

Opportunity for **DIAGNOSTIC FRANCHISE**

www.cepathealthcare.com

BEST



Cepat Healthcare Lab is a growing network of laboratories. As part of our commitment to improve patient satisfaction we are offering franchise in the following

FRANCHISEE GUIDE BOOK



FRANCHISE



MARKETING



REPORT



QUALITY

Toll Free : 1800-4255-884



"Franchising"

OUR VISION

"Cepat Healthcare Lab aim is at dedicating ourselves to human care through excellence in diagnostic services and improving health standards through preventive care."

OUR MISSION

To be the No. 1 provider of diagnostic services in India.

To bring world class patient care services to India.

Be the best in delivering diagnostic services supported by comprehensive research and thorough education.

Be an active partner in local community initiatives and contribute to its well-being and development.



COMPANY PROFILE

Cepat Healthcare Lab is the country's premier full-service diagnostic center with laboratory, providing expertise in imaging and digital pathology services. Our integrated diagnostic services help doctors personalize patient care to optimally treat disease and maintain health and wellness. We are committed to providing only the highest level of testing quality and service and working with you to provide unique solutions to your most challenging needs.

A highly skilled team of medical professionals including physicians, scientists, medical technologists, medical technicians, lab assistants, biologists, chemists, microbiologists, geneticists, and other specialists work collaboratively. The department receives specimens for testing from patients and collection centers and is a reference laboratory for other clinics and hospitals both nationally and internationally.

Cepat Healthcare Lab mission is to support the local delivery of laboratory services through the provision of exceptional reference laboratory services and by providing support services that facilitate and augment community integration efforts. We ensure Quality control programs that exceed industry guidelines for every patient sample. Proactive internal quality control team consisting of pathologists and laboratory personnel ensuring consistency and accuracy of specimen processing and diagnosis. Our staff recognizes that specimens are patients, not just accession numbers in our lab. They are dedicated to combining the newest technologies, expertise, and quality in every sample they process.

FRANCHISE

Our business sector is that of a diagnostic laboratory conducting super-specialized tests. In our country wherein such tests are neither available nor affordable, every headquarter can have a franchisee. Though laboratories run by technologists and pathologists are available in every part of the country, but when it comes to specialized investigations, which require huge investments and expertise, they are depending on a centralized laboratory offering such services. This hub and spoke model allows volume generation. The franchising concept promotes the reach to every nook and corner of the country. Volumes dominate in every business and more so in diagnostic business.

Cepat Healthcare Lab provides top end quality services to its customers and has internationally accepted external and internal quality assurance programs in place. Cepat Healthcare Lab is always interested in partnering with like minded entrepreneurs and business groups for mutual growth.

RESPONSIBILITIES OF FRANCHISEE

To provide requisite information to the customer, understand the assignments, register the job and maintain custody of samples till dispatch to Laboratory.

To bill and collect on behalf of CEPAT HEALTHCARE LAB

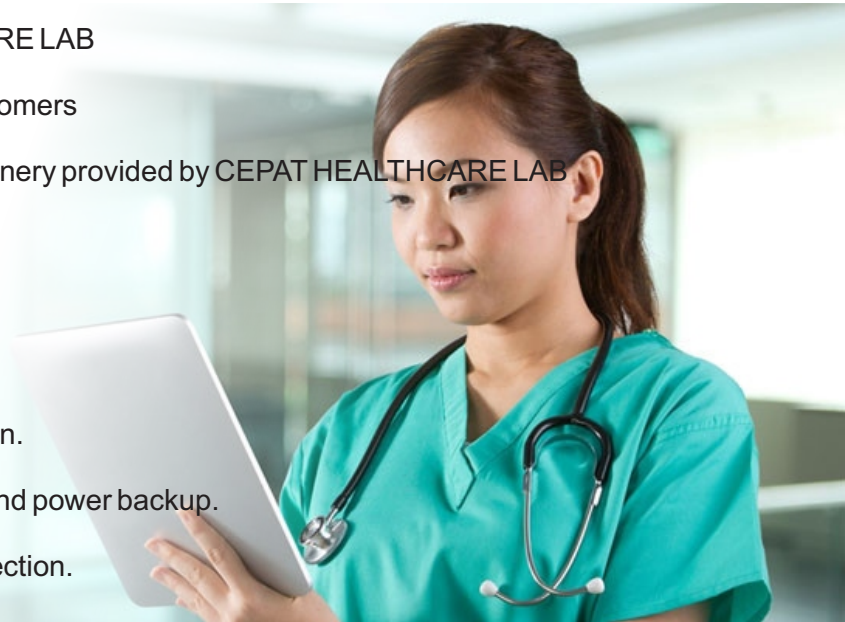
To maintain integrity of samples submitted by customers

