

BUSINESS MODEL

PROMED MAINTENACE OF ELECTRONIC MEDICAL EQUIPMENT

Key Partners ➤National transporters ➤Tech. Suppliers ➤Biomedical Engineers	Key Activities ➤Repair ➤Diagnosis ➤Service fulfillment ➤Service Marketing	Value Proposition ➤Quick service ➤Accessible location ➤Convenient ➤Reduce customer fears ➤Reduce difficulties	Customer relationship ➤Hospitals ➤ Clinics ➤Health Centers	Customer Segment ➤Niche market ➤business to business segment
	Key resources ➤People ➤power ➤Sales data ➤Customer data ➤stores ➤Utilities		Channels ➤News papers ➤Social media ➤Direct contact ➤E-Marketing	
Cost Structure ➤Labor cost ➤Rent expense ➤Advertising expense ➤Diagnosis materials expense ➤technological costs		Revenue Streams ➤Service Sales ➤Technological Diagnosis ➤ Affiliate Communications		