**ASSIGNMENT 5: VALIDATION CONCLUSIONS**

The objective of this Assignment is to summarize your findings from your Validation process based on Assignments 2, 3, & 4. This worksheet will help you summarize information needed for:

BUSINESS PLAN – ADDENDUM section

1. Competitor Analysis Conclusions

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| Name of direct competitor per segment:  Active Edge chiropractic in Canmore.  Family Chiropractic & Massage Services Office - Banff  Products/services offered per segment:  SMT, MOBs, STT, ART, Acupuncture, Graston, rehab exercise programs  Rehabilitation programs for the community recreation centers, for individuals with disabilities.  Competitors’ pricing per segment:  90$ - initial visit  50$ - subsequent visit  Your Competitive Advantage/s:  Individualized treatment plans, with a focus on functional movement that matters to the patient.  Your UVP:  Black Birch Chiropractic empowers young active individuals to participate in the maintenance of their own health by working one on one with patients to create a plan of care that is tailored for individual successes in pain reduction, health and wellness. |

1. Validation Interview Conclusions

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| Number of interviews conducted:  3  Top 3 Problems per segment:  Chiropractic Clinic offering diversified adjustments, soft tissue therapy, graston technique, acupuncture and nutritional counselling.  Top 3 problems:   1. Quality 2. Value 3. Options   Top 3 Solutions per segment:   1. Provide quality chiropractic care, with affordable prices 2. Build strong relationships with patients   Offer a variety of services to tailor individual  Price range per segment: |

1. Location Analysis Conclusions

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| Will you rent a room, lease space or buy a location?  Become an associate at a pre-existing clinic, and slowly buy into the clinic as time moves on.  What area will you start your business in?  Banff  Does the location support the following:  Customer Segment 1 – yes  Customer Segment 2 – yes  Other possible segments:  Other possible customer segments include individuals in the hospitality industry, as there are multiple prestigious hotels in the area. Working in hospitality, for example as servers, bellmen, and hotel administration, attracts a certain personality type, that is outgoing, energetic, and motivated to be represent their brand in the best way. Many hospitality jobs are quite physically demanding, and as such, this would be another amazing segment to work with.  What are your discoveries about the following: **PLEASE SEE ASSIGNMANT #4**  Demographics: young transient work force  Traffic Flow:  Parking:  Zoning  Taxes  Insurance  Lease clauses if applicable  Price range per month/year of the proposed location:  $1,200 /month for the location – again, helping to pay for the pre-owned business overhead costs. |