

Internship Report
on
Development of Social Business





Daffodil international university

Internship Report on Development of Social Business

Submitted to:

Fatema Nusrat Chowdhury

Senior Lecturer

Department of Real Estate

Faculty of Business & Entrepreneurship

Daffodil International University

Submitted by:

Md. Harunur Rashid

ID: 152-11-4677

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Submission Date: January 19, 2019

Letter of Transmittal

21 January 2019

Fatema Nusrat Chowdhury
Senior Lecturer
Department of Real Estate
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of an internship report.

Dear Sir,

With due regard, I would like to inform you that, it is an incredible joy for me to present the report on Social Business Creation as a prerequisite of BBA program. While leading the working report I have assembled loads of information on Social business enterprise and social entrepreneurial process.

At last, I will be happy to answer any sort of question identifying with this entry-level position report if fundamental.

Sincerely Yours,

.....

Md. Harunur Rashid

ID: 152-11-4677

Department of Business Administration.
Faculty of Business & Entrepreneurship
Daffodil International University

Approval Certificate

This is to confirm that **Md. Harunur Rashid, ID: 152-11-4677** Major in Finance has effectively finished the Internship Program and set up a report entitled "Development of Social Business" under my supervision as a partial requirement for BBA completion. He has done his internship under my instruction. He has tried his best to do this effectively. I think it will help him in near future to build a career.

I wish his achievement in each progression.

A handwritten signature in black ink that reads "Fatema" with a horizontal line extending to the right.

Fatema Nusrat Chowdhury
Senior Lecturer
Department of Real Estate
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgment

First of all, I would like to thank the Almighty Allah for giving me good health to complete this report in time. Then I would like to thank my supervisor **Ms. Fatema Nusrat Chowdhury** for her continuous support, and guidance throughout the entire making of this report. The development of this paper took a few months and the contribution of many people. Without the cooperation and help of this people, I would not have been able to complete this study.

My acknowledgment goes to **Prof. Mai Thi Thanh Thai** (responsible for Social Business and Business Model modules), **Prof. Luciano Barin-Cruz** (responsible for Sustainable Development module), and **Prof. Jonathan Deschênes** (responsible for Crowdsourcing module), for their continued cooperation and their valuable time

Finally, I would like to thank all the members of the social business student forum and for their support and understanding throughout the course of the completion of this report. Their endless support has forced me to work with passion.

Abstract

Social business is a procedure that connects an important gap between business and kindness. By making poor people owner of a business or enjoying the business by serving them with product or services without taking any personal profit is the concept of social business which stands on seven principles created by noble laureate Professor Dr. Muhammad Yunus. This study attempts to explore about Development of social business Development.

Today the scarcity of medical treatment in a rural area due to lack of sufficient Government budget and rural health planning and implementation also lack a doctor and well equipped the hospital and the high cost of medicine. Social business created a new dimension and showed an innovative way to solve these social problems. This study will cover all detailed information social business, how it works, how it generates profit, business model and types of social business, social problems in Bangladesh, etc. At the same time this report will also cover how to develop a social business by solving the social problems.

Table of Contents

Letter of Transmittal	i
Approval Certificate	ii
Acknowledgment	iii
Abstract	iv
Chapter-1	1
1.1 Introduction	2
1.2 Scope of the Study	2
1.3 Objective of the Study	2
Main Objective	2
The other objectives of this study are	2
1.4 Methodology of the study	3
1.5 Limitation of the Study	3
Chapter-2	4
2.1 Defining Social Business	5
2.2 Social business VS conventional business	5
2.3 Characteristics of Social Business	6
2.4 Types of Social Business	6
2.5 Social Business Diagram	7
2.6 Social Business Process	8
2.6.1 Mission Statement	8
2.6.2 Opportunity	9
2.6.3 Social Innovation	9
2.6.4 Business Model	10
2.6.5 Outcomes	11
2.7 Principles of Social Business	11
2.8 Social Innovation	12
Chapter- 3	14
3.1 Background	15
3.2 Addressed Social Problem	15
3.3 The business idea:	15
3.4 Idea of Innovation	16
Installment Payment	16

Take the doctors to the doorstep of the patient.	16
Creating work opportunity	16
3.5 Nature of the social enterprise	16
3.6 Mission	17
3.7 Mission Orientation	17
3.8 Vision	18
3.9 Nature of our current opportunity	18
3.4 SDG's that we are covering	19
Chapter-4	20
4.1 Business Policy	21
4.2 Turning Idea into Business	22
4.3 Implication of idea	23
4.4 Service Cycle	24
Information	24
Set Strategy	24
Design Possible solution	24
Agreement	25
Service Delivery	25
4.5 Business Model	25
4.6 Service Pricing Strategy	27
Chapter 5	28
Findings:	29
Recommendations	30
Conclusion	31
References	32

Chapter-1

Description of the project

1.1 Introduction

Social Business – The idea starts with the argument whether the selfish motto of being the sole profit maker in the traditional capitalist economic system is enough to create a society without poverty. Instead of this customary perspective of wealth creation, the idea of Social Business offers need to a caring reason for social wealth creation where the goal of gaining the benefit is just for the supportability of the firm preferably imparting to its proprietor's other over poor.

The idea of Social Business was first presented and molded by the Nobel laureate professor Dr. Muhammad Yunus in 2007 and from that point, the idea has started to spark among academician and specialists. Although the increasing interest in the Social Business model there is still lacking of a good conceptual understanding of this issue. The paper will try to fulfill the gap by conceptualizing the issue on a broader scale.

1.2 Scope of the Study

The main focus of the study is to understand what is a social business and how to create or design a social business by solving a problem of society and generate profit for sustaining the business and also make social equilibrium.

1.3 Objective of the Study

Main Objective

The main objective of the study is to know the social business process to develop a social business.

The other objectives of this study are

- To know the nature of a Social Business & how it works.
- To know how social business, make social equilibrium.
- To discover the difficulties of social business.
- To know how social business can solve social problems.

