



INTRODUCTION

This Degree Final Project aims to show what steps have to be carried out to define a real business idea. On the other hand, also to exemplify the steps with my business plan for a veterinary clinic.

The choice of this project focus on entrepreneurship is mostly to be able to figure out how to carry out a business based on the fact that I am about to finish the degree and I find it impossible not to ask myself "What will I do when I finish?". Surely, the idea to open / create our own business happens to many of us, but how to do it?

At first, I focused exclusively on the creation of clinic for small pets in Bell-lloc d'Urgell. However, given the lack of information to make a reliable market research and the lack of sufficient critical mass that is expected, I had to expand some of the functions and services of this clinic.

01 HAVE AN IDEA



"Create a small animal veterinary clinic in the village of Bell-lloc d'Urgell. But I saw that the economic results were unfeasible, therefore I extended the range of services"

02 STABLISH THE MISSION, VISION AND VALUES

02.1. MISSION :

To create a veterinary clinic of proximity with competitive prices for basic and essential consultations to ensure the welfare of animals.

02.2. VISION :

Being able to reach everyone and that all pets in the area of influence have a minimum attendance.

02.3. VALUES :

To cover the needs with quality services without price being an obstacle.

03 MARKETING

03.1. PRODUCTS AND SERVICES :

- ✓ Small animal veterinary consults at the clinic.
- ✓ Small animal residence.
- ✓ At-home veterinary consults for small animals.
- ✓ Small animal products shop.
- ✓ Veterinary consulting for livestock farms.
- ✓ Other services according to demand.

03.2. DEFINITION OF MAIN TARGET :

- The main targets are those who value the proximity, trust and support at any time and who especially value the time spent on them and their animals.
- All those pet owners who have pets for other reasons.
- All those people who go on vacation and do not know where to leave their pets or who to leave them with, and are looking for a good place.
- Owners of livestock farms.
- All those pet owners who already take good care of their animals, but prefer a more local service and competitive prices.

03.3. MARKET STUDY :

OBJECTIVE

- Detection of needs of potential clients to adapt to them and increase market share.

LOCATION

- Bell-lloc d'Urgell, Pla d'Urgell, in Lleida province.
- Halfway between the two cities with more competition (Lleida and Mollerussa).
- Close to the main road which runs through the whole population (highly visible).

03.4. ANALYSIS OF THE DEMAND / CONSUMER ANALYSIS :

Progressive increase of the population of the area of influence.

Increase in families with pets.

Increased investments in health and veterinary visits.

Positive and enthusiastic opinion of the population of Bell-lloc d'Urgell, regarding the business idea.

Consumers with sufficient capital for the established competitive prices.

03.5. COMPETITIVE ANALYSIS :

MICROENVIROMENT

>10KM There is no competition. No veterinarian clinic or hospital in a minimum 10 km radius.

MACROENVIROMENT

<10KM There is competition but it does not pose a major threat to the area of influence thanks to the services provided by the veterinary clinic.

03.6. SWOT ANALYSIS :

INTRINSIC FACTORS WEAKNESSES

- New in this sector.
- Small venue.
- Little experience in running a business.

INTRINSIC FACTORS STRENGTHS

- Absence of competition.
- Good location.
- Motivation.
- Variety of products and services.
- Trust.
- Proximity.
- Prices.
- Customers who care about their pets.

EXTERNAL FACTORS THREATS

- Current economic situation.
- Increase in the price of products / material.
- Competition from supermarkets and other shops for store products.

EXTERNAL FACTORS OPORTUNITIES

- Population growth.
- Increased demand of service.
- Helps for young entrepreneurs.
- Increase of level of awareness of society about animals and their welfare.

04 STRATEGY

Competitive strategy with a strong component regarding the dissemination and promotion of services.

STRATEGY TACTICS :

- Get people to know about me by word of mouth.
- Customer loyalty .
- Create a marketing affiliate.
- By Internet (Website: www.vet-lloc.com, Facebook: Consultori Veterinari Bell-lloc).
- Advertising in magazines and local newspapers.
- Contact animal shelters and animal related associations.
- Promote awareness in owners of animal welfare, creating activities for pet owners, horse races, barbecues, courses, etc.
- Bombarding of offers and promotions.
- Strategic Alliances.

