II. EXECUTIVE SUMMARY

In CALMTOWN REHAB Psychologic Counseling Center, our distinguished guests will enjoy up to date and modern medical and psychiatric treatment that will help to their mental and physical health without the stress and oppression of the daily life. Our facility's peaceful atmosphere and nature will help our guests to have fun and to get well at the same time. We, as CALMTOWN REHAB. is a company that serves in the health service areas. With our stuff each one is expert in his/her field psychiatrists and psychologists, consultants and nurses, we try to help people who have mental disorders and substance abuse in the best manner. Rehabilitation service is provided inside the facility. Patients can go outside with their consultants. CALMTOWN REHAB. uses many methods for patients. The Facility is in Çamlıdere Ankara. The facility is on 2 acres of green land, in an area far from the city. Restored mansion with 5 main halls, 1 basement, 150 rooms with 300 beds. 2 kitchens. The facility is legally established with the permission of the Ministry of Health of The Republic of Turkey. The total number of the employees is 200. 30 doctors, 20 psychologists, 30 consultants, 100 hosts for patients, 5 kitchen staff, 5 security staff, 5 cleaning staff, 5 information, and public relations personnel. Medicines and legal drugs are stored inside the facility under the control of the consultants and security staff. Our rehab center is controlled and run by the three stockholders who are the CEO, COO and the CFO of the company. Our company structure can be counted as a combination of a divisional and functional structure it is kind of a flat organization in which there is no too much vertical differentiation. Because of CEO, COO and CFO are founders and the stockholders of the company, they have the same rank in theory and practice

Our company is not profitable in the first year because of the huge amount of expenses, however; it will start to profit during the second year. CALMTOWN REHAB will start to profit after the first two months of the second year because the company will start to profit with 100,000 TL in the third month of the second year.

III. GENERAL COMPANY DESCRIPTION

In CALMTOWN REHAB Psychologic Counseling Center, our distinguished guests will enjoy up to date and modern medical and psychiatric treatment that will help to their mental and physical health without the stress and oppression of the daily life. Our facility's peaceful atmosphere and nature will help our guests to have fun and to get well at the same time.

For mental health and substance abuse;

There is always hope and another way to go about your life. Let CALMTOWN REHAB help you get back on the right path, with support from some of the most effective counseling and treatment programs in Ankara. You are not alone. We have helped hundreds of people like you start over and amend their relationship with themselves, their families, and their friends.

Addiction can have a crippling effect on you and those around you and can lead to health problems and behavioral disorders. But there's always hope and there is always light, even in the darkest of hours. CALMTOWN REHAB can help you overcome your problem. Get your life back on the right path - and, with our ongoing support, stay on that path for good.

SUPPORT US:

We rely on your support to deeply help the people we treat at our center. Major funding for CALMTOWN REHAB comes from personal grants and contributions from supporters like you. We can assure you that your help will be appreciated and will make a major difference in our patients' lives.

MISSION:

We, as CALMTOWN REHAB. is a company that serves in the health service areas. With our stuff each one is expert in his/her field psychiatrists and psychologists, consultants and nurses, we try to help people who have mental disorders and, substance abuse in the best manner.

Unfortunately, our industry is not a growth industry, but we do our best to be profitable for our shareholders.

In a long term we will maximize the usage of technology so that our company’s success and reliability will be also maximized.

Our strengths are our fully equipped and modern facility that includes a pool with a little fountain, even a little forest inside of it and a peaceful environment near the capital city of Turkey.

Our opportunities, there are lots of sufferers from substance abuse and mental diseases but unfortunately, we as the public do not give them the necessary attention, moreover, we judge them. CALMTOWN REHAB guarantee that our guests will be fully satisfied after the end of the treatment.

IV. TREATMENT SERVICES

What We Provide,

- **REHABILITATION GROUPS (Responsible Care):** Rehabilitation groups which provided by expert consultants. Our groups are approximately 10 to 15 people, during these sessions, integration and socialization among our patients will be reached. Also, Meetings are organized within the framework of our rehabilitation program in order to inform our guests about self-help groups.

- **DETOXIFICATION (Confidential and Comprehensive):** Provided by doctors who have a specialization in drugs. Also, detox teas and juices included in our facility's canteen.

