

# Doctor Link International

DR. JOE FRANCHISE MODEL

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**REINVENT  
MEDICINE  
Without  
Medicine**

# Content



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# Business Model

Dr. JOE(tm) encompasses plethora of products and services with unique business model that integrate scientifically research herbal extraction formula with standard western medical diagnosis. The hybrid system has been revolutionize the health care as we knew it. The system enables customers with chronic disease(s) to be diagnosed in highly accurate manner using state-of-the-art diagnosis methods. Dr. Joe(tm) treatment using only the finest natural herbs from every corner of the world and extracted with the highest standard technology.

## Products

All products are approved by local authority, such as HSA (Health Science Authority), Singapore. 100% natural, effective and devoid of any side effect.

## Services

The services provided by Dr. Joe(tm) franchise are the top-notch quality medical care supported with the up-to-date research. They are the intersection between natural treatment and modern scientific research.

Customers can simply be mesmerised since the first time they step in to our premise with our comprehensive treatment and be impressed by our hospitality and appeal to everyone that concerns about their health.

## Diagnostic

Using the ultra-modern diagnostic tools equipped with all the golden standard of diagnosis methods in modern medicine, Dr. Joe(tm) would furnish every customers for early detection of disease, prevention and even early treatment to their sickness .



# BUSINESS MODEL CANVAS

1.CUSTOMER SEGMENT

2.CUSTOMER  
RELATIONSHIP

3.VALUE PROPOSITION

4.CHANNELS

# REVENUE STREAMS



BUSINESS MODEL CANVAS

# REVENUE STREAMS

## FRANCHISE MODEL



### CUSTOMER SEGMENT

1. WALK-IN PATIENTS
2. AKAFU MEMBERS



### VALUE PROPOSITION

1. Research based
2. Integrated medicine
3. Group of doctors and professionals



### CUSTOMER RELATIONSHIP

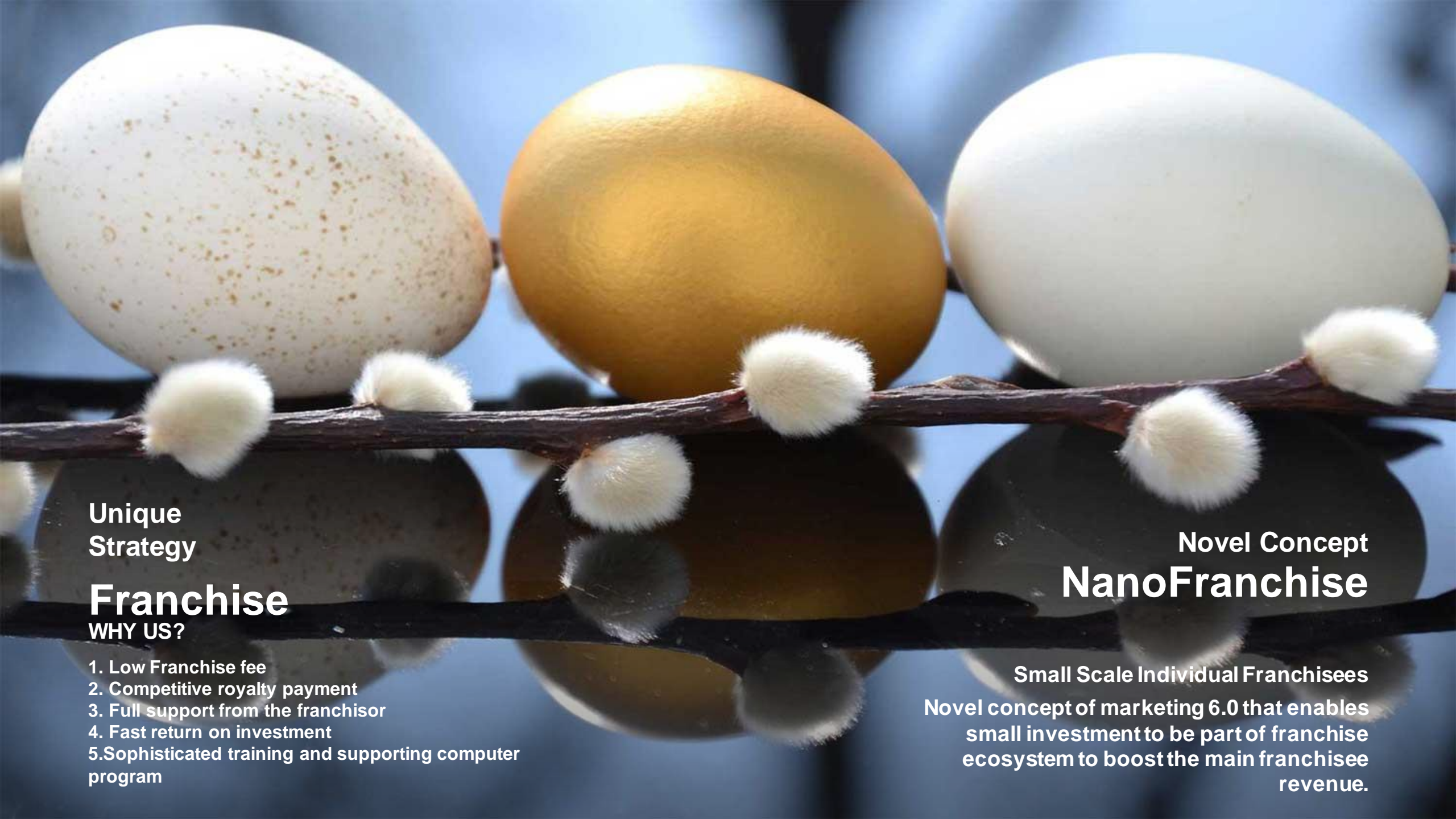
1. Customer Data Base
2. Systematic referral system