1.4 Methodology of the study

The entire report is prepared to depend solely on secondary data, taken from the online sources and Social Business Creation Module from HEC Montreal, Canada.

-No primary data were obtained.

-The report will be descriptive.

1.5 Limitation of the Study

- Lack of in-depth knowledge and analytical ability for writing such a report.
- Secondary information was not sufficient to complete the whole report, some information is very sensitive that's why they did not allow to disclose.
- Lack of experience to analyze data.
- The executives were so busy with their own work to spare time with an intern.

Chapter-2

Overview of Social Business

2.1 Defining Social Business

A social business is a business

- Whose purpose is to solve the problem of society?
- A non-loss, non-profit organization

It is financially self-sustainable. In a social business, the owner proprietors can step by step recover the cash contributed, yet can't take any profit past that point. The motivation behind the speculation is simply to accomplish at least one social destinations through the activity of the organization, no closer to home gain is wanted by the financial specialists. The organization must take care all things considered and make benefit, in the meantime accomplish the social goal, for example, human services for poor people, lodging for poor people, monetary administrations for poor people, nourishment for malnourished kids, giving safe drinking water, presenting sustainable power source, and so forth in a business way. (Yunus, n.d.)

The effect of the business on individuals or condition, rather the measure of benefit made in a given period estimates the achievement of social business. Manageability of the organization demonstrates that it is running as a business. The goal of the organization is to accomplish social objectives.

2.2 Social business VS conventional business

The difference between social business and conventional business is that the conventional business is a money-making business.

In social business, it is totally de-linked from the very idea of making a personal profit. the social business entrepreneurs are that of tending to a social issue and in this manner, a social business is made for the collective benefit of others. The goal of the social business is to conquer neediness by tending to social needs.

2.3 Characteristics of Social Business

- The target of the social business is to overcome poverty by tending to social needs.
- It is a competitive business where profit making is just for the sustainability of the firm rather sharing with its owners other than poor.
- The owner only gets back investment amount and no dividend is given for the investment money.
- Its aims are to maximize social benefits.

2.4 Types of Social Business

One of the characteristics of social business is that its aims are to maximize social benefits. It is additionally significant to the arrangement of social business. In social business, poor can be benefited in either way by being the owner of the company or being served by products and services.

As indicated by this concept, social business is divided into two categories the item created is to assist poor people or one can take up any productive business such a long time all things considered claimed by poor people.

Type I: A —non-loss, non-dividend company that creates social benefits through the nature of its products, services and/or operating systems.

Type II: A profit-maximizing company owned by its poor or otherwise disadvantaged target beneficiaries, or by a dedicated trust.

