



The Problem

- The client was looking to establish **first-of-its-kind** medical facility center in Jeddah
- Client wanted TracROI to evaluate the **financial feasibility** of the project



Challenges

- To determine the **target market and pricing**, since it was first-of-its kind center
- Study the **effect** of the therapy
- **Designing** of therapy's packages per indications



Solution Offered

- **Appraise the project:** ROI, IRR and payback period calculation
- **Valuation** of the firm
- Developed **investor presentation**