- **SPECIAL TREATMENT:** In very unusual and exceptional situations we provide a special treatment includes 1 to 1 care of our expert doctors and psychiatrists.

- **PSYCHOTHERAPY:** With our up to date technologies, using radio waves and infrared waves machines, psychotherapy is not a hard operation anymore.

- **PHARMACOTHERAPY:** 24 hours open medical service which provided by special doctors. We aim to minimize the side effects of the medicines with our pharmacologists.

- **PHYSICAL TREATMENT:** In our center, physical therapies such as electrotherapy and ultrasound are applied by physiotherapists especially for the physical problems that arise during the deprivation period. Individualized physical therapy programs are prepared for muscle weakness and balance disorders during addiction.

- **SPORTS THERAPY:** Our rehabilitation program aims for the participation of our guests in different sports activities on a regular basis. Enriched with forest walks,

cycling, fitness, TRX, pilates, yoga, our sports program includes billiards, foosball (table football), table tennis, basketball, volleyball, water polo activities alternately.

- **FAMILY CONSULTING:** Our rehabilitation program aims to involve the families in the treatment and rehabilitation processes. At regular intervals (each Friday 10am-5pm), family education meetings, interactive family group therapies and individual interviews ensure that families become more equipped about addiction or diseases.

- **PERFORMANCE EVALUATION:** In our center, the participation of our guests in the treatment and rehabilitation programs is regularly monitored and scored. Weekly evaluation is analyzed together with the person, feedback is given by consultants and motivational interviews are conducted to improve performance. Patients who perform within a certain range of points are rewarded.

V. OPERATIONAL PLAN

CALMTOWN REHAB. enables people who have a mental, physical and substance abuse problem to be improved and reintegrated to life with specialist psychologists, doctors and consultants. CALMTOWN REHAB. rehabilitation facility is located in Ankara Çamlıdere, in total 2 acres of woodland with a pool with fountain. Facility has its own animal population included squirrels, cats and dogs for the patients. The employees are experts in their fields, professionals and have a license to work in CALMTOWN REHAB. These licenses have been given to the workers from CALMTOWN REHAB. after a certain test score. The test is prepared by our company and the applicants who want to work in CALMTOWN REHAB. should take this test, test should be taken during the employment procedure. Rehabilitation facility contains clinics for each mentally, physically and substance abused patients. Daily process is starting with physical activities and healthy breakfast. After morning activity, all patients are attending sessions with their psychologists and consultants for their mental progress, in the evening patients attend to visual rehabilitation session in cinema hall. Every weekend all patients are attending art sessions in performance hall of the facility. After art sessions their personal doctors check patients and give report to consultants. Each patient stays in a room which designed for their unique interests. Rooms can be changed depending on the patient's mental situation. Facility contains a food hall and patient eat their food at the food hall during the day. CALMTOWN REHAB. is not only a company that seeks profit but also give importance to social issues, and according to these issues, we have a quota that will aid and help to the patients with limited finances without seeking no profit.

Services:

Rehabilitation service is provided inside the facility. Patients can go outside with their consultants. CALMTOWN REHAB. uses many methods for patients.

- Rehabilitation groups which provided by expert consultants. Costs 150 TL per hour.

- 24 hours open medical service which provided by special doctors. Costs 3500 TL per month.
- Detoxification provided by doctors who have a specialization about drugs. Costs 3500 TL per month.
- Food and basic needs provided by hosts and kitchen staff. Costs 3500 TL per month.
- Art and visual sessions provided by consultants. Costs 7500 TL per month.
- The security is provided by security staff of the facility. Costs 2500 TL per month.
- Daily cleaning service is provided by cleaning staff of the facility. Costs 1500 TL per month.

Location:

The Facility is in Çamlıdere Ankara. The facility is on 2 acres of green land, in an area far from the city. Restored mansion with 5 main halls, 1 basement, 150 rooms with 300 beds. 2 kitchens.

Access to The Facility:

The facility is far from the city center and local villages. Facility has one bus stop in front of the facility entrance. Facility has own transportation service. Transportation service is available for 24 hours.

Facility has a car park with 50 capacity outside of the main area.