### CHANNELS

Franchise Clinic  
Chains

Unique Modern Franchise Model.  
Simultaneously empower every customer to become their own nanofranchise  
stimulating the whole franchise ecosystem through virality spread of words of  
mouth.



**Unique  
Strategy**

## **Franchise**

**WHY US?**

1. Low Franchise fee
2. Competitive royalty payment
3. Full support from the franchisor
4. Fast return on investment
5. Sophisticated training and supporting computer program

**Novel Concept  
NanoFranchise**

**Small Scale Individual Franchisees  
Novel concept of marketing 6.0 that enables  
small investment to be part of franchise  
ecosystem to boost the main franchisee  
revenue.**



# Business Model

## **Cost Structure**

### Franchise

- 1. Key Activities**
- 2. Key Partners**
- 3. Key Resources**



# • COST STRUCTURE



## Key Activities

01

Supply and distribute research-based natural herbs formulation, TCM services, medical diagnosis, other natural treatment methods.



02

## Key Partners

Doctor Link Interantional as the main researchers and manufacturers and AKAFU international as member based customers



## Key Resources

03

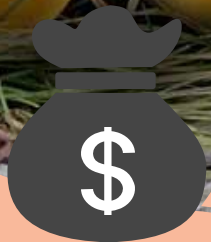
Franchisee owner's investment and technical support from Franchisor.



04

## Branding and marketing

Franchisor and Franchisee will share the common effort to boost up the brand equity with systematic and methodologically marketing strategy.





