

Free a marketing strategy to guide optimax as they extend operations to the nethe...

[Business](#), [Marketing](#)



It's an exciting time for us here at Optimax along with our partner Goede Visie. After completing over 600, 000 treatments here in the UK, we are ready to expand our practice into the Netherlands.

The ideals presented in the Netherlands market are a close match to our qualifications. There are many different approaches to selecting a new market to enter however we have the luxury of a strong partner in the Netherlands. After careful examination of the sociocultural values and beliefs of the Dutch, we find that our corporate culture makes us a great match. Our core value of service quality and integrity pricing makes us a good fit with the societal values in the Netherlands. We are proud to offer the best service, using the best technology in the most innovative practices. We are excited to meet the Dutch standards of cleanliness in our clinics. We plan to use our patients' stories to market our practice in a way that will resonate with the local audience.

Our partner has expertise in managing an optometrist's service in the Netherlands. His background can help us transition smoothly in this exciting new market. Expanding globally requires consideration of pricing, products, distribution and promotion in the Netherlands. These skills are all part of our partner Goede Visie expertise. While this plan lays the framework for international marketing planning.

One international marketing theory that needs to be considered as we enter into the Netherlands is the four drivers of globalization: cost, market, environment and competition. The value of our services positions us as a provider of choice to our customers. In the Netherlands this value along with our expertise and integrity are highly valued in their market. The

environment we are about to enter is highly regulated. The Netherlands has an exceptionally high standard of patient care to uphold (Czinkota, 2011).

Marketing Vision

Our vision is to grow our business. We are preparing to expand operations into the Netherlands beginning with a flagship clinic in Amsterdam. After the first clinic is running smoothly, we plan to open offices in other major cities in the Netherlands. An external study was done by Ng, Jenkins, & Nguyen, examined the experiences of 32 laser-assisted refractive cataract surgery patients and 30 conventional refractive cataract surgery patients. One month after surgery all 32 patients who underwent laser-assisted refractive cataract surgery had 20/20 vision. While at the same time, only half of the patients who underwent traditional cataract surgery had 20/20 vision at their one-month post-op appointment (Ng, Jenkins, & Nguyen, 2014). We here at Optimax are passionate about vision. We want to share our gift to give our patients the gift of sight.

Goals

Amsterdam Flagship Clinic

Metropolitan Netherland Expansion

Purpose

The purpose of the strategic marketing plan is to build upon the success of the Optimax brand by expanding operations to the Netherlands. The plan is to use a flagship clinic in Amsterdam to test the marketing environment in the Netherlands.

Ideal Customer

Our ideal customer is a healthy person, over the age of 21, who requires prescription lenses to correct their vision. Our treatments are rather affordable when compared with the costs of glasses or contacts.

Market Needs

Society is becoming more and more active making clunky glasses and cumbersome contact lenses obsolete. Patients want to feel free to enjoy their active life without worrying about their eyewear.

Market Trends

People want the highest quality of service their money can buy. Our clinics shine spotlessly, and our staff knows how to make customers feel at home when they're in our clinic. Patients have increasingly high standards (Walter, & Schröder, 2009). An organization that will help smoothen our transition from the UK into the Netherlands is The Netherlands Foreign Investment Agency [NFIA]. NFIA's webaddress is www.nfia.com. The site provides detailed information about the country's regulations, services, and customs that are of interest to companies looking to open in the Netherlands (Janin, & Van Eil, 2008).

Market Description

Our ideal customers live in an urban area of the Netherlands most specifically Amsterdam. They require corrective lenses to correct their vision. They are physically healthy and can undergo day surgery. On average we can permanently correct a patient's vision within a month after they first call

our office and for the same cost as they would spend being fitted for one pair of glasses. Laser eye surgery can correct nearsighted, farsighted, or astigmatic vision. Though the treatments are slightly costly they are a permanent vision correction. The procedure only takes about fifteen minutes and gives patients a new life free from glasses and contact lenses. (Murray, 1999).

Demographics

Our customers are mostly urban dwellers with some extra income to spend correcting their vision. The aging population in the Netherlands matches the rising age of our average clientele (Janin, & Van Eil, 2008).

