



Intuit Management Consultancy

Website: www.intuitconsultancy.com

Assisting the client to set up their services in Dubai

About the client:

An entrepreneur having an extensive background in the health sector wanted to open up his chain of cosmetics health clinics in Dubai. The cosmetic health services that were to be provided by the client were part of a global franchise of health services who had started to begin their expansion process through franchising and direct setup across many countries.

Issues:

Even though the client had been a resident of the Middle East for many years he was unable to complete the necessary protocols and obtain the required permits from various ministries individually. Being in the healthcare industry, which is highly regulated in Dubai, there are various procedures and approvals to be obtained from various Government Authorities before commencing a franchise business. Therefore he was looking for a service provider that would help in achieving the final stage before commencing his services.

Solutions:

IMC group conducted thorough research on the client's business model, the franchising company's business model. Our experts then devised a model that would be in accordance with the existing laws and regulations of Dubai like the clinic space required, the Dubai Health Authority approvals and the other permits as required by the client. The results of this research led to the finding that the client has missed a critical guideline of the required space to start the service. Our local experts of IMC group then obtained this permit and the client was able to begin his entrepreneurial venture without any hindrance. The client intends to expand his franchisee venture and has a continued relationship with IMC group.