs, the calculation of busy departments, the calculation of income, the result of profit and pay-back.

It is known that almost half of all paid medical services are related to dentistry. It is no secret to anyone that toothache causes a person to visit a clinic or private doctor's office immediately. In addition, many patients require prosthetics, bite fix, teeth whitening, surgery,

and other procedures, so you can be sure with complete certainty that dentistry is a very promising and profitable type of business.

If an entrepreneur wants to take his place in this niche, he needs to carefully examine the features of the medical services market and calculate the potential risks. Let us talk about how to independently open a dentist office from scratch and avoid typical mistakes that will competently organize a profitable business.

To properly develop a dental clinic or private office project, an entrepreneur needs to get acquainted with the peculiarities of providing medical services in this area. Practically in all Ukrainian cities, there is a large number of medical institutions where every person can apply for dental care. It can be both a simple treatment of teeth, and expensive installation of veneers, but it is important to understand that the success of an enterprise largely depends on the professionalism of doctors.

Today, the main types of medical institutions in Ukraine are:

- State dental clinics;
- Private dental offices;
- Private clinics.

Such institutions will compete with the young dental company, so you should consider the specifics of their work. The smallest evil in this regard is the state polyclinics. As a rule, mostly people with a low level of prosperity visit them. Why does state dentistry not be a serious competitor? The fact that it usually uses cheap materials, as well as old equipment for the treatment of teeth, which practically updated.

That is why the greatest competition in this niche made up of private dental clinics, and this is not surprising, since they are equipped with up-to-date high-end equipment, which allows providing a full range of services. For example, they carry out a complete diagnosis of various diseases of the oral cavity; a person receives quality services in orthodontics, maxillofacial surgery, orthopedics and dental treatment. Here, as a rule, can work up to a dozen professional dentist who have a great experience. As for the cost, in private clinics, it is always high enough, so visiting these institutions can afford mostly people with high levels of prosperity.

Private dental offices are also a serious competitor in this area of business. Usually there are only a few doctors and nurses present, and the range of services provided is rather narrow. Most of the private offices are not equipped with diagnostic equipment, which leads patients to go through a number of procedures in the clinics (public or private). With regard to the prices, they are available to virtually every patient with average income.

How to open a dental office? The main stages.

### **1. Registration of business.**

Before commencing business, you need to register your business in the state fiscal service. If a dentist wants to practice privately, he advised to arrange a PP.

*Important:* All dentists who provide treatment and prosthetics should give a license in their own right. Without it, the dentist cannot allowed to work.

### **2. Obtaining permissions.**

The room for the dentist office must be equipped with proper engineering communications, have an area of at least 30 m<sup>2</sup> and a height of ceilings of 3 m. It recommended that the armchairs for patients be located in such a way as to provide a free space of at least 14 m<sup>2</sup>. In the vast majority of cases, premises selected on the first floors of residential buildings. The apartments used for the operation of the dentist office should transferred to a non-residential fund, but this procedure is expensive and long enough. If the dentist has more than 3 armchairs, it is imperative to arrange a zone for sterilization of the working tool with an area of at least 6 square meters. There should also be a bathroom up to five m<sup>2</sup> and a hall (reception) up to 10 m<sup>2</sup>.

*Important:* It not recommended saving on redevelopment, design and repair of the dentist's office. The entrepreneur must create the company's prestige and comfortable conditions for the patients. To entrust such works is specialized companies, which will be able to professionally develop the project premises and assist in obtaining permits in the supervisory bodies.

### **3. Purchase of equipment.**

The next stage of business organization will be the choice and purchase of professional equipment for the dentist's office. Approximate list of necessary expenses includes:

- 4-sleeve dental unit with an armchair - 150 thousand UAH;
- X-ray machine - 100 thousand UAH;
- Filling and consumables - 25 thousand UAH;
- Chairs for a doctor and an assistant - 5 thousand UAH;
- A set of stomatological tools - 100 thousand UAH;
- Autoclave, furniture and refrigerator - 150 thousand UAH.

Together - the cost of the purchase is 0.5 million UAH. German, Italian and American equipment became the most widespread. You can buy for 50,000 Chinese installations and save on purchases, but this will lead to poor service quality and frequent repairs.

### **4. Attracting staff.**

The success of the dental office depends on the professionalism of the doctors. In addition to 5 years of practical experience, the dentist must have a certificate of specialization. The staff may consist of the following employees (+ their salary):

- Dentist (2 people) - 40 thousand UAH;
- Medical sister (2 people) - 20 thousand UAH;
- Cleaner - 5 thousand UAH;
- Administrator - 10 thousand UAH.

Together - the wages of employees is 75 thousand UAH. Apart from the fact that nurses help doctors, they can independently carry out a number of procedures (for example, to whiten their teeth). The administrator keeps a record of patients in the dentist's office, calls the customers and suppliers of consumables, and informs visitors about the necessary issues. It is imperative that a cleaner also needed, since inside the cabinet must always be clean.

### **5. Conducting an advertising campaign.**

How to organize effective business promotion? This question is very relevant, since the amount of regular customers depends on the amount of profit and stable work. To have a large number of potential clients know about the dentist, you can use all kinds of advertising tools. These include:

- Creation and promotion of the site of the dentist's office;
- Promotion in social networks;
- Distribution of flyers and flyers;
- Contextual advertising.

It is important: in the dental business, it is practically meaningless to make discounts for such services as dental treatment, since for the sake of benefit the person will not come to the reception, if this is not necessary. They can offered for execution, for example, fixing the bite by bracket systems or installing veneers.

The company's website should include a price list and detailed information on the services provided. A good effect is the presence of photos of teeth before and after treatment. It is also necessary to provide information about the treating physicians, their work experience and specialization specialties.

One of the best ways to attract clients to a dentist is the professionalism of the doctor. People quickly spread information about good specialists between their friends and try to access them with help. Taking into account the promotion of the site of the dental company, advertising costs will amount to UAH 15,000.

*What difficulties can you encounter?*

If an entrepreneur has decided to organize his own business, for example, to create a charitable foundation, open a proceeding or a catering company, he must know the features of the market in the chosen niche and prepared for various risks.

What difficulties can a businessperson who wants to open her own dental office faced with? First, the lack of licenses and permit documents for the activities of the company should highlighted, which may result in large fines. In order to avoid such a punishment, at the stage of business registration, you can entrust the execution of the required papers to specialized companies. Their services will have to spend about 25 thousand UAH, but they will do their work in accordance with all requirements and not miss the details.

According to statistics, many young enterprises closed in the first 18 months of work due to lack of clients. To prevent this, it is necessary to select dental

practitioners and nurses who have earned a good reputation. Lack of customers will not disturb the entrepreneur, if you place dentistry in a densely populated area and in such a way that around there were no competitors.

The prestige of the institution plays one of the key roles in the dental business. In addition to attracting skilled personnel, it is important to effectively develop an advertising campaign and spare no money on expensive equipment and tools. It recommended giving preference to modern high-tech installations.

Also, among the problems of business in dentistry need to highlight the discrepancy between the price and quality of services provided. For the influx of regular customers, it is important to regularly monitor the work of medical personnel and cooperate only with proven suppliers.

Conclusion. Therefore, it may note that it is the competent construction management capable of bringing a stable profit to the private office of dental services. The ability to predict problem situations will ensure uninterrupted operation of the company and enhance its recognition among customers.

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