

Business Plan Proposal

2.0 Company Summary

This is a business plan regarding the growth and expansion of a company of healthcare industry. The name of the company, on which this plan is designed, is Cardinal Health; Cardinal Health offers pharmaceutical and medical service and products in many countries including U.S (Cardinal Health, 2013). Currently, it provides three major types of products and services, namely health care provider, pharmacies, and supplier and manufacturers of many health related products. Cardinal Health is one of the companies that fall in the category of fortune 22 companies of the world, and its main mission is to make the health care cost effectiveness. The company increases the effectiveness, profitability, and efficiency of pharmacies, hospitals, and ambulatory services by helping them in reducing the cost of operation. The awards and achievements of the company are the proof that the company is motivated and focused towards its goals. Cardinal Health employs around thirty thousand employees worldwide (Cardinal Health, 2013).

2.1 Start Up Summary

This business plan is about the expansion of Cardinal Health Company geographically and in volume as well; the more focus of this plan would be on pharmaceutical services. This plan revolves around the different type of mergers and acquisitions of other health care companies in other geographical areas to make the presence of Cardinal Health in those areas or countries. One of the arguments that strengthen this proposal is that company has been aggressively participating in many merger and acquisition activities for two years; and this is one of the reasons that this business plan would be successful. The transaction of more than five