# OPERATION MANUAL

## Integrative and holistic medical services



**Patient walks in**  
will be checked by TCM  
or medical doctor using  
Doctor First Apps.



**Products and Medicine**  
Products purchase and  
medicine prescribed by  
doctor or TCM

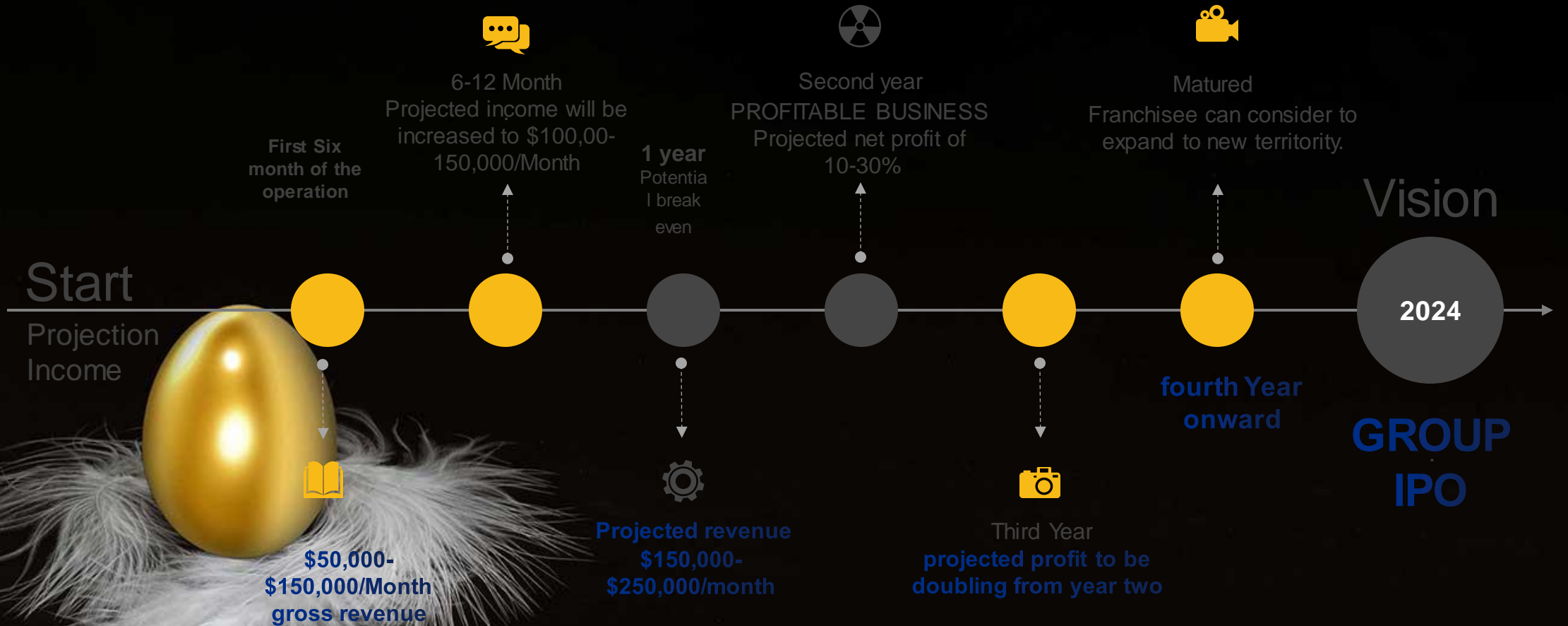


**Treatment**  
Accupuncture,  
moxibution, dui na, etc.



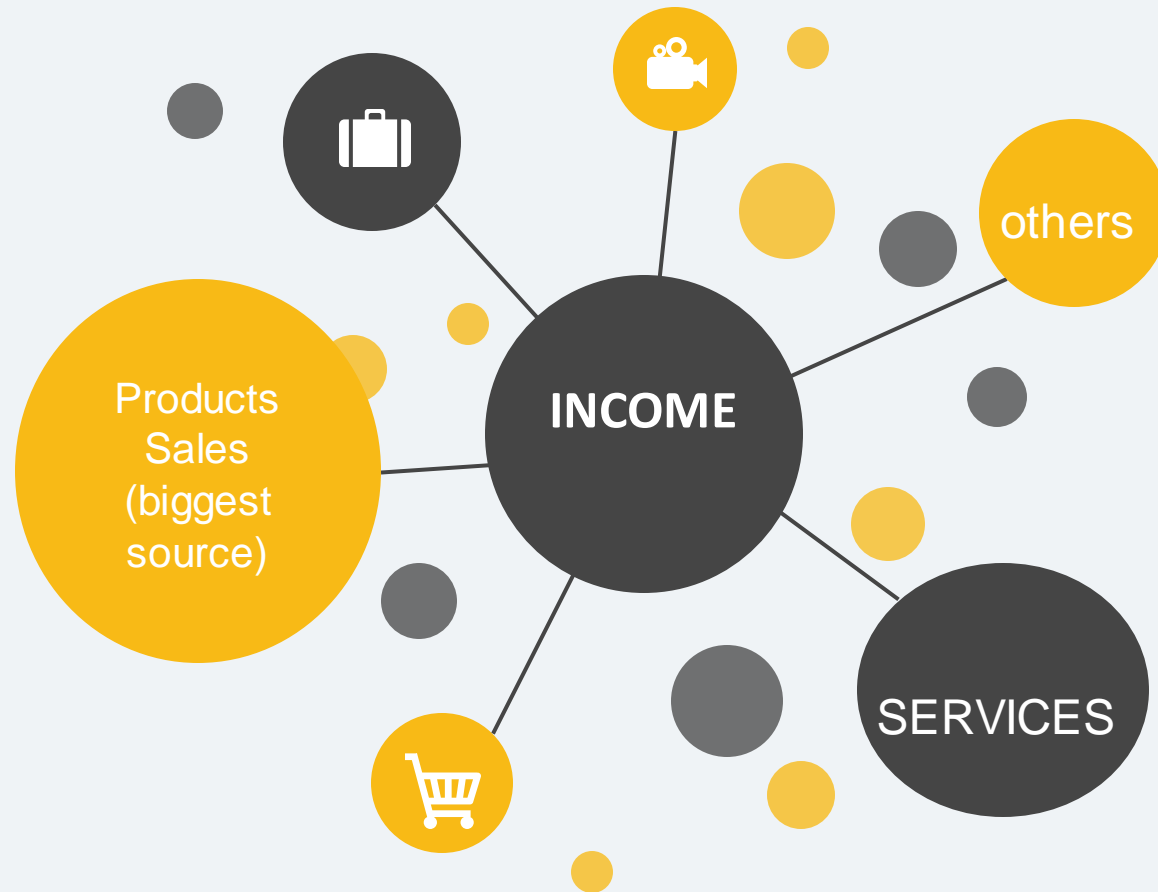
**Follow Up**  
Admin must do the  
follow up every week  
and followed by  
laboratory test if  
required

# INCOME PROJECTION



\*the figure is just for illustration only and not a guarantee in any form from Franchisor

# Source of Income



## PRODUCT SALES

Sales of products are the backbone of franchisee source of income. Franchisor will provide fully support on product's training, product's A&P and also other relevant activities to boost product's sales.