Construction:

- The facility was an old big mansion. Costs 250.000 TL for restoration.
- The car park has built after restoration. Costs 10.000 TL.
- The Mansion has been rented from Turkish government for 50 years. Costs 400.000 TL (8000TL for year).

- Pool with a little fountain. Costs 50.000TL.

LEGAL ENVIRONMENT

- The facility is legally established with the permission of the Ministry of Health of The Republic of Turkey.
- Patient care and control, patient acceptance and discharge, psychological support, all surgical operations can be performed with the approval of the Ministry of Health.
- The insurance of patients and employees is covered by the state.
- CALMDOWN REHAB. is the trademark since 11/11/2019.

Personnel:

Total number of the employees is 200. 30 doctors, 20 psychologists, 30 consultants, 100 hosts for patients, 5 kitchen staff, 5 security staff, 5 cleaning staff, 5 information and public relations personnel.

Doctors, psychologists and consultants are high skilled and specialized personnel. They are licensed and have a permission to work in CALMTOWN REHAB. directly from Ministry of Health.

Salaries:

- For doctors: 10.000 TL per month
- For psychologists: 150 TL per hour
- For consultants: 7.500 TL per month
- For kitchen, security, cleaning staff: 3.500 TL per month
- For public relations personnel: 3.500 TL per month

Training:

All personnel in CALMTOWN REHAB, must attend 2-week orientation which is prepared by the Ministry of Health. After orientation, they must take a license of patient care which is provided by Ministry of Health.

Schedules can be changed depending on patient's condition doing the rehabilitation process.

Patients health, security and reintegration process is the most important and the only concern of the CALMTOWN REHAB.

Contract workers are not allowed to work in CALMTOWN REHAB.

Inventory:

Medicines and legal drugs are provided by Ministry of Health and SSK depending on number of patients and their conditions during the year. Minimum need of medicine and legal drugs are 3000 unit per year.

Medicines and legal drugs are stored inside the facility under the control of the consultants and security staff.

VI. MARKETING PLAN

MARKETING PLAN

Market Research-Why?

The marketing plan has been done by the owners of the facility. The main reason for the marketing plan is understanding the current condition of the rehabilitation services' effectiveness in Turkey and understanding the competitors. The market research is necessary for understanding the market, identify the target markets and how to reach them, how to use internal data to drive more admissions, what are the best strategies to take when it comes to content development

Market Research-How?

Secondary and primary research methods had been used for market research. For primary research owners of the facilities collect data directly from other rehabilitation facilities. For the secondary research method, the data shared by The Ministry of Health was collected.

The collected data is about patient care, their monthly processes, how many medicines used for rehabilitation sessions, personnel salaries in rehabilitation services, staff and patient management process and competitors' structure.

Economics:

60 percent of the facility is owned by İbrahim Eren as a CFO (20 percent of share), Fuat Zarifoğlu as a CEO (20 percent of share), Berkem Erdemoğlu as a COO (20 percent of share). 10 percent of the share is owned by the Ministry of Health. 30 percent of the shares are offered to the public by the order of owners and the Ministry of Health. The expected changes are technological, governmental, economical changes for further years. Technological and economic changes can affect the facility, but rehabilitation service cannot be established without a human resource, so changes in technology and economy cannot harm the facility’s further operations and existence.

Barriers:

o High capital costs
o High production costs
o High marketing costs
o Consumer acceptance and brand recognition
o Training and skills
o Unique technology and patents

For capital, production, and marketing costs; owners used capital and the government used financial aid. For consumer acceptance and brand recognition; advertisements that were created by the government used. Detailed web-page created by owners used. For training and skills; training programs applied for the staff. For unique technology and patents; the Ministry of Health provides necessary equipment for the facility.

The expected changes are technological, governmental, economical changes for further years. Technological and economic changes can affect the facility, but rehabilitation service cannot be established without a human resource, so changes in technology and economy cannot harm the facility's further operations and existence. For the governmental changes, the cooperation with the Ministry of Health is legalized and secured with contracts.

Service:

The service provided by CALMTOWN REHAB. is unique, efficient and legal. The benefits of the service are, variety of options, easy to apply, expert doctors and consultants, the high capacity area which includes a green area and a pool, clean and relaxing facility. Patients who have mental and physical disabilities can easily reach CALMTOWN REHAB's services. Security, accommodation, and transportation are also other services that CALMTOWN REHAB provides for the patients. Quality and healthy food, visual and inspiring art sessions are created for the patients.
After-sale services are also included. When patients' sessions end, CALMTOWN REHAB is going to contact them each week to learn the patients' condition. For leaving the facility, CALMTOWN REHAB is going to use a transportation service for patients.

