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## FRANCHISE OPPORTUNITY FOR LABORATORY COLLECTION CENTRE IN LAHORE ALNOOR DIAGNOSTIC CENTRE

Business Opportunity to work as “Franchisee” of Lahore’s leading Diagnostic Centre for provision of laboratory services at door step of public. Alnoor Diagnostic Centre manages over 18000 diagnostic parameters in a month. Healthcare sector is one of the fastest growing segments in Pakistan. Alnoor Diagnostic Centre is known as best in class diagnostic company backed by cutting edge technology, high ended equipment and rigorous SOPs developed over a period of years by its R&D and quality teams. Alnoor Diagnostic Centre has the largest pool of intellectual capital in diagnostic segment and offers one roof over 1500 tests that can be conducted on Human Body. With customer care at its pivot, Alnoor continuously looking for like-minded entrepreneurs and Business houses to partner with and offer franchisee opportunities across Pakistan.

### Who Can Apply?

#### Eligibility Criteria for the Franchise Applicants:

- Anyone can apply but preference will be given to those with medical/pharma/business backgrounds / experience
- A bank statement for the past one year with sustaining minimum account balance of PKR 2,500,000/- (PKR 2.5 Million)
- Applications received without the copy of bank statement will not be entertained.
- Proposed location for the collection center should have an area of minimum 600 sq. ft. with minimum 20 ft. front.
- It should be surrounded by medical activity, hospitals, clinics, laboratories, pharmacies, proper parking facility and appropriate traffic flow
- The proposed location should not be within 3 km radius of an existing ANDC collection center Preference will be given to the person belonging to same area in which he/she is looking for a collection center
- He/she should be permanently settled in Pakistan.



- ANDC employees including their Spouse, Blood relations, Spouse siblings , Parents in law Are not eligible to apply
- Ex-employees of Alnoor Diagnostic Centre are also not eligible to apply before the completion of a period of 5 years from the time of their termination of service.
- Partnerships are strongly discouraged.
- Sub-contractors are not allowed

## **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, Rocker, Furniture, Counters, Chairs, Tables, Cupboards, Sofas, Site renovation, Paint, Flooring, Electrical work, Ceiling, Fans, Electronics, Two computers, Refrigerator, Air conditioner, Printers, One DSL connection, Generator/UPS, Two telephone connections, One telephone set, One fax machine, Stationary, Medical supplies, Washroom Facility, Interior décor, Plants, Wall mountings, Housekeeping supplies etc.

### **2. When Collection Centre will be granted?**

All interested candidates are requested to submit the online application forms for specified cities, by the mentioned deadline. Candidates will be invited for initial interviews after preliminary screening of application pool. Collection Center will be granted by Alnoor's Board of Directors in a second round of interviews. You will be intimated about final decision, through email, within 15 working days after second interview. You can also send us an application for places other than the specified locations. Your application will be saved in our record and will be kept confidential. Such applications will be called upon once Alnoor management decides to open a centre there.

### **3. Who has the final authority to choose franchisee?**

The decision to grant a CC is not an individual's decision. We have a board of directors to finalized this. 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 following the above details. Further to this, currently there is a refundable security fee of Rs. 300,000/-. There is not currently franchise fee or goodwill fees etc at the moment. But this policy can vary with the passage of time.

**5. What is the site selection criterion?**

An area of minimum 600 sq. ft with front of minimum 20 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 parties. You are requested not to hold or purchase any site based on your feasibility report submission or interview etc unless the agreement is signed.

**7. What is the human resource requirement?**

Minimum three phlebotomists, one marketing officer, two security guards and two housekeeping attendants are required to cover both shifts i.e. from 7:30 Am to 11:00 PM. Minimum qualification is intermediate with diploma holder for phlebotomists. The franchisee has to recruit phlebotomists and send to Alnoor Diagnostic Centre 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 guidelines of Alnoor Marketing team. The marketing officer will also receive training from Alnoor Diagnostic Centre.

**8. What is the Profit/Percentage of franchisee?**

An adequate percentage of monthly sales are offered to franchisee in lieu of providing service on Alnoor's behalf. This percentage is confidentially told to only selected candidates. It varies from location to location and case to case, but is sufficient enough that a CC's running cost is covered within 2 years 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
- Basic utilities
- Salaries
- Shop rent

Samples Transportation costs (The samples will be transported to Alnoor Diagnostic Centre on franchisee's expense) ANDC will only provide its brand name (Alnoor Diagnostic Centre), 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. Alnoor Diagnostic Centre will not share any deficits in this regard.

#### **11. Who will promote the CC?**

The collection centre will be promoted by franchisee under strict supervision of Marketing Department of ANDC. ANDC 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
- Front board
- Pole signs
- Direction signs
- Brochures
- Cable adds etc



**12. Feasibility Report Guidelines:**

The interested candidates are encouraged to submit the respective feasibility report at [info@alnoordiagnostic.com](mailto:info@alnoordiagnostic.com) as per following guidelines;

**1. CANDIDATE/FIRM’S INTRODUCTION:**

**2. CITY/AREA INTRODUCTION**

Population size, drainage area, map, community life style etc.

**3. HOSPITALS DATA**

No. of Hospitals, Tertiary Care, Primary Care, Govt, Pvt, Poly Clinic, Clinics with names

**4. DOCTOR’S DATA:**

Dr. Name, Qualification, Specialty, Address

**5. NUMBER OF GP’S:**

**6. NUMBER OF SURGEONS:**

**7. EXPECTED MONTHLY REVENUE OF ALNOOR LAB COLLECTION CENTER**

Description	Month 1-3	Month 4-6	Month 7-9	Month 10-12
Average No. of daily Patients	2	3	4	7
Average Daily Revenue	3,000-/-	4,500-/-	6,000-/-	10,500-/-
<b>Average Monthly Revenue</b>	<b>90,000-/-</b>	<b>135,000-/-</b>	<b>180,000-/-</b>	<b>315,000-/-</b>



## **8. COMPETITOR'S ANALYSIS:**

<b>SR. NO</b>	<b>Description</b>	<b>Estimated Monthly Revenue (PKR)</b>
1	Agha Khan Lab	350,000
2	SKMCH Lab	150,000
3	Hameed Latif Lab	200,000
4		

## **9. SUGGESTED CC LAUNCH ACTIVITIES**

In case of any further query, please feel free to contact Marketing Department Alnoor Diagnostic Centre Shadman Lahore.

UAN: 042 111 939 939. Email: [info@alnoordiagnostic.com](mailto:info@alnoordiagnostic.com) Web: [www.alnoordiagnostic.com](http://www.alnoordiagnostic.com).