2.5 Social Business Diagram

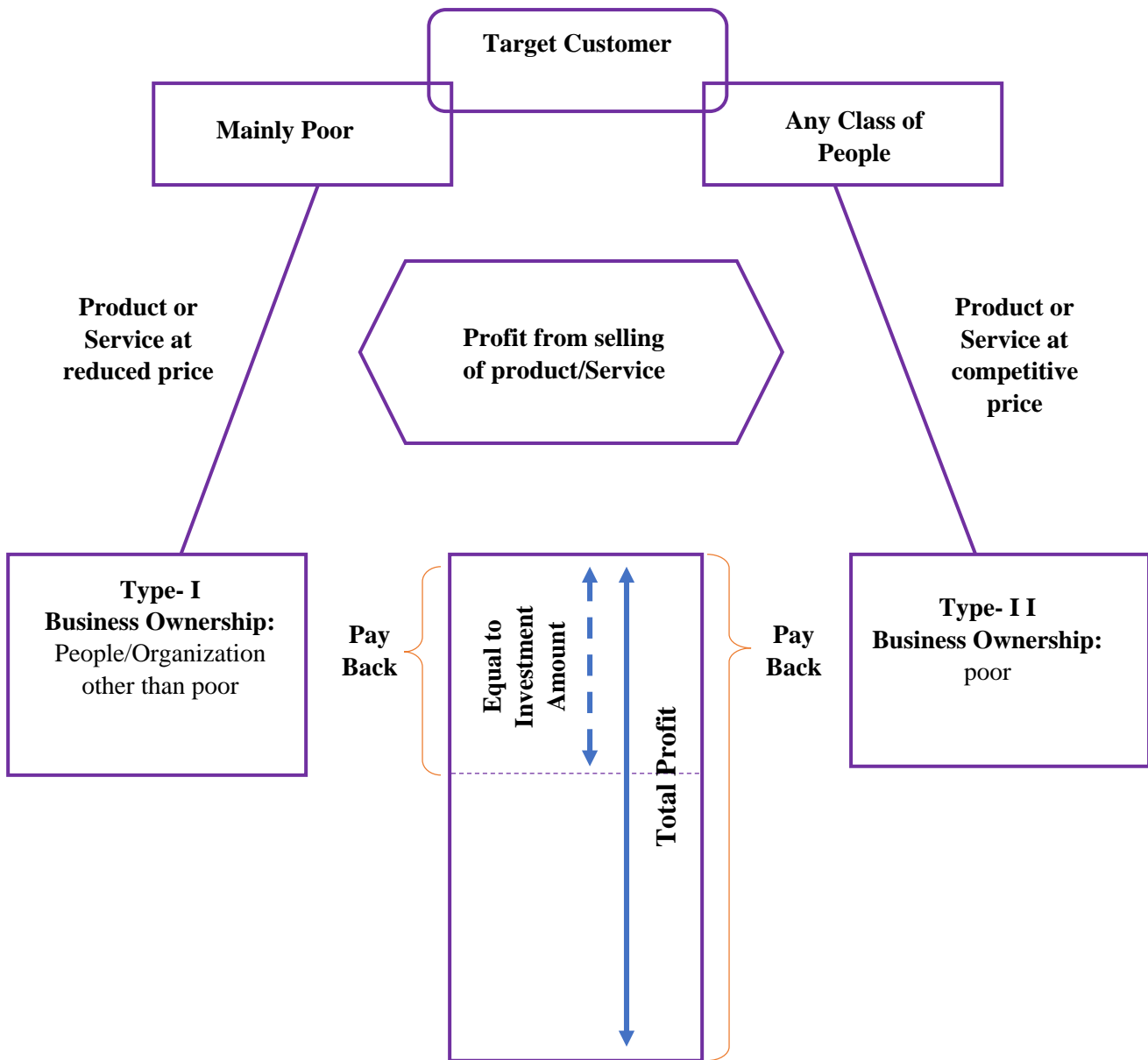


Figure 1 Social Business Diagram

According to the diagram social business can be owned by any class people. If the social business owned by poor people they can sell the product to any class person at the market competitive price. They will get their investment back and will get a dividend as well. On the other hand, if the business owned by people or organization other than poor they will sell the product or service to the poor at a reduced price to make a minimum possible profit. They will get back their investment money only. One exception can be added to the diagram is if the business cannot be able to make any profit by selling at the reduced price they may sell their product at competitive price to the customer other than poor.

2.6 Social Business Process

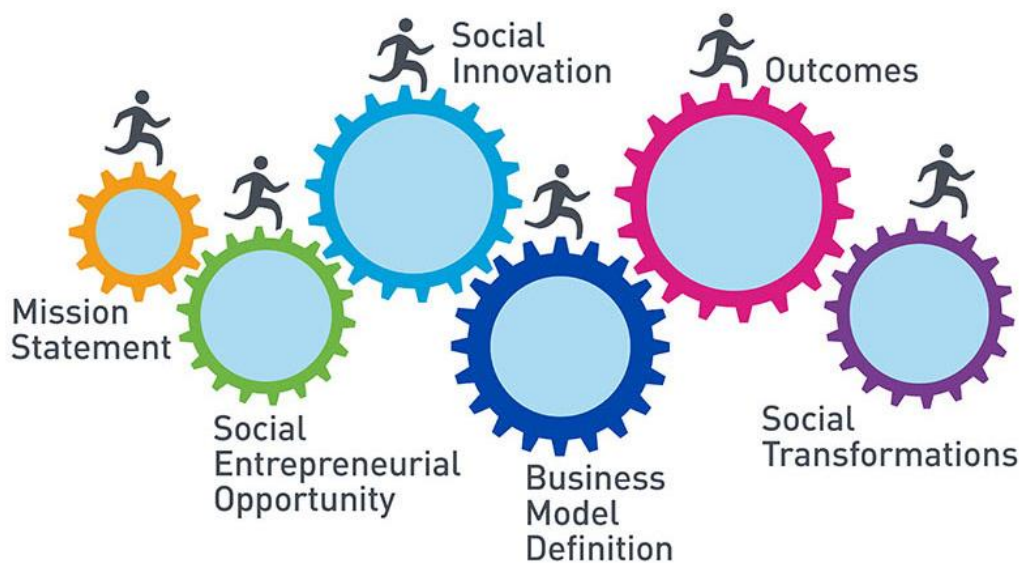


Figure 2 Social Business Process (Social entrepreneurial process , n.d.)

2.6.1 Mission Statement

A Mission statement discusses how you will get to where you need to be. Characterizes the reason and essential targets identified with your client needs and group esteems.

The mission summarizes the three key elements – innovation, entrepreneurship and tension towards specific social change. The mission is important because that is what attracts customers, investors, suppliers, partners, and community supporters to the venture.

2.6.2 Opportunity

Prevalence: How extreme is the social issue or need in the public arena?

Relevance: Does the ambitious entrepreneur have the fundamental learning, capacity, and skills, to successfully launch the social venture and solve the problem?

Radicalness: How imaginative and inventive is the solution to solve the social problem?

Urgency: Does the social issue require a snappy, quick reaction by the social venture group?

Accessibility: what is the level of difficulty in addressing a social need through traditional welfare mechanisms, including government interventions or foundation support? For example, if the government has difficulty in effectively solving a social problem, there is a need and opportunity for outside assistance on the part of the social entrepreneur to arrive at a new solution through the social venture.



Figure 3 Social Opportunities (EDUlib, n.d.)

2.6.3 Social Innovation

Social innovation that can embrace one to four main dimensions:

- New or improved product/service
- A new method which reflects changes in how a company operates
- The new factor of production which is about new inputs or a new way of using resources.
- Relations which is concerned with innovation in the marketing strategies and mix.

Features of social innovation:

- It must generate a positive social impact
- It is driven by both social and economic motivations
- It must be novel
- It can be promoted by different actors (businesses, NGO, a public institution, etc.)
- It must be scalable
- It must be sustainable

- It can take different forms

2.6.4 Business Model

Offer

- The value proposition that is the benefit offered by the company through products and services

Market

- Market segment, the segments of customers that a company wants to reach;
- The relationship, which describes the communication strategy and type of connection that the company establishes with its customers; distribution, which describes the various channels that a company uses to reach its customers

Governance

- Governance model of the company and includes the set of processes or laws that manage the relationship between stakeholders as well as the goals for which the corporation is governed

Ecosystem

- Value chain, which refers to the chain of activities for a firm operating in a specific industry,
- Competences, which outline the specific range of proficiency (skill, knowledge, or ability) of a company
- Partner network, which refers to the network of cooperative agreements with other organizations
- that are necessary to efficiently offer and distribute value

Surplus

- Dividends management, which describes how the company manages the revenue surplus. (Does it include dividends for shareholders?)