If patients and their relatives dissatisfied with the service, CALMTOWN REHAB. is going to pay the total amount of the money which they took from the clients.

Customers:

CALMTOWN REHAB targets customers in the long-range. Age is not important. The main target is people who have mental and physical disabilities.

Competition:

Competitors are other rehabilitation centers both governmental and private. Medical posts, hospitals which have psychological service support. Competitors compete with CALMTOWN REHAB. for customers, medicines, and processes which they used. There are not any indirect competitors.

Niche:

CALMTOWN REHAB. is a worldwide facility to reintegrate people who need help. Find safe and clear solutions for mental and psychical disabilities. In today's world, most people need that kind of service. CALMTOWN REHAB. is providing it in a most secure, professional and human-oriented way.

Strategy:

CALMTOWN REHAB. marketing strategy is differentiated and innovative marketing strategy which focuses on stronger innovative and creative solutions.

Promotional Budget:

Before Startup: 3,000,000 TL

Ongoing: first year received 6,000,000 TL without a profit and loss.

Pricing:

Pricing strategy is focusing on understanding the environmental factors and demand curve. CALMTOWN REHAB. setting prices observing the competitors. Salaries,

session costs, food, cleaning and transportation costs are decided after observing and getting information among the market research.

Quality leadership is the pricing objective. CALMTOWN REHAB. use price to signal high quality to position the product as the quality leader.

Proposed Location:

Location is important for the customer. The facility is a rehabilitation center so it should be in a peaceful area. Therefore, the facility is far from the city in a large green area. The facility designed for the clients. Comfort is the main purpose for the facility.

Distribution Channels:

- Using governmental cooperation
- Public relations channel
- Using e-mail
- Commercials
- Independent representatives

VII. MANAGEMENT AND ORGANIZATION

Our rehab center is controlled and run by the three stockholders who are the CEO, COO and the CFO of the company. At least one them will be in the facility to control and manage the day-to-day basis objectives and goals of the company. It is crucial that at least one of the board of directors must be in the facility because our rehab is not close to the city, so someone must take decisions and responsibility if something goes wrong in the CALMTOWN REHAB. for the patients' safety and well-being. Other than the board of directors, consultants play a big role in the hierarchy of the rehab because they are both advisors to the patients and their guardian in the facility which they analyze the daily reports of the patients. There are not many divisional structures in our rehab, however; the structure of the management is a tall structure because the role of each employee is clearly defined and they cannot step out the line because in the end, the business we are doing is about health service and it is a dead serious responsibility. Finally, our business is not for only money because we have more important priorities than the money and that's one of the reasons why we see ourselves like a civil society organization which is linked and connected with the Ministry of Health.

VIII. PERSONAL FINANCIAL STATEMENT

Financial Statement for Fuat Zarifoglu (CEO)

Assets		Liabilities	
Cash	3,000,000 TL	Notes Payable to Bank	4,000,000 TL
Real Estate	1,000,000 TL	Taxes from Real Estate	2,900,000 TL
Capital Gains	400,000 TL		
Other Income	2,500,000 TL		
Total Assets	6,900,000 TL	Total Liabilities and Net Worth	6,900,000 TL

Financial Statement for Berkem Erdemoglu (COO)

Assets		Liabilities	
Cash	3,000,000 TL	Credit Card Balance	500,000 TL
Property	2,000,000 TL	Unpaid Taxes and Interest	3,000,000 TL
Dividends and Interest	1,000,000 TL	Notes payable to other business	2,500,000 TL
Total Assets	6,000,000 TL	Total liabilities and net worth	6,000,000 TL

Financial Statement for Ibrahim Eren (CFO)

Assets		Liabilities	
Cash	3,000,000 TL	Installment Account	2,000,000 TL
Automobile	500,000 TL	Life Insurance Loans	1,500,000 TL
Notes Receivable	3,500,000 TL	Real Estate Debt	2,000,000 TL
Total Assets	7,000,000 TL	Other liabilities	1,500,000 TL
		Total liabilities and net worth	7,000,000 TL

