

**UNIVERSIDAD ESAN**



**“Applying technology to improve the public health service in Peru”  
Business Plan**

In collaboration with:



**Research project presented in partial satisfaction of the requirements to obtain the degree of Master in  
Business Administration by:**

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**Master Program at ESAN: International MBA.**

**September 11<sup>th</sup>, 2018.**

# 1. Executive Summary

## OBJECTIVE OF THE REPORT

To bring an innovative business plan for academic purposes, that combines all the strategic frameworks that we have been learning for the past 6 months, and by combining them into a single business plan show how they are interrelated between each other.

## OBJECTIVE OF THE BUSINESS PLAN

Show the opportunities between a private company and public institution by bringing to the market a never-seen-before **Triple Focused Value Proposition**, in which two main focuses are taken into consideration: **PROFIT + SOCIAL**

## FINDINGS