2.6.5 Outcomes

Economic outcomes

- ✓ Number of new legal enterprises created
- ✓ Number of jobs created
- ✓ Number of socially-useful jobs created
- ✓ Turnover from: trading, service agreement contracts
- ✓ Non-trading income: grants, loans, donations, other
- ✓ Tax revenue

Social outcomes

- ✓ Supply of services to the community
- ✓ Improved access to services
- ✓ Improved quality of life
- ✓ Contribution to social capital

Environmental Outcome

- ✓ Improved appearance of physical environment
- ✓ Reduction in unrecycled waste products
- ✓ Contribution to local environmental capital

2.7 Principles of Social Business

- I. Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.
- II. Financial and economic sustainability.
- III. Investors get back their investment amount only. No dividend is given beyond investment money.
- IV. When investment amount is paid back, company profit stays with the company for expansion and improvement.
- V. Gender-sensitive and environmentally conscious.
- VI. Workforce gets market wage with better working conditions.
- VII. Do it with joy (SocialBusinessPedia , 2015)

2.8 Social Innovation

Social innovation refers to different ideas and approaches to address unsolved social problems. Social innovation can take several forms including public sector innovation within public services, to improve the performance or to save money, and innovation in the non-profit sector or for-profit private sector that improves public services or provides new ones. Social innovation from the third sector (voluntary and community groups and social enterprises) may be ‘spun-in’ to mainstream public services provision.

Successful social innovation requires a range of actors. Scaling social innovations, requires ‘bees’ – small organizations, individuals and groups who have new ideas, and are mobile, quick and able to cross-pollinate to find big receptive ‘trees’, that is big organizations – such as governments, companies or nongovernmental organizations, which are generally poor at creativity but good at implementation and which have the resilience, roots, and scale to make things happen. Much social change is a result of a combination of the two.

2.8.1 Scope of social innovation

- It must generate a positive social impact
- It is driven by both social and economic motivations
- It must be novel
- It can be promoted by different actors (businesses, NGO, a public institution, etc.)
- It must be scalable
- It must be sustainable
- It can take different forms

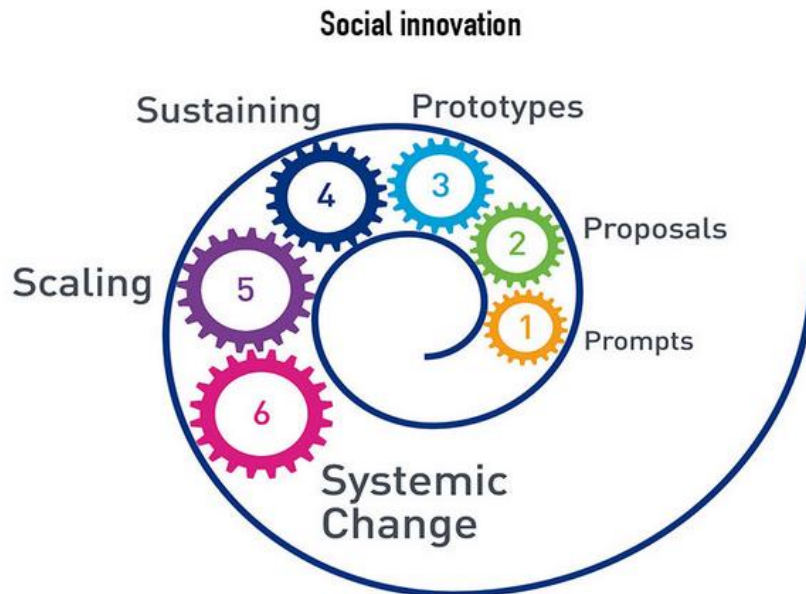


Figure 4 Social Innovation (EDUlib, n.d.)

Prompts

This stage is exploration of all the factors which highlight the need for innovation – such as crisis, public spending cuts, poor performance.

Proposals

This is the stage of idea generation.

Prototyping

This is where ideas get tested in practice.

Sustaining

This is when the idea becomes everyday practice.

Scaling

At this stage, there is a range of strategies for growing and spreading innovation.

Systematic Change

This is the ultimate goal of social innovation.

Chapter- 3

Business Overview

3.1 Background

Among five basic needs that include food, cloth, shelter, education, and health, health is a very crucial issue. In most of the developing countries like our rural people are often deprived of proper medical facilities due to a high cost of treatment and sometimes due to low per capita income. For that reason, they cannot get the proper medical treatment or cannot bear the high cost of medicine. In a recent survey, it has been seen that around 30 % of dying patient is unable to receive service of a trained physician and around 60% of the expected mother of a rural area cannot get the prenatal checkup. It has also been seen that government facilitates a single hospital of 50 beds for a Thana/Upazila areas for 2 lakh people on average. Government reserve for this sector is only 2-3 lakh taka which is very poor. If we calculate it for per capita, government facilitate 1.00-1.50 taka only for a person in a year. As soon as we identified this burning issue, we got determined to turn this into an opportunity for developing a successful Social Business in order to contribute towards our society. Our plan is to provide medical facilities to the rural area but initially, we are going to provide the service in Thakurgaon region. Our service is all about providing medical treatment via mobile medical service (WHO, n.d.)

3.2 Addressed Social Problem

The scarcity of medical treatment in a rural area due to lack of sufficient Government budget and rural health planning and implementation also lack a doctor and well equipped the hospital and the high cost of medicine.

3.3 The business idea:

MediSure are going to provide medical facilities towards rural people via moveable van. The van will be moving around the villages and there will be an arrangement of the tent for treatment purpose and it will be established at the center of the village. 3 govt. doctors and 4 helping hands will be there in the van along with a driver. They can get the treatment at a very low cost and they can pay us the treatment fee through installments and we have a deed with a specialized hospital for operations on the discounted price for serious patients. We have attached a document below for discount percentage.

3.4 Idea of Innovation

Installment Payment

The first time we add the installment payment system in the medical sector. Here the people can make the total cost in weekly or monthly based installment.

Take the doctors to the doorstep of the patient.