IX. START-UP EXPENSES AND CAPITALIZATION

We managed to build the CALMTOWN Rehab with a 1 million investment from each of us from our trust funds and we own the %60 percent of the company (%20 each member of our team). Moreover, %10 belongs to the government and %30 percent of the company is opened for public. CALMTOWN Rehab Center has 200 employees besides the 5 drivers. These 200 employees consist of 30 doctors with an average salary of 10,000 TL per month, 20 psychologists with an hourly payment of 150 TL and assumed 5 psychologists per day, 30 consultants with a salary of 7,500 TL per month, 20 people from working staff with a salary of 3,500 TL per month and 5 drivers with a salary of 3,000 TL per month. Also, we have a deal with a catering company that will cost us 10TL for one person in a day and we have a 300 people capacity in the CALMTOWN with 100 patients so our yearly expense for food and beverages will be 1.095 million TL per year. Our rehab center has 5 rental cars which cost us 30,000 TL per each car and year and with an estimated fuel expense our transaction cost will be 270,000 TL. Finally, we are not spending from our capital to purchase inventory and employee training because they are covered by the Ministry of Health.

X. FINANCIAL STATEMENT

Start-Up Expenses

Yearly Costs

Property (rent)	8000 TL, for 50 years
Food and Beverages	1,095,000 TL
Transportation Cost (shuttle service)	270,000 TL
Employee Salaries (doctors, psychologists, hosts, cleaning, kitchen, security staff)	9,093,750 TL
Consultants	2,700,000 TL
Marketing	40,000 TL
Contingencies (%10 of total yearly costs)	1,320,675 TL
Total Yearly Costs	**14,525,425 TL**

One-Time Costs

Leasehold improvements	310,000 TL
Interior designer	50,000 TL
Equipment and Furnitures	460,000 TL
Inventory (drugs and medicine)	none(provided by the Ministry of Health)
Website	1,500 TL
Security Deposit	80,000 TL
Employee Training	none (provided by the Ministry of Health)
Computer Software	30,000 TL
Total One-Time Costs	**931,500 TL**

Total Start-Up Expenses **15,458,425 TL**

XI. FINANCIAL PLAN

12-Month Profit and Loss Projections

Our rehab center has an estimated yearly cost of 14,525,425 TL and an initial cost of 931,000 TL for one time, so our first-year expense is 15,458,425 TL. We estimate that we will have 10 sessions of rehabilitation groups per day which will cost our patients 150 TL which will be approximately 550,000 TL per year. Secondly, we are expecting to have 30 patients per month for medical services by specialized doctors which will end up in 1.26 million TL in one year. Furthermore, we assumed that detoxification in one month will be between 50 to 60 patients so it will be around 2.31 million TL in one year. Thirdly, food and basic needs will be around 210,000 TL in every month which will be 2.52 million in one year. We are not expecting too much art and visual sessions in the first year, however; the fee of art sessions is quite expensive, so we are expecting a revenue of 1 million TL in one year. Moreover, we care about the security a lot and we are expecting at least 40 patients to pay for the fee of security which is 1.2 million in one year and finally, daily cleaning is essential in this facility so we are expecting more than 30 people in a month to pay for the cleaning services which will end up in 720,000 TL in one year. From our estimations, our first year won't be profitable because we will generate little more than 10 million in our first year where our expenses are close to 16 million TL. However, we will start to make profit after year one with the subtraction of the one-time cost and the increase in our revenue.

Four Year Profit Projection

After the estimated loss of 5,458,425 TL in the first year, we are expecting to increase our patient numbers by %50 percent which will generate approximately 1 million TL profit in the second year without the one-time cost. At the year 3, we don't expect a significant increase in the number of patients, but we expect to increase our service fee for %25 percent which leads to 4.5 million profit in the year 3. Finally, at the year 4, we are planning to increase both our fee charges and number of patients in %10 percent to obtain a profit around 7 million TL.

