

Summary

Introduction: The Bachelor's thesis' focuses on business planning and construction of a business plan that precedes business launch. A business plan denotes person's commerce, business goal and direction. It is important not only for the entrepreneur's insight into whether his plan is plausible and executable, but banks and potential investors, who provide financial resources for the plan's execution, demand a business plan as well.

Objective: The goal of this thesis was to develop a business plan for a fictional stomatological practice that could serve as a template for incipient businessmen – doctors who want to establish their own stomatological practice. The very composition of the business plan was foregone by both internal and external background analyses of business that contained market survey by means of a questionnaire given to the citizens of the city Prague.

Methodology: The practical part of my Bachelor's thesis emanates from the survey. The questionnaire, which contained 13 questions, was delivered to Prague's citizens via social media. The results I obtained from the questionnaire provided me with information about preferences of the respondents when choosing a dentist. This information was utilised in my marketing analysis. The second step of the practical part of this thesis encompassed construction of a business plan for a brand new stomatological practice including financial plan that served to demonstrate the project's feasibility from the economical point of view.

Results: Substantiation of the business plan's feasibility was the first and foremost result of the practical part. The practicability was verified by marketing analyses that stem from the survey, the internal and external business background analyses (SWOT and PEST analyses) and the financial plan. The rest of the results emanate from the questionnaire. Based on the answers I collected from the respondents, I learned that most patients are willing to commute to their dentist and when choosing their doctor, they prefer doctors that were recommended to them by their acquaintances, while the treatment rate is the

second most important thing for them. For a quarter of asked, it was also important that their dentist has a contract with an insurance company.

Conclusion: In this Bachelor's thesis, I demonstrated that dentists are businessmen just like any other and for their work they need to acquire not only knowledge in medical education, but also in economical navigation of their establishment, accounting, employee management and further implications that are connected to sustaining a successful business. It is my belief that the business plan I constructed for the practical part of this thesis could easily be attainable and accepted by potential investors.