Psychographics

Our ideal client is extremely proactive about their health and self-care. Even though the population of the Netherlands is aging the average health of the people is not declining. Their society has developed an excellent health care system. The area's cultural norms include an appreciation for a high-quality of life. The Dutch place a great importance on business integrity and honesty (Janin, & Van Eil, 2008).

Behaviors

Our ideal customers are active, health orientated people. The Dutch people are distinguished for their devotion to cleanliness. Their way of business has their same gentle yet clean-cut charm (Janin, & Van Eil, 2008). Our services complement the active lifestyle of our patients.

Geographic

The Netherlands has an overall population of about 17 million people. The country's major cities in descending order are: Amsterdam (790, 110), Rotterdam (616, 260), Den Haag (502, 055), Utrecht (316, 275), Eindhoven (217, 225), Almere (193, 163), Groningen (193, 127), Breda (176, 401) and Nijmegen (165, 182) (Flynn, Healey & Chittom, 2014).

Market Growth

Laser surgery is quickly growing in popularity. People are living more actively and enjoying a longer life. The overall population is also growing. In 2014, the Netherlands population grew by 0.42% (Flynn, Healey & Chittom, 2014). People are also moving towards urban centers closer to the locations of our clinics. 'Global Cataract Surgery Lasers Markets Will Reach \$2.4 Billion by 2019' according to an estimate published in MarketResearchReports. Biz (2013).

Difference

Our equipment is the best, helping us give our patients the best results. We have recently introduced Schwind laser technology in our clinics. The Schwind laser system is known for its remarkable precision and safety. Optimax has been leading optical technology since 1992. There has been no better time to expand into the global market. Our brand in the UK has gained a strong enough reputation to help carry us into the Netherlands.

Unique Selling Point

Optimax's was " the first private laser eye practice" and continues to be the patients' choice in laser eye correction.

Competition

There are 16 laser optical surgery offices in the Netherlands, 5 are located in Amsterdam (What Clinic, 2015). We are the first private laser eye clinic and have performed more treatments than any competitor. Optimax is a leading provider of laser eye surgery. Our low prices and high quality services set the pricing standard in the UK. Once our excellent reputation follows our move into the Netherlands we can dominate the market there as well (Czinkota, 2011). Porter's five forces is an excellent tool to describe Optimax's position as they enter the new market.

Strategy

Core Strategy

We want to be Netherlands first choice in laser eye surgery. We want to be known for providing the best quality of service at an affordable price. Our goal is to earn referrals from our satisfied customers. A detailed timeline of strategic tactics can be found at Appendix B.

Positioning Goal

Optimax's goal is to be the laser eye clinic of choice in the Netherlands.

Optimax builds their success by balancing themselves between quality and value.

Branding Elements

Key elements of Optimax's branding will be carried forward to the Netherlands' offices. The logo and branded colors will be carried forward in the expansion. The key message " EYE SURGERY SPECIALISTS" will be translated to read " EYE CHIRURGIE SPECIALISTEN". Our font choice is a sans serif to represent the precision services we specialize in. The blue color represents trust while our professionally rendered logo maintains the image our brand has established. Maintaining our branding is important during the expansion.

It is important that our branding in the Netherlands seamlessly integrates into our branding in the UK. Our company in the UK is a large success we can't afford to create any brand confusion in our home market. While expanding into the Netherlands is a solid growth investment we can't allow our brand in the UK to become muffled as we grow. We need to carefully adapt our practice to enter into the Netherlands market without compromising our brand.

Product Service

We offer a free information package to any curious potential client. The information package contains a series of brochures that explain various services we offer, choices available to the patient and financing solutions available. We also regularly lecture at various teaching hospitals and write quarterly academic journal articles.

Strategy

The strategic aims of the expansion are supported by Optimax's foundation of success in the UK. Our current position as the leading provider of laser eye surgery can be leveraged as we enter the global market. The foundation for entering into this exciting new market consists of these three goals:

Build a strong referral program.

Affiliate with teaching hospitals in the Netherlands.

Register to Optometristen Vereniging Nederland [OVN] (Netherlands Optical Association)

Pricing

Optimax has built their success on providing affordable laser eye surgery without compromising service quality.