To maintain safe custody of test reports, and stationery provided by CEPAT HEALTHCARE LAB

To make e-enabled reports

PREREQUISITE FOR FRANCHISE

1. Area Required: Approximately 300 -400 Sq. ft
2. Qualified at least 2 qualified laboratory technician.
3. Broadband internet connection with computer and power backup.
4. Services to be offered by franchise: sample collection.



Requirements for getting selected as a Cepat Healthcare Lab Franchisee

- Area requirement: 300sqft – 400 sqft (Depending on corporate area)
- Authorized franchise Fee Rs. 50,000/- demand draft in favor of **CEPAT HEALTHCARE LAB**, Payable at Chennai.
- Minimum Investment of over INR 3,00,000/-Rs **CEPAT HEALTHCARE LAB**, Payable at Chennai.
- Cepat Healthcare Lab would not be refund the fees of franchise and investment.

What the company will offer:

Apart from an opportunity to market the company's entire test menu consisting of super-specialized tests, the company also offers systems, logistics, promotional and marketing support. Regular training programmes are conducted by the company for training the franchisee and his/her staff on the various operational issues and updates. However it is not easy to calculate the returns since the investment is too low. On an average, if one invests 1 lakh rupees and works hard for a year, he will be have a good profit. However, this largely depends on the management skills of the entrepreneur.

CEPAT SUPPORT TO FRANCHISEES

Initial training and retraining to the franchisee representative

Sample pick up through courier

Report delivery - through courier / web

Technical support through consultation from Central Laboratory and or meeting with customer in special and deserving circumstances

Supply of packing materials for sample transmission from CEPAT

Technical and Lab Management guidance from CEPAT

Brand Building by CEPAT

Training support from CEPAT

GENERAL TERMS OF THE AGREEMENT

To work exclusively for CEPAT testing and analytical services

Responsible for collection of samples and payment from customers

To maintain necessary records

To maintain absolute confidentiality

Not to misuse brand image & name of CEPAT and its Test Reports

To maintain good customer relationship

To maintain integrity

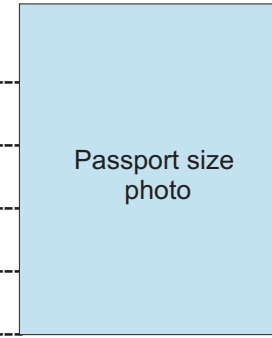
To adhere to all state and central laws as may be applicable

To adhere to the systems, rules, procedures of CEPAT franchise operations



FRANCHISEE APPLICATION FORM

1. Name : _____
2. Age : _____
3. Address : _____
4. Telephone & Fax : _____
5. E-mail : _____
6. Academic qualifications : _____
7. Experience ** : _____
8. Computer knowledge : _____
9. Status : Unemployed Employed Business Consultant
10. Type of business : _____
11. Associates, if any : _____
12. Voter ID No. : _____
13. Aadhaar ID No.. : _____
14. PAN : _____
15. Do you propose to run the franchisee yourself or
employ your representative? : Self Rep.
16. Do you have a computer with internet connection? : Yes No
17. Do you have 300 - 400 sq.ft. office space in a prime location? : Yes No
18. Are you ready to provide necessary infrastructure
(office space, equipment, furniture) detailed in "Features
of franchisee setup" page. : Yes No
19. In case of choice of locations, please name your location
preference in order of priority :



DECLARATION

I certify that the information stated above is true to the best of my knowledge. I am agreeable to abide by the CEPAT HEALTHCARE LAB. rules, procedures and systems governing the franchisee operations and also agreeable for entering into a formal agreement, if selected.

Place :

Signature :

Date :

Name :

* Please return duly filled in form along with necessary details

** Enclose a detailed note separately