



Hospital veterinário do Baixo Alentejo

Animália



"por Alentejo"

Agência de Desenvolvimento
Regional do Alentejo, S.A.

DRAL

COMEÇAR

GABINETES DE APOIO AO EMPREENDEDORISMO



UNIÃO EUROPEIA

FUNDO SOCIAL EUROPEU



BANCO ESPÍRITO SANTO



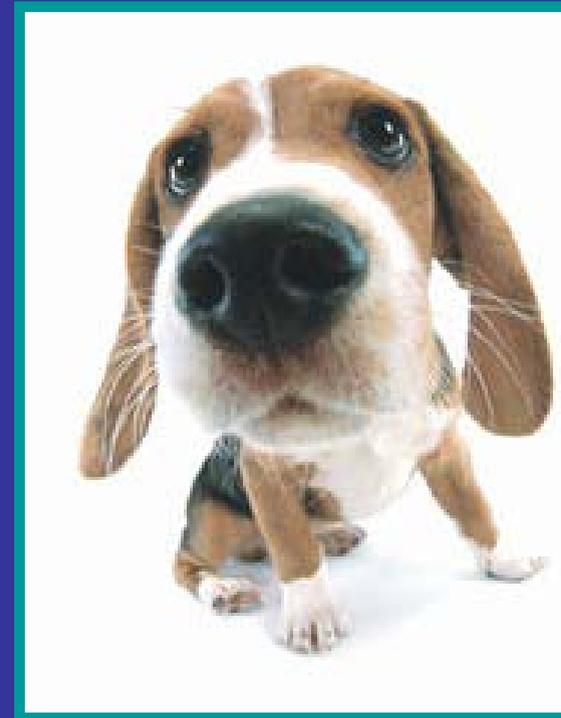
Summary

High quality veterinary services

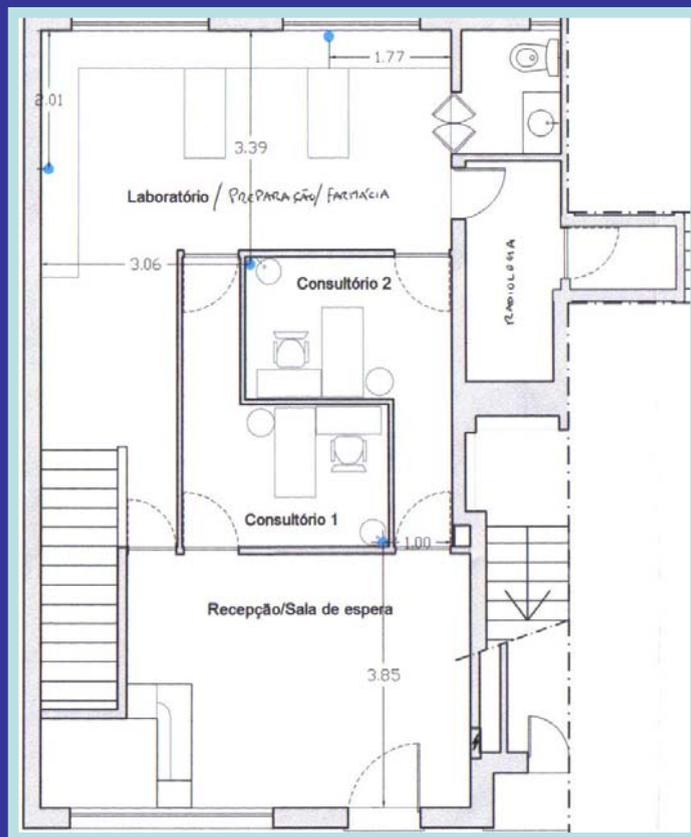
Exclusively companion animals

Reference clinic (“Problem Solver”)

Offer of services previously unavailable



“Animal health and welfare”



Ground floor



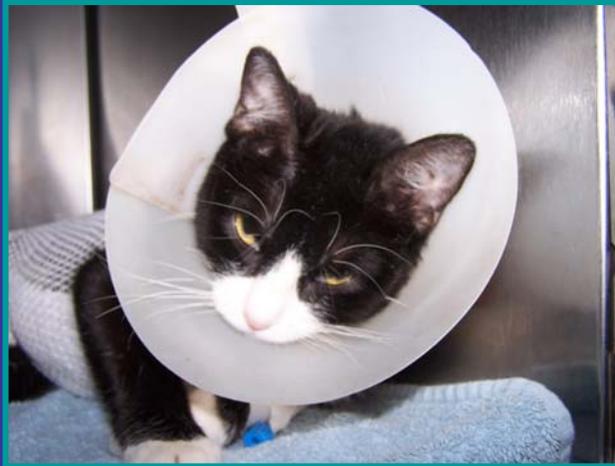
Basement

Hospital veterinário do Baixo Alentejo

Animália



Ground floor



Basement



Entrepreneurs

Isa Calado

26 years

Internship H.V.P.