Marketing Program

Our integrated marketing program flows consistently throughout our many communication products. The brand consistency is important because people often travel between the two countries. Since globalization, marketing information travels across borders regularly. People in both countries can both access the same information about Optimax at any given time. Our excellent reputation in the UK can help us build a relationship based on trust in the Netherlands.

Marketing Kit

Essential documents in our marketing kit are:

Quarterly Direct Mailings

Monthly Print Advertising

Top Quality Color Print Brochures and Collaterals

*The documents will all be formatted with our consistent branding, story and key messaging as described above and below.

Marketing Story

Russell Ambrose founded Optimax twenty-four years ago when London teaching hospitals were amazed by the results of laser eye surgery. The clinic was the first private clinic to offer laser eye surgery and Russell volunteered to be the very first patient. Optimax has performed over 600,000 laser eye treatments in 28 clinics. Russell's clinics were such a success in the UK that he decided to expand his practices to the Netherlands.

Referral Program

Every customer will be given referral cards after their treatment. The client will also be mailed a magnet between their treatment and follow up appointment. Our goal is to build our business by using satisfied customers as advertising.

Testimonials

Patient testimonials and stories are key to attracting new business. We will feature stories that are unique and enlightening in print and video. Teaching hospitals and schools will also be sent links to our stories to use as teaching resources. Customers will be asked to submit brief testimonials during their follow-up visit. We will feature spotlight stories in our medical articles and podcasts. The stories make the experience relatable to the local audience.

Web Marketing Plan

Our strongest marketing tool is web based communication. Due to the technological nature of our field video feature stories can attract both new patients and the medical community. Using quarterly podcasts, we will reach out to teach the world about the advancing world of laser eye surgery. Our referral program will continue to advance our position on social media. On a quarterly basis, we will post a referral card on social media recruiting new patients.

Website

Our website is our face to the world. Podcasts and social media content will refresh the site regularly using iframes. However the website needs yearly updates to ensure keyword optimization, the design is current, pictures are updated and contact information is current.

Social Media

Social media is our strongest advertising tool. We encourage our patients to visit us on social media to learn more about their eye condition and procedure. We also use social media as a teaching tool. We regularly reach out to the public to teach about diabetes management and eye safety. We strongly support the diabetes association and promote/share their eye related posts. Our podcasts are regularly promoted using multiple channels. We manage our social presence daily.

Our original content is inspired by the stories of our patients. The little girl who had such a hard time taking care of her reading glasses she failed the

second grade. The sweet little girl lost three pairs of glasses during the school year. Her mother couldn't afford to keep replacing her daughter's glasses. The little girl felt like she was always in trouble over the glasses. One day the teacher called her mother in after school to discuss the matter. The little girl was a year behind in her studies. It was such a shame that a sweet little girl with so much potential was falling behind. As the mother left the class that day, the janitor chased behind her. He had just had laser eye surgery, and now his vision is perfect. He kept losing his glasses too and was limited by the one pair per year his insurance provided. The next morning the mother called our office. We booked her an appointment for a consultation. Megan was a perfect candidate for laser eye correction. That summer young Megan had her treatment. Since then Megan has caught up to her grade level and has never been in trouble since for losing her glasses. Some of our patients stories inspire others illustrate our technological breakthroughs. One little guy from my neighborhood was rushed to the hospital when his pet bird scratched his eye. I was just about to close the office when I was called to the phone. The emergency room physician was a past patient and thought I could help the little guy. When I arrived, the doctor was unsure if I could save the boy's sight. His left eye was badly damaged. I had never performed this type of emergency service before. I quickly began to prep the child and before long me and neurosurgeon Johnathon Davies began to work on the young child. Just yesterday the young boy now 12 delivered my newspaper. I did a quick check of his recovery again. His vision is 20/20, and he plays baseball and delivers

newspapers. The groundbreaking surgery we performed that day saved the boy's sight so he can live a normal life.

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APPENDIX A: Timeline

APPENDIX B: Marketing Expense Budget

Our goal is to spend 10% of our profits on marketing. Our optimistic forecast ensures that we can use professional photography and video to gain positive attention from medical professionals and potential patients. We also plan to attend local events with a booth beside the diabetes association. It is our goal to raise awareness of the link between diabetes and eye health. We also distributed a portion of our marketing budget to the category other to be able to market ourselves at trending events and activities throughout the years.