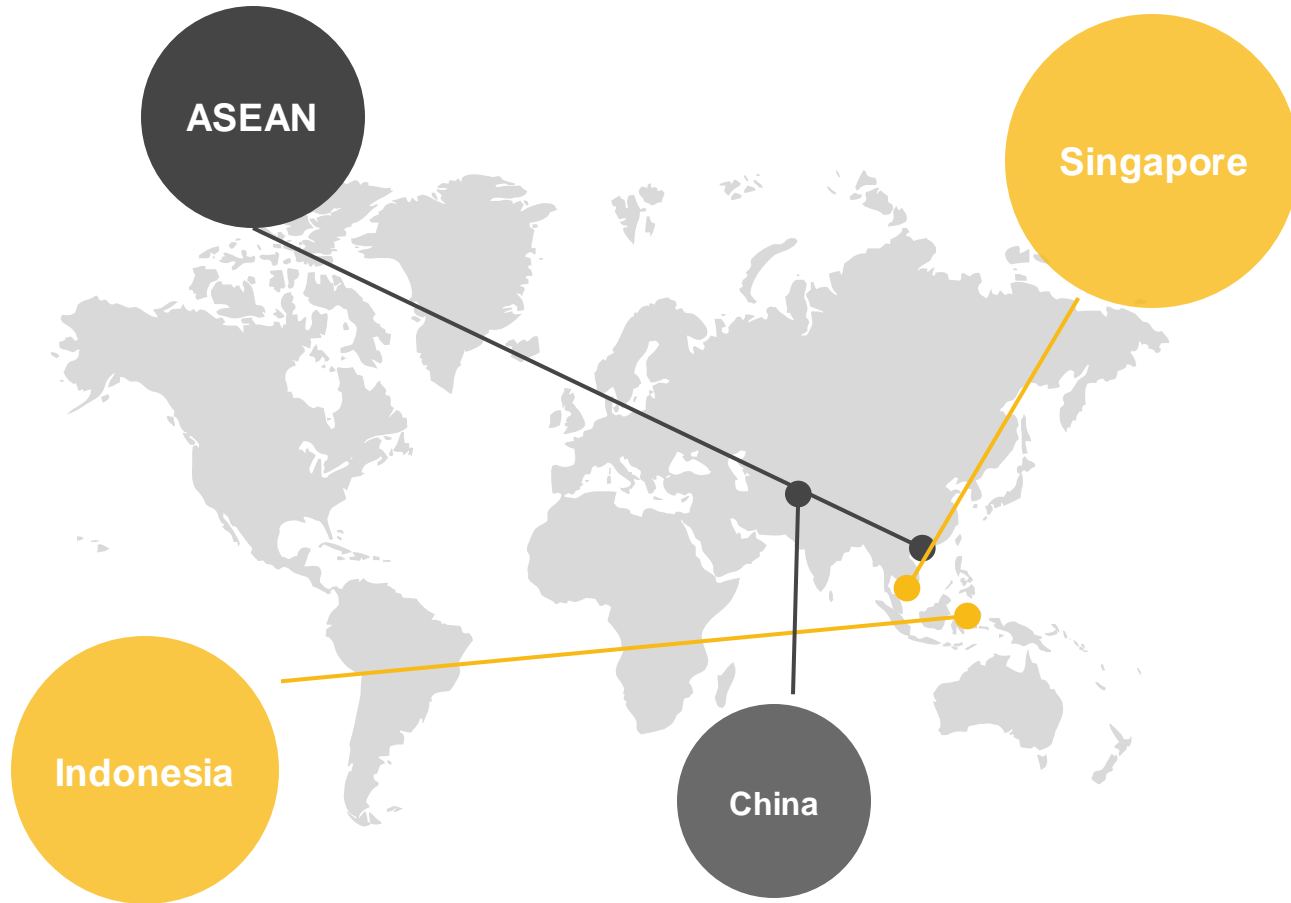
Sales of the product might contribute to more than 60-70% source of revenue for franchisee.

## Services

Services income might make up the rest of the source of income for franchisee. Services will be including but not limited to TCM service, accupuncture, meridian treatnebt, moxibustion, magnetic resonance, transcutaneous electro nerve stimulation, pulsed magnetic and many other natural treatment modalities.

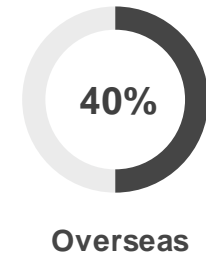
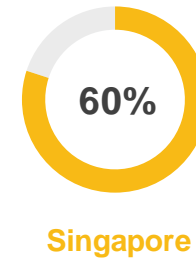


# GLOBAL PRESENCE



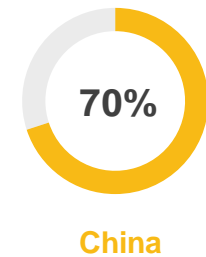
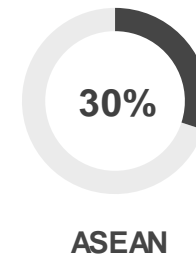
## Expansion projection

Doctor Link International Franchise System is implementing aggressive International Expansion.