**Brief professional
experience**



André Cláudio

28 years

Internship H.V.P.

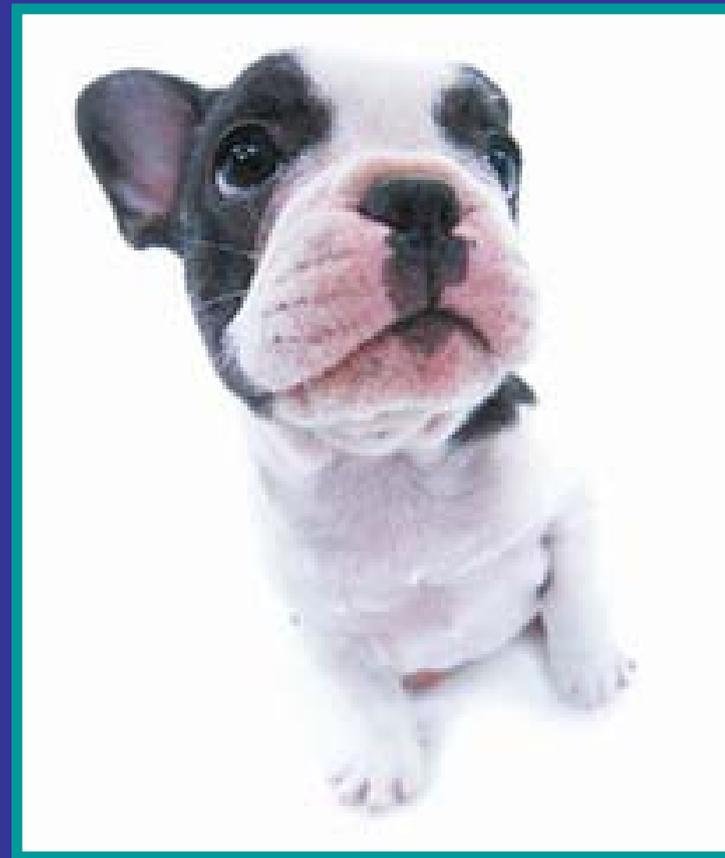
**Brief professional
experience**

**High motivation
Innovative ideas**



Market

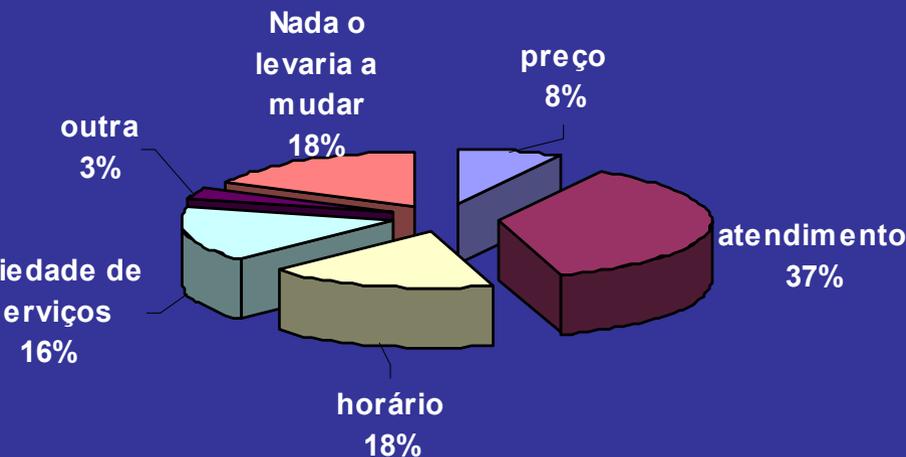
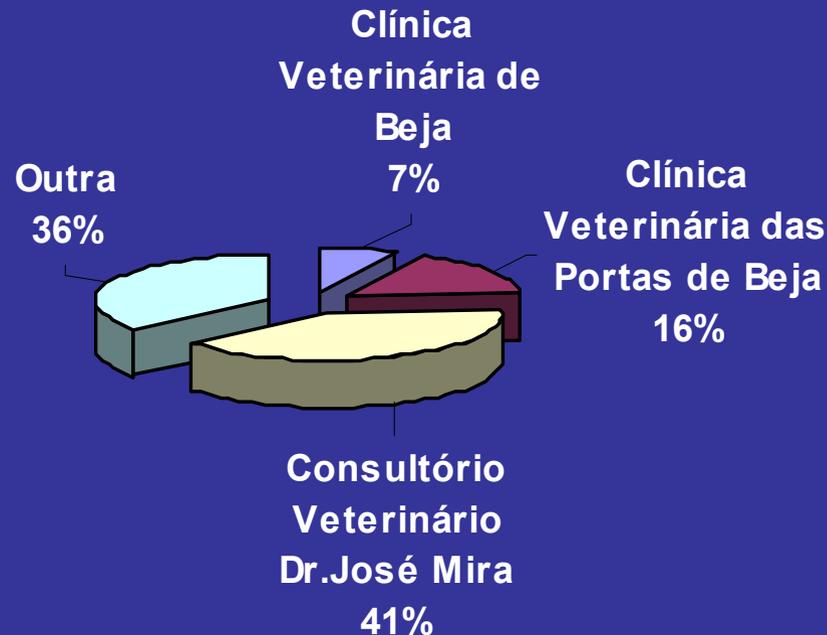
- District population holding companion animals
- 10 000 dogs estimated
- Growing market
- Aim: Reference Hospital in the Baixo Alentejo