Generally, in our country, the patient goes to the hospital for their treatment but here we are taking the doctors to the doorstep of the patient

Creating work opportunity

For financially unsound family we have an option of installment payment. So, now everyone can get our service. We also have another business it's "Sunflower Oil Production". We need about 50 peoples for running this business from planning to production. So, who is not enough sound for installment payment, he/she can provide one labor from his/her family to our oil production business. We will take 25% of his daily income for installment purpose. They can only work until the installment payment is complete

3.5 Nature of the social enterprise

Our social business concern is to fulfill health needs of rural peoples of the district Thakurgaon. (except major case like operations. In that case, we already discussed with reputed healthcare and they agreed to provide a 20% discount for our patients as social responsibility). Efforts of government are too low that is why rural people cannot get good treatment. Every thana under (usually 500-1000 km²) has one government health complex with 50 only beds for 200000 peoples. Private medical service in the rural area is a rear case and much costly. So, we are focusing on Thakurgaon district out of 65 districts of Bangladesh. We will provide portable medical service medicine service through a van. We will have a pickup van (Local transportation) where there will be one doctor with few volunteers and necessary equipment for treatment. As a result, peoples from this area will get medical service at a lower cost at their home. Getting treatment and medicine from us is low cost because of support from doctors. They will support us because of mental satisfaction moreover, we will offer government and intern doctors for off-days so that they can income some extra money at off days. We will also need fewer resources to start. We will need a van, a little number of doctors and medicine to start initially. We have planned to send the van in

the different area on different weekends. We have also planned to increase the number of vans, doctors and medicine stock in the future to cover the full rural market of Bangladesh. We will start our business small so, we have also some limitations like we won't be able to handle major treatment or operation through portable medical services. That is why we will negotiate with the private hospital for major treatment and operations. However, after establishing our portable medical service we will also create a social business physical medical for handling major sicknesses. We believe this idea can be implemented in every developing and undeveloped country.

3.6 Mission

The main goal of MediSure is to ensure sound health of rural people of "Thakurgaon" District of Bangladesh. By giving medical service at an innovative idea (conveying specialist to patient and payment with installment) we will fulfill the healthcare need for rural people.

3.7 Mission Orientation

MediSure's mission is to ensure sound health of rural people. Because in rural area people is less aware of their physical and mental health. Moreover, there is a lower capacity of health complexes, only a few numbers of doctor and high cost of private medical service in the rural area. In some rural areas there is no private medical. Service quality of government health complex is too bad. So, we committed to a great medical service experience for rural people. They will get out medical service and medicine at their home. At present 31% of the total population of Bangladesh live below the poverty line. Most of them are from the rural area so, sometimes they cannot even afford the food 3 times a day. Medical service at a lower cost is a daydream for them. We will solve their problem and give them better medical service at an affordable cost (here we will bring doctors to the doorstep of the patient through our portable medical service. We will use a pickup van (local transportation) with a government doctor and equipment. Usually, they are responsible for treatment at government healthcare. We will bring them at off days so they can earn money and help society for their mental satisfaction. This idea can be also implemented in any undeveloped and developing countries like Pakistan, Nepal, India, and Afghanistan as their poverty rate is too high like Bangladesh.

3.8 Vision

The vision of MediSure is to ensure sound health of every single rural people of Bangladesh from every area. MediSure will provide medicine and doctor at their home and take payments with installments so that they can afford our service

3.9 Nature of our current opportunity

National economic and social developments depend a lot on the state of health services. Access to health service is also guaranteed almost all constitution of the world and is accepted as a basic human right. However, a large number of Bangladeshis particularly in rural areas have little access to healthcare facilities. It may be seen that access to healthcare services for the insolvents, poor and the destitute countries to remain a daydream in one hand and on the other hand private sector healthcare service delivery with most modern and advanced facilities has developed remarkably for the affluent section of the society. Our national health service is rapidly declining due to rise in population. At the same time the govt. assigned doctors are only focused on their own pocket. Around 30 % of dying patient is unable to receive service from a trained physician and around 60% of the expected mother of a rural area cannot get the prenatal checkup. As per “Independent Bangladesh”, the patient-doctor ratio in Bangladesh in 2015 is 1:12690 (Rahman, 2015). It has also been seen that government facilitates a single hospital of 50 beds for a Thana/Upazila areas for 200 thousand people on average. Government reserve for this sector is only 200-300 thousand taka only which is very poor. If we calculate it for per capita, government facilitate 1.00-1.50 taka only for a person in a year.

3.4 SDG's that we are covering



Figure 5 SDGs covered by MediSure (Author's Creation)

The main target of MediSure is to full fill the sustainable goal Good Health and well being but at the same time MediSure touch four other sustainable goals such as No Poverty, Decent Work, and Economic growth, No poverty, and Sustainable Cities & Communities.

The Goal Good Health and Well Being is full fill by the installment medical facility for the poor villagers, And the other two-goal the Decent work & economic growth and No poverty is full fill when MediSure will provide work opportunity to the unemployed people. And at the same time another SDG Reduce Inequality full fill because for the service of the MediSure the poor village people can take a good medical treatment like reach people so there is no inequality.

Chapter-4

Business Structure

4.1 Business Policy

1. The business objective is to solve the social problem which threatens people and society; not profit maximization.

MediSure is going to provide medical facilities to the rural area so it is going to be a solution for the rural people who can't afford proper medical treatment which is a basic need for them. On the other hand, not being a profit-driven business is one of the major reasons for our products affordability.

2. Financial and economic sustainability.

MediSure is going to be a successful and sustainable social venture by creating employment.

3. Investors get back their investment amount only. No dividend is given beyond investment money.

All the investor of MediSure will get back their investment amount only they won't get any dividend or portion of the profit.

4. When investment amount is paid back, company profit stays with the company for expansion and improvement.

After paying back of total investment from investors, MediSure will utilize their profit to improve the service and expansion of business to make it a successful social business.

5. Gender-sensitive and environmentally conscious.

Our way of providing service is environment healthy and there is no place for gender discrimination at our venture. We already have two female team members who made the MediSure team complete.

6. Workforce gets market wage with better working conditions.

All the worker if MediSure will get the actual amount for their job what market offer. We will also provide a great working environment condition.

