**Department**

XYZ Department

East River Road, London

London, England

**Director**

Eric Dane

Director of XYZ Department

Contact [X]

**Date:** 28 February 20XX

Respected Director,

It is stated that I am an ophthalmologist, residing in London for the last 19 years. I started my journey as a consultant at a private hospital and made my way up to the best ophthalmologists that England has. After joining as a consultant 15 years ago, I worked hard to make my own clinic and then hospital of eyes. It took me a long time with many hurdles, but I pulled through. Other than surgery, I have also been a part of research conducted on eye surgery tools and techniques.

Therefore, I wanted to set up a new business of surgical tools related to the eye. My expertise and experience in the following field will prove very beneficial for the business. In addition to the production of tools that are being used, I want to make new tools using modern technology that can revolutionize the concept of surgery. My services in the surgical department made me take this decision and I would like to act upon it. Registration of the set up at XYZ department is a necessity therefore, I am attaching a complete proposal of my business with this letter. Kindly consider my request as it has the potential to change dynamics in the field of eye ophthalmology.

Eagerly waiting for your response.

Regards,

Dr. Derek Shepherd  
Ophthalmologist  
Contact [X]

**Introduction**

Eye surgery also termed ophthalmology is a very sensitive procedure and is conducted by a specialist in the field. Eyes are very delicate organs, and it is essential to handle them with great care. All the tools used during eye surgery are undergone rigorous testing to ensure eye safety. Precautions are not only taken during surgery, but it is also important to take precautions before and after surgery to avoid further infections due to germs.

Surgery on the eyes is being performed since the middle ages and with the evolution of technology, tools and techniques have changed widely making it a delicate and widely used procedure. Eyes are heavily supplied with nerves that require utmost attention from surgeons and patients are injected with anesthesia to calm them. All the gowns, gloves, tools are made sterile by using antiseptics before surgery. Mostly performed surgery on humans is cataract surgery i.e., the cloudiness of the eye’s lens due to aging. Cloudiness on the lens causes blurry vision and needs to be treated as soon as possible. If cloudiness leads to vision loss, then the retina of the eye is replaced with a plastic intraocular lens.

All the tools for the above-mentioned surgery and other surgeries will be made with great precision to avoid any damage. After production, all tools will be sterilized and packaged to maintain their sterility and stay ready to use. In addition to already existing tools, my manufacturing plant will also develop new and innovative tools with the collaboration of ophthalmologists from all over the world. These new tools will be tested by specialists and then release in the market. Being a professional in the field, I will happily contribute towards the innovation and modernization of the existing technology.

**Objectives**

To lay the foundation of a production plant from scratch is a very difficult job as the task at hand requires precision as well as perfection. Following objectives will be achieved soon,

* Construction of the area for installing the manufacturing plant.
* Importing all the components of the plant and giving it a shape.
* Purchasing export quality raw material for products.
* Preparation of products.
* Sterilization of all products.
* Packaging in suitable material to avoid contamination.
* Marketing of the products throughout the world.
* Application of the products worldwide.

**Eye Surgeries**

Eye surgery is used to treat a wide variety of eye conditions, some of those conditions are mentioned below,

* **Blepharoplasty:** it is performed to treat droopy eyes by making an incision to remove skin and muscle and adjust remaining fat
* **Cataract:** cataract is the cloudy area in the area which is replaced with an artificial lens through surgery
* **Corneal transplant:** is the process of removing damaged cornea and replacing it with healthy donor tissue.
* **Glaucoma surgeries:** are performed to drain the extra fluid in the eyes either by inserting a shunt or making a tiny opening in the eye to drain extra fluid.

**Products**

Several products will be manufactured in the plant, which is commonly used in the above-mentioned surgeries,

* Clamps
* Forceps
* Cannulas
* Bipolar forceps
* Calipers
* Curettes
* Alger brush
* Capsule polisher
* Corneal manipulators
* Trephines

**Significance**

Every manufacturing plant has its pros and cons. All the good things a company uses to market its products are dominated by the negative remarks of its users or customers.

* All the products will be available worldwide based on their usage.
* Within the country, products will be much cost-effective.
* A portion of sales will be contributed to pro-bono cases.
* Vacancies of marketing, distribution, and website development will provide jobs to the public.
* Exported products will earn revenue for the country’s economy.
* New products will be available for different ophthalmologists to test and provide feedback.

**Financials**

Everything requires money; therefore, I have a few investors who have worked with me and trust my instincts of establishing a business. The start-up cost will cover,

* Renting the property
* Construction and finishing
* Installing manufacturing plant
* Utilities
* Furniture
* Raw materials
* Packaging
* Distribution
* Marketing strategies

**Marketing strategies**

Various strategies can be employed for marketing surgical products. All these strategies are crossed again and again to ensure that they reach the right audience. Some of the strategies include,

* **Website:** Information regarding every product is mentioned on the website and people can buy from there
* **Fliers:** Information on fliers can be distributed among different hospitals
* **Medical Representative:** Medical representatives can be hired to provide samples to the doctor doing private practices.
* **Distributors:** Products can be sold to different distributors in bulk so they can distribute to people on demand
* **Emails:** Emails can be addressed to different doctors within the city or abroad and tell them about all the products.

Preview