

MARKET FEASIBILITY OF AN UPCOMING HOSPITAL - AJMER, RAJASTHAN

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ABSTRACT

Today in India 80% of hospitals are owned by private sector whereas remaining 20% by Government sector. Indian Government spends 4.2% of its GDP on Health. Doctors per 1000 population (0.47 per 1000) as well as Hospitals beds per 1000 population (0.9 per 1000) is less than that of WHO recommendation (3.3 per 1000). The purpose of the study is to analyse whether the existing Market of Healthcare Sector is feasible for setting an upcoming 120 bedded Hospital in Ajmer, Rajasthan & to assess the Business Potential for the venture for the same. Also to suggest best possible Healthcare Service Model in order to achieve win-win situation for everyone as well as to find out Ajmer's population trends and demographics as well as health care access and health care quality. The Ajmer district has more Hospital Bed: Population ratio out of which more than 75% of beds are for primary care only. Therefore there is a wide scope to come up with Multispecialty Hospital for secondary as well as for Tertiary Healthcare needs. The hospital has a huge potential for Cardiac, Ortho, and Oncology at present because presently other Healthcare service providers are catering only for OBGY, Medicine and Eye in Ajmer, Rajasthan. Since Rajasthan is famous for tourism through this project we could be able to position Rajasthan on the world map as not only hot spot for tourism but also for medical tourism.

KEYWORDS: Market Feasibility, Business Model, Upcoming Hospital, Patient Care