7. Do it with joy.

MediSure is a group of energetic young people with different skill sets along with experienced and skilled professionals who are dedicated to bringing a better tomorrow today. The joy of working for building a better future is the key strength that keeps us going.

4.2 Turning Idea into Business

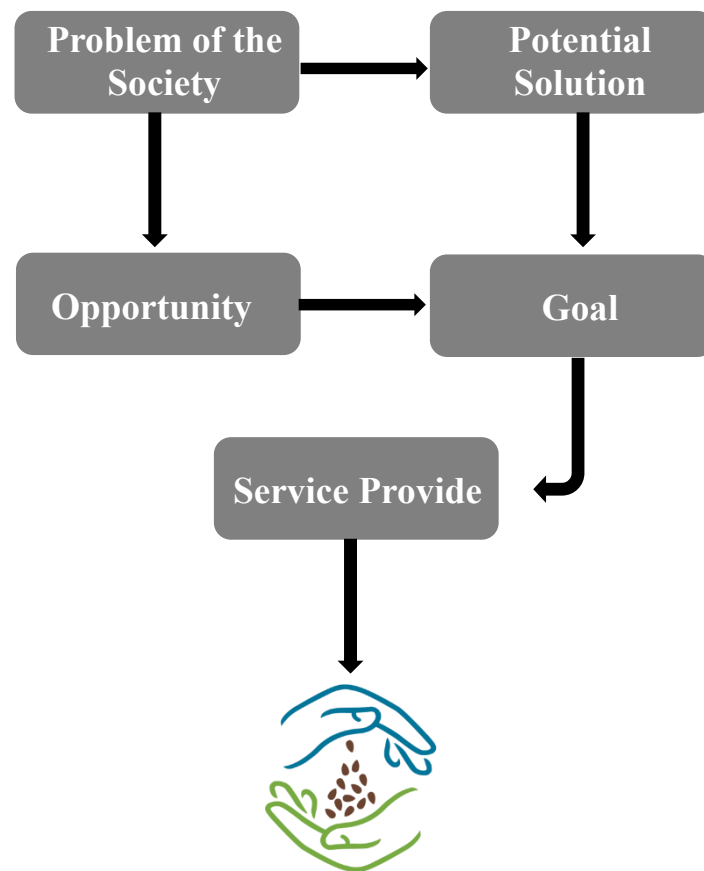


Figure 6 Turning Idea into Business (Author's Creation)

We already know that the society people (Village people of Bangladesh) have a problem (They can't get proper medical treatment) This problem needs a potential solution on the other hand in the concept of social business the problem becomes an opportunity for the social entrepreneurs. For making the potential solution need a goal and on the other side to take the opportunity also need a goal one goal is to solve an existing social problem and another one is profit generation. These two goals can be fulfilled by MediSure. As we know MediSure is going to provide medical treatment for the rural people so the problem of the rural peoples is solved and by providing medical treatment MediSure will earn a profit.

4.3 Implication of idea

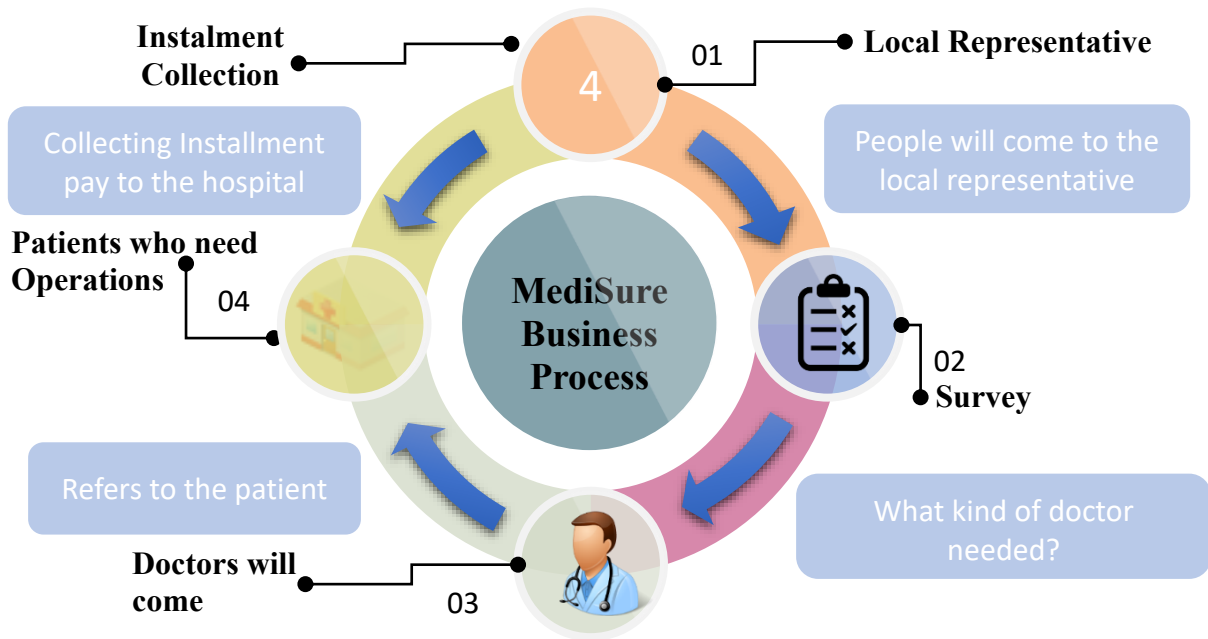


Figure 7 Implication of Idea (Author's Creation)

For implication, the idea MediSure select one local representative for one village. The people will come to the local representative. The local representative collects the information from the village people and makes a report what kind of doctor is needed. Then the representative sent the report to the MediSure office and then MediSure will contact with the doctor which are listed on the local representative's report. After that, if the patient needs hospitalization MediSure will manage the hospital and make payment and collect the payment later by installment from the patient.

