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Maroof International

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[FINAL PROJECT]

Mahroof International hospital is the state of the art hospital within the premises of the capital city of Islamic REPUBLIC OF PAKISTAN. The Owner of the Mahroof international decided to come up with the concept of the boutique hospital

DEDICATION

First of all we would like to thanks Almighty Allah for giving us courage to do this project with zeal and enthusiasm. We dedicate this project to our parents who have always been an integral part of our success and supported us in every walk of life. And we obviously dedicate this work to Bahria University Islamabad, all the members of faculty who did their best efforts and supported us in our academics, we would like to pay a profound gratitude to a very respectful personality and our project supervisor **SIR. SHAHID M. HAQ** who supported us and guided us to complete this project.

May Allah guide us to follow his path and help us to achieve the Hallmarks of success in our life (Ameen)

ACKNOWLEDGEMENT

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We would like to express our special gratitude and thanks to Maroof International for giving us such attention and time.

Our thanks and appreciations also go to our colleague in developing the project and people who have willingly helped us out with their abilities.

EXECUTIVE SUMMARY:

Mahroof International hospital is the state of the art hospital within the premises of the capital city of Islamic REPUBLIC OF PAKISTAN. The Owner of the Mahroof international decided to come up with the concept of the boutique hospital, When he had to wait in long line to get doctors to diagnose his mother. Chaudhry Naseer felt the need that there should be a hospital which should target all the time constrained people who have good spending power. This idea was not put in to the physical shape until the earthquake of 2005, which has crippled the life of people and causing thousands of causalities in Khyber Pakhtunkhwa. After the earthquake he presented the building as a relief camp for the victims of the earthquake out of generosity. This building today is known as Mahroof international hospital. After conducting this activity the teams at Maroof international had the experience which they needed to start a hospital, which was dreamed by the him once. The management at Maroof International had good experience in the construction business. As soon as the management started its functioning it starting facing problems which were totally new to them because they were never able to understand the concept of the "BOUTIQUE HOSPITAL".

This hospital started its formal operations in 2010 with 200 bed rooms and state of the art operation theaters and equipment but ever since the commerce of its operations, Maroof international was never able to perform to its optimal capacity and it was not able to even reach the breakeven points. There were multiple issues that were inferring with the ability of the management to make the organization more profitable. First of all the location which was selected for the hospital was once meant for a shopping center it was exposed to the business hub of F 10 and there was buzzing sound of cars all day longs and the interior design of the building was totally not the one to support the proper functioning of the hospital as there were multiple stories which was interfering with the free moment of the patients. Further the location was so congested that it was even hard for the emergency vehicles to move freely near the hospital. The services cape of the hospital is more of a shopping plaza than a hospital.

Another difficulty Maroof is facing is that the doctors working in Maroof International Hospital management haves not completely embraced the concept of boutique hospital. The doctor working in the hospital are experienced doctors in the respective fields but they are carrying the patient care experience they had in their previous Institutions.

The major problem however with the Maroof International was that the marketing plan of the organization was totally out dated. The management of the organization has never paid serious attention toward the promotion of the organization and the concept of the Boutique hospital was one totally alien for the people and they were unwilling to invest in the organization because they don't understand the benefits Maroof International was offering for their money.

We conducted a survey about their popularity which revealed eyes opening results most of the people didn't ever saw their advertisement or promotion. Most of the people came to know through word of mouth and that to from dissatisfied customers. For a boutique hospital this kind of result was way below par. Most of the top brands or organization do their promotion through road hoarding or TV, both of them were not used by Maroof.

All these problems were contributing to their below par occupancy rate. Word of mouth was that they have inexperienced doctors and quality was not equal to the price they were charging. This over charging and service not like a boutique hospital caused people to think that they it was an overpriced normal hospital. In fact it was a boutique hospital charging normal price but bad management and marketing was hampering them.

4 month of research and surveys we have conducted in Islamabad and throughout the Maroof International hospital. We have spotted the discrepancies and errors in the managerial practices and marketing policy of the organization. To overcome these problems we developed comprehensive recommendations in the final chapter which can help them to overcome the main problem of occupancy rate and becoming and financially viable hospital

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