Projected Cash Flow

	Year 1
Cash Inflow	
Beginning Balance	3,000,000 TL
Investments	3,000,000 TL
Capital Loan	6,000,000 TL
Sales	10,000,000 TL
Total Cash Inflow	19,000,000 TL
Cash Outflow	
Fixed costs	2,490,175 TL
Variable costs	12,888,750 TL
Total Cash Outflow	15,378,925 TL
Net Cash Flow	3,621,075 TL
Ending Balance	6,621,075 TL

Opening Day Balance-Sheet

Assets	Liabilities
Current Assets	Current Liabilities

Cash	3,000,000 TL	Accounts Payable	6,000,000 TL
Investments	3,000,000 TL	Wages Payable	9,093,750 TL
Accounts Receivable	10,000,000 TL	Total Liabilities	15,093,750 TL
Total Current Assets	16,000,000 TL		
Fixed Assets		Stockholder's Equity	
Land	400,000 TL	Retained Earnings	1,576,250 TL
Land Improvements	310,000 TL	Common Stock	500,000 TL
Equipment	460,000 TL	Total Stockholder's Equity	2,076,250
Total Fixed Assets	1,170,000 TL		
Total Assets	17,170,000 TL	Total Liabilities and Stockholder's Equity	17,170,000 TL

Break-Even Analysis

Our company is not profitable in the first year because of the huge amount of expenses, however; it will start to profit during the second year. CALMTOWN REHAB will start to profit after the first two months of the second year because the company will start to profit with 100,000 TL in the third month of the second year.

XII. APPENDICES

Include details and studies used in your business plan; for example:

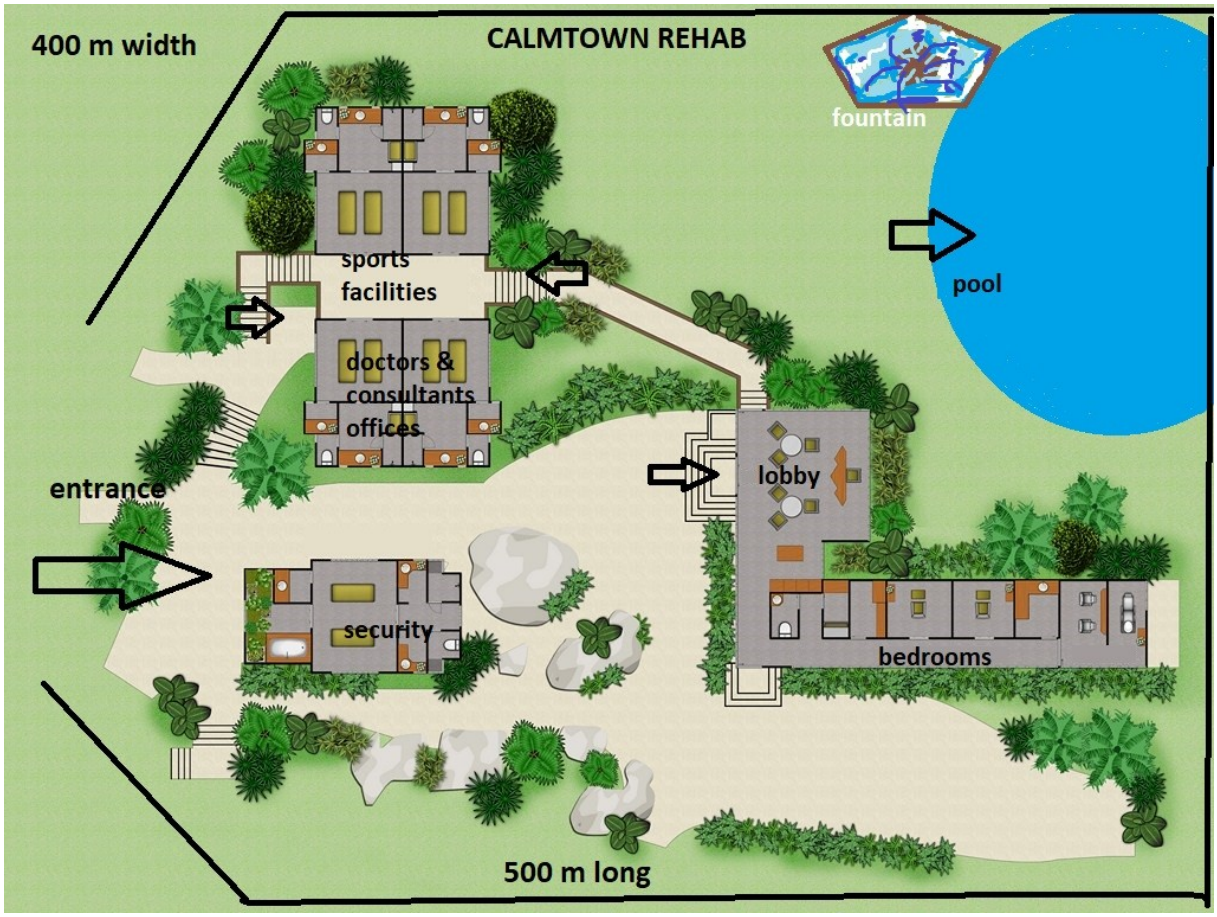
- **Appendix A (Blueprints and plans)**

The Facility of CALMTOWN REHAB Psychologic Counseling Center is in Camlidere, Ankara total 2 acres of woodland (400metres width, 500metres long) with a pool with a little fountain. The facility has its own forest and animal population included dogs, cats, and birds.

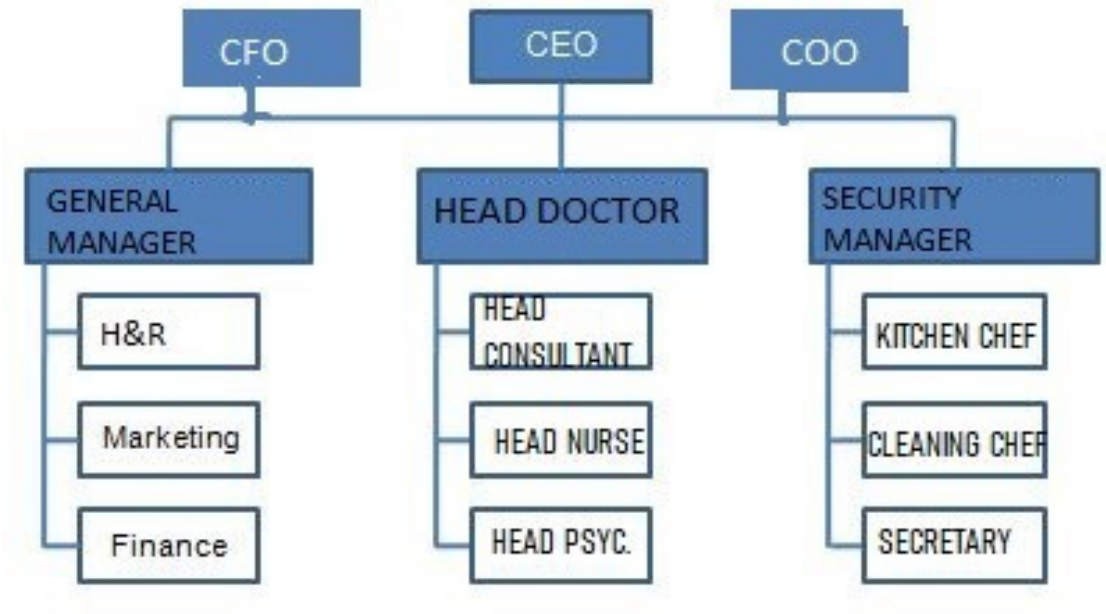
It has 3 different building, first is the main facility which includes a lobby and patients' bedrooms, it is an old mansion was renovated by our company. The second building in the entrance is the security barn, the third one is separated by a hall, the left side is our sports center and the right side is the doctors' and consultants' offices.

- **Appendix B (Organizational Structure)**

Our company structure can be counted as a combination of a divisional and functional structure it is kind of a flat organization in which there is no too much vertical differentiation. Because of CEO, COO and CFO are founders and the shareholders of the company, they have the same rank in theory and practice. We also have 3 different functional managers, the first one is the head doctor who is responsible for all doctors, nurses, and consultants. The second one is the general manager who is responsible for finance, marketing, and H&R policies. The last one is the security manager who helps to run the daily issues like cleaning and security.



SKETCH OF THE CALMTOWN REHAB®.



ORGANIZATIONAL STRUCTURE OF CALMTOWN REHAB®.

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