4.4 Service Cycle

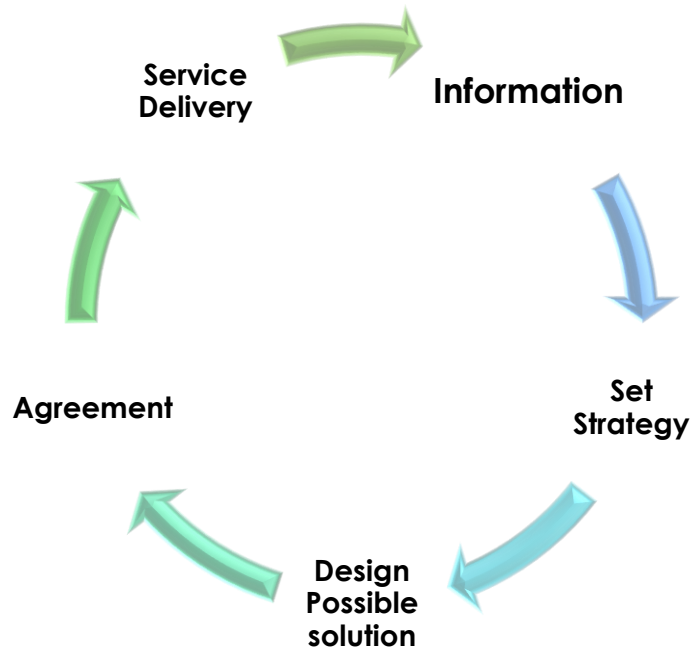


Figure 8 Service Cycle (Author's Creation)

Information

MediSure will collect the information from the local representative. The information about how many patents will be available and what type of problem they are suffering and how many doctors will be needed and what type of specialist should take.

Set Strategy

The strategy will be set according to the information of the local representative. MediSure will take the specialist according to the information of the local representative.

Design Possible solution

After making the strategy MediSure will design a possible solution. It also includes where MediSure will provide the service (Hospital/ Doorstop of the patent in big issue)

Agreement

In this stage, the MediSure will sign an agreement with the patent. In this agreement, everything about the business policy of the MediSure and the payment system and membership qualification will be written.

Service Delivery

It is the lasting step of the service cycle of MediSure. In this step, the MediSure will deliver the service to the specific patient according to the agreement and service policy.

4.5 Business Model

Business Model Canvas – “MediSure – Treatment for All”

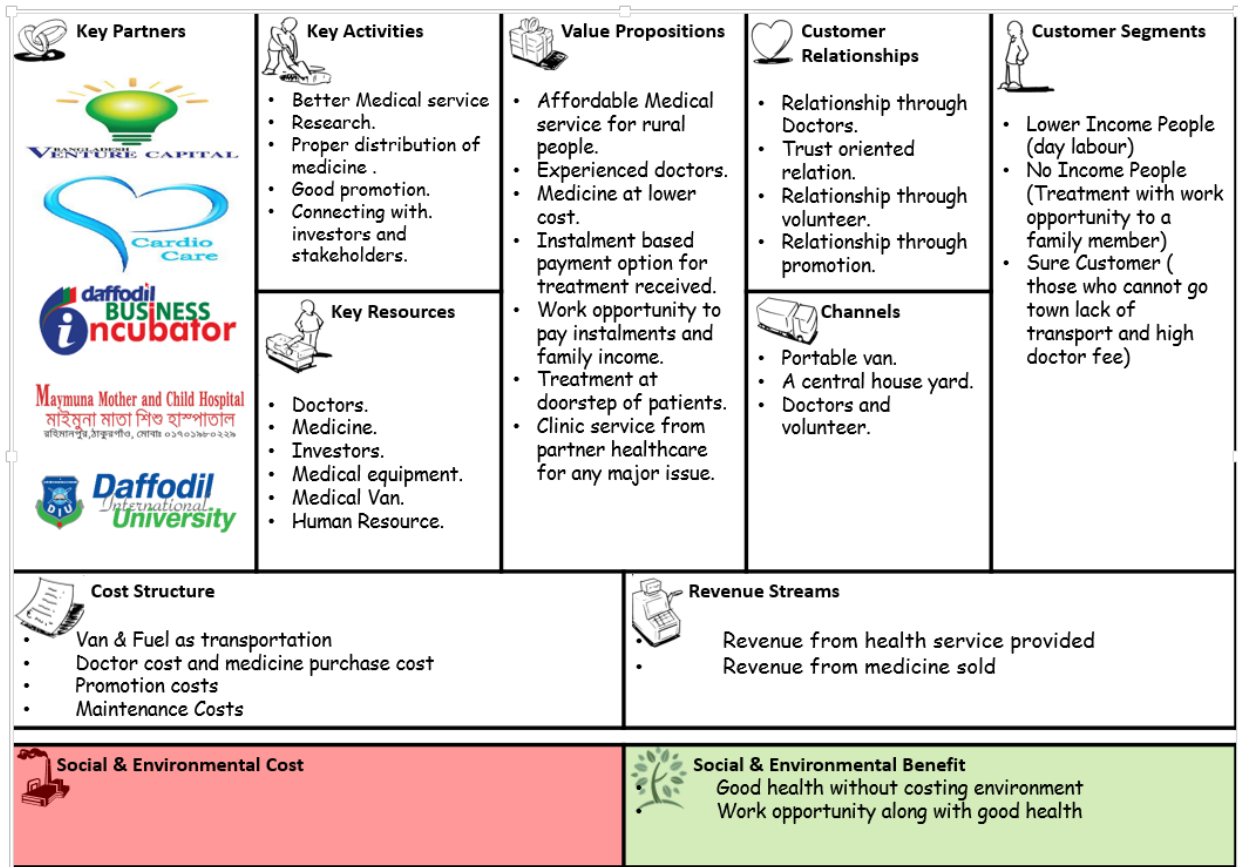


Figure 9 MediSure's Business Model (Social Business Creation, n.d.)

We all know the structure of a building, right? In a building, all the rooms are interconnected and we can easily access the rooms. The business model of MediSure is like a building. All the blocks are in this slide are interconnected.