05 LEGAL FISCAL PLAN



FISCAL FORM :

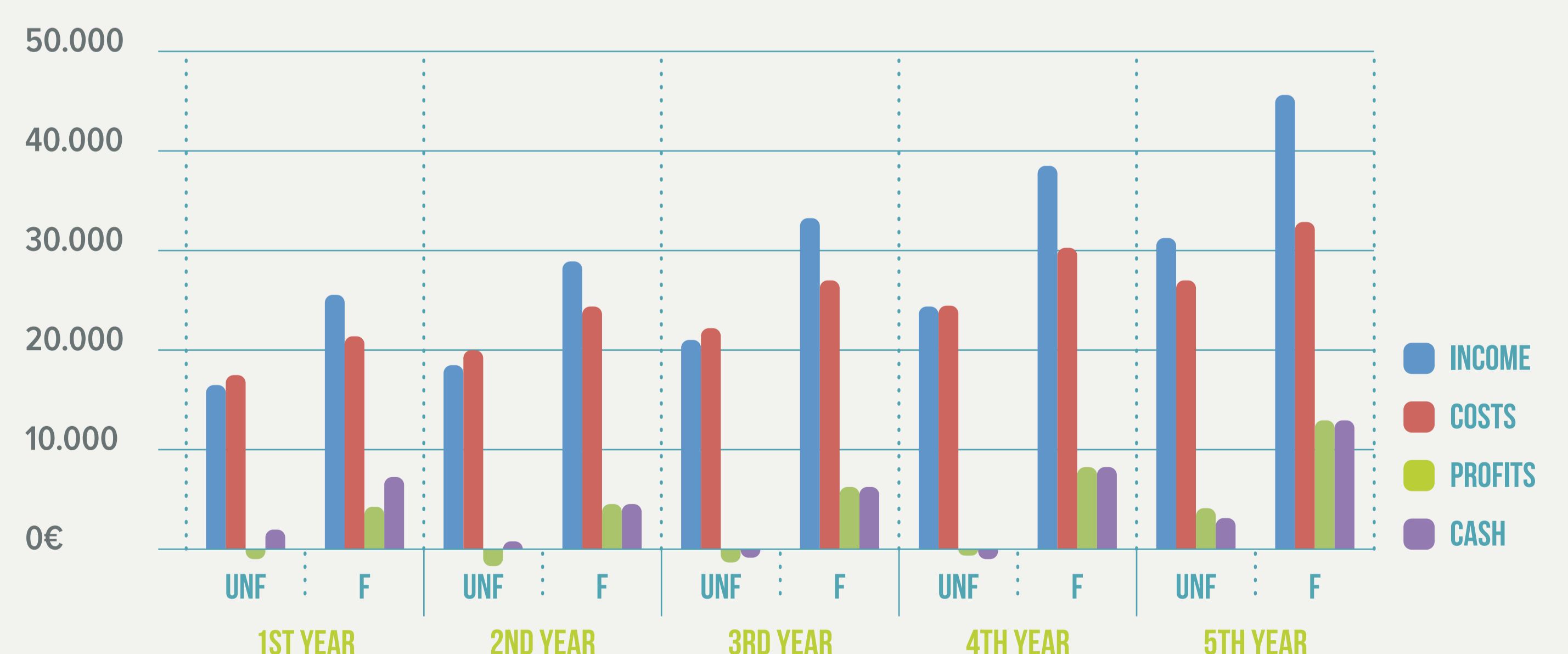
- Autonomous.



PERMISSIONS AND LICENCES

06 ECONOMIC STUDY

RESULTS :



CONCLUSIONS :

- 1 The Business plan is crucial to start any project regardless of its size.
- 2 It is very important to have everything very clear and properly define each of the future goals.
- 3 The company has possible market but also limited.
- 4 Two situations are possible, one favorable and another one unfavorable.
- 5 A balance must be found between the risks and benefits
- 6 In order to decide whether to go ahead with this project, it would be necessary to obtain more accurate information on the number of animals in the area of influence.