Competition

3 Veterinary clinics



Competition weak points

- Personalized attendance
- Opening hours
- Variety of services



Strength

- Innovative ideas and concepts
- High motivation
- Exclusive dedication
- Youth

Weaknesses

- Slightly higher prices
- No professional image established
- New in the market (less experience)

Opportunities

- Unexplored services
- Growing market
- Growing concern with animal welfare

Threats

- 3 direct competitors
- Competitors reaction to our entrance in the market



Investment



- Adaptation/ remodelling work 6.230
- Basic equipment 42.108
- Tools and instruments 2.486
- Administrative equipment 6.789
- Constitution expenses 430
- Studies and projects 750

Total Investment – 58.795 €



Financial Support

FAIA – Fundo de apoio ao investimento no Alentejo



Total Investment	58.795 €
Eligible Investment	58.365 €
Total Support	52.528 €
Private Equity	6.267 €



Support

COMEÇAR

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Agência de Desenvolvimento
Regional do Alentejo, S.A.

ADRAL



Results (estimated)

	Year 1	Year 2	Year 3	Year 4	Year 5
Income	65.587	86.159	99.345	109.339	117.065
Costs	62.116	75.848	81.254	84.234	90.171
Taxes	930	2811	4.949	6.710	7.365
Net results	2.452	7.410	13.047	17.690	19.416

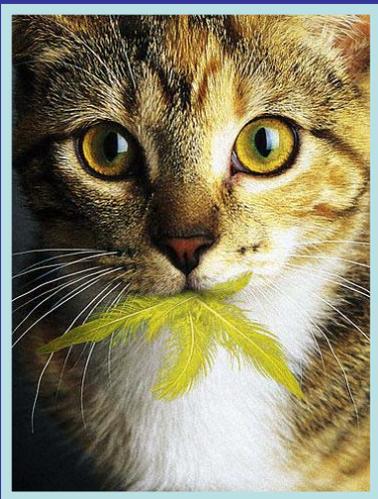


Results 2005

	2005 Estimated	2005 Effective	Deviation	2005 Monthly estimated	2005 Monthly effective
Income	65.587	40.174	-25.412	6.558	6.695
Costs	62.116	45.323	-16.792	6.211	7.553
Taxes	930	0	-930	93	0
Net results	2.452	- 5.148	-7.600		



Results (estimated)



Taxa Interna de Rentabilidade integrada \longrightarrow **23,9%**

Payback \longrightarrow **3 years, 10 month**



- **Advertising**

- ✓ Newsletter
- ✓ Reception area/Building
- ✓ In the exam room

Marketing Strategy

- **Thematic seasonal topics – increase profitability**

- **Innovative services**

- ✓ Emergency 24 hours
- ✓ I.C.U
- ✓ High quality anesthesia
- ✓ Full equipped lab
- ✓ Electrocardiography
- ✓ ...





Marketing Strategy

- Communication policy
 - Logo
 - Website
 - Flyers (opening)
 - Frequent, personal mailing
 - Corporate image





Community service

- Medical and consulting support to the local animal shelter
- Creation of an animal adoption center in our facilities
- Consulting service with the Beja local administration in public health campaigns
- Educational work with pre school children



Thank you