Now the question is how they are connected?

They are connected in this sense that we will offer some value to our service taker or target customers. what are those values? you already know MediSure are offering affordable medical service to the doorstep of the patient. So we will provide medical service lower than current price of the service. Generally in Bangladesh patient goes to doctor here we will bring doctors to them.

We will offer weekly installment-based payment for patients so they can easily afford the amount. We'll have an agreement with a patient that he is liable to repay the installment amount. We'll also provide work opportunity for zero income family or who cannot afford even installment for repayment of our provided service.

These are all the value we are proposing. Now for whom or which group of people we are proposing these values? For little in people, For no income family, for the fixed customer. people with little income can accept installment value proposition. Family with no income can also avail work opportunity. Finally, fixed patients are who have to check blood sugar and pressure regularly and have to update with a checkup. Also, old aged people and expected mother.

Now to deliver these values to the target group we'll need a channel. what are those channels? we will access them through a van. We'll bring all our equipment and doctor by van. We'll need a central house yard which is accessible to most of the people of that area. We will connect them with us through doctors and promotions and awareness.

By providing the service to our service taker we will try to build a trust-oriented relationship to sustain in the long run. and will well build this relationship through doctor's volunteers and promotion.

Now we need some resources and activity to make it possible for making this plan successful we need doctors, medicine, investors, medical equipment, Van and human resources our activity will be the distribution of resources properly.

By providing our service we will earn service revenue. We will earn commission from the different diagnostic center and medical.

We've some variable cost we will deduct doctor cost, medicine cost, and other costs and make a profit

4.6 Service Pricing Strategy

MediSure will provide the service at ticket system. A door to door service provided will be difficult for us. That's why we will select several (Each house we will select will not be so far from another. So, we will be accessible.) House with the yard and continue our service. As we won't go door to door marketing, we will have announced through mike (announce device) and let people know our location. According to our field survey installment basis service will be effective than full paid (all money pays at once) service.

Chapter 5

Findings, Recommendation & Conclusion

Findings:

This report is an outcome of hard work and deep concentration to Social Business. This report covered overview of social business and social business process. Overall findings from the report are given below:

Social Business is financially self-sustainable. The purpose of social business is to solve a social problem. It is the combination of consideration, make benefit, and meantime achieve the social goal, for example, human services for poor people, lodging for poor people, giving safe drinking water, presenting sustainable power source. The investor can step by step recover the cash contributed, but can't take any profit for this it called non-loss, non-profit organization.

Social equilibrium means the balance between poor and reaches people. Social business makes social equilibrium by helping the poor's. MediSure makes social equilibrium by providing health treatment to the poor people for this, the poor peoples can take medical treatment like reach people.

There are many difficulties arises to create a social business in our country, such as

- Lack of knowledge about social business.
- Funding's (Difficult to find Investors).
- Less interest to join social business because of no dividend.

Social business solve social problems by Innovation. The innovation must generate a positive social impact and it must be sustainable.

Recommendations

Some problems and findings has been discovered by doing this study. These problems needs some solution to truly sustain the business. Following points can be some potential solution of these findings:

- Donor and CSR department can invest in the social business rather donating.
- Doing social business can solve health issues.
- Social business can start operation and provide job opportunity in rural area.
- Providing service at lower cost and at installment can be helpful for poor.
- Brining doctors to footsteps of rural people can solve accessibility issue.
- The government can invest in social business to solve social health issues.

Conclusion

Social Business is at its early stage and only future will be able to tell about its impact on the society. Social Business has at least created a bit of shake to the business world and helped people rethink about there is a different way to do business to solve social problems.

MediSure brought an innovative idea to solve health issues for rural Bangladeshis by providing health service to the doorstep of them. Also by providing service at installment payment and offering job opportunities to repay installments. Along with solving health issues MediSure also covering some others social issues like solving unemployment and poverty.

United Nation targeted to solve basic health problem from the universe by 2030, and social business can be a true partnership to achieve this target. A healthy society can contribute most to develop a wealthy nation. According to Josh Billings “Health is like money, we never have a true idea of its value until we lose it.” So, every person should be aware about their health at their end and social business can do the rest to cover health issues all over the world.

References

- (n.d.). Retrieved from Social Business Creation: <http://socialbusinesscreation.hec.ca/competing-projects/medisure/>
- (2015, June 10). Retrieved from SocialBusinessPedia :
<http://socialbusinesspedia.com/wiki/details/156/the-seven-principles-of-social-business>
- EDUlib*. (n.d.). Retrieved from https://cours.edulib.org/courses/course-v1:HEC+SBC101+2016/courseware/49d274b783b147e597f90a4ec252e77c/0c63f7936b874ee297fa9d6861a23812/1?activate_block_id=block-v1%3AHEC%2BSBC101%2B2016%2Btype%40vertical%2Bblock%400f1f6defaf5347b29b2d2375c4c5e67b
- Mukit, D. M.-A. (2016, August 11). *Researchgate*. Retrieved from Researchgate:
<https://www.researchgate.net/publication/306037488>
- Rahman, D. M. (2015, November 25). *The Independent*. Retrieved from The Independent:
<http://www.theindependentbd.com/printversion/details/24301>
- Social entrepreneurial process* . (n.d.). Retrieved from EDUlib: https://cours.edulib.org/courses/course-v1:HEC+SBC101+2016/courseware/49d274b783b147e597f90a4ec252e77c/0c63f7936b874ee297fa9d6861a23812/1?activate_block_id=block-v1%3AHEC%2BSBC101%2B2016%2Btype%40vertical%2Bblock%400f1f6defaf5347b29b2d2375c4c5e67b
- WHO*. (n.d.). Retrieved from Global Health Workforce alliance:
<http://www.who.int/workforcealliance/countries/bgd/en>
- Yunus, P. M. (n.d.). *Yunus Center*. Retrieved from Yunus Center:
<https://www.muhammadyunus.org/index.php/social-business/social-business>