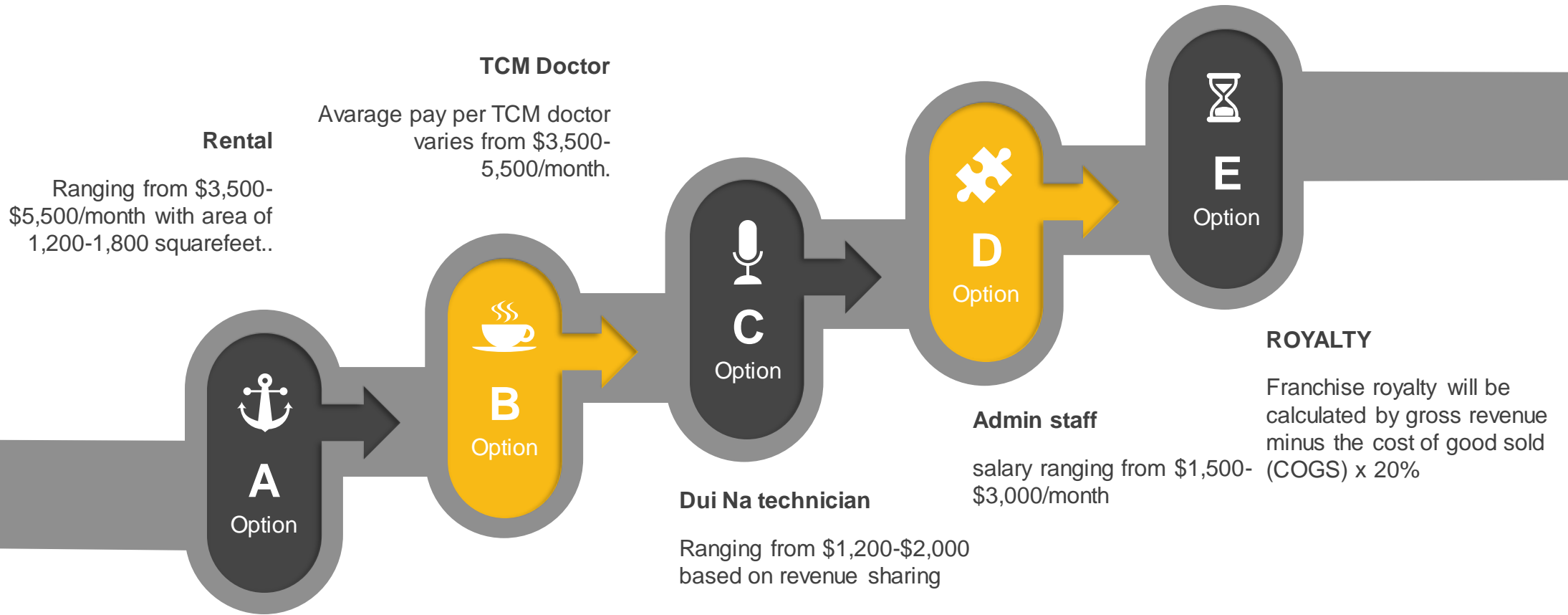


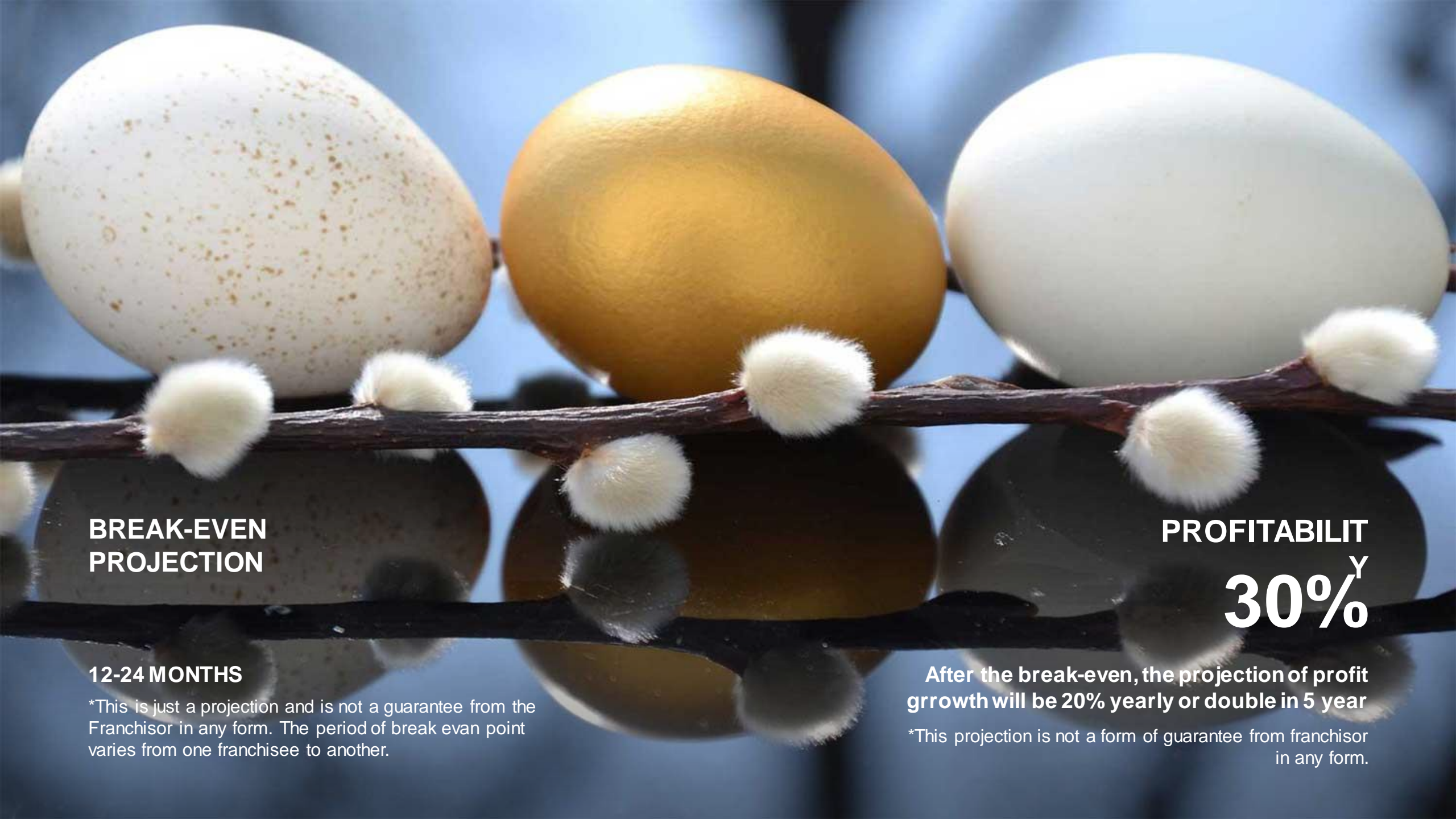
## By 2025

The market capitulation will be focused in China market and ASEAN.



# COST PROJECTION





**BREAK-EVEN  
PROJECTION**

**12-24 MONTHS**

\*This is just a projection and is not a guarantee from the Franchisor in any form. The period of break even point varies from one franchisee to another.

**PROFITABILITY**

**30%<sup>Y</sup>**

**After the break-even, the projection of profit growth will be 20% yearly or double in 5 year**

\*This projection is not a form of guarantee from franchisor in any form.



# THANK YOU

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