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Marketing Plan for a Miami Smiles Dental Care

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Abstract

Miami Smiles Dental Care is a new dental health care facility purposed to operate in Miami, Florida, in the U.S. The dental facility will suffice as an opportunity to provide excellent dentistry services to the young and older adults in the region. The mission of the new facility is to be the best dental services provider for a functional smile. The dental facility will be a means to offer the Miami community with dental care targeted towards specific dentistry services in a safe and knowledgeable practice. Miami smiles Dental Care will provide dental services, such as dental consultations, diagnostic services, restorative and preventive dental services, non-surgical and surgical dental services, prosthodontics and maxillofacial services to the citizens of Miami. Miami Smiles Dental Care will conduct a competitor analysis to strategize its operation and plan survival in the already competitive industry. Moreover, Miami Smiles Dental Care hopes to acquire a niche of the dental industry through flexibility and benchmark customer service.

Marketing Plan for a Miami Smiles Dental Care

Analysis of Services

Miami Smiles Dental Care will offer various services to the target market, including dental consultations, diagnostic services, restorative and preventive dental services, non-surgical and surgical dental services, prosthodontics, and maxillofacial services. Highly trained professionals will offer the dental services by the Miami Smiles Dental Care. The facility has invested in the state of the art equipment to ensure its target market receives the best services in the dentistry industry in Miami and the more significant Florida state. According to literature, both the young and old in society are concerned with their smiles due to teeth loss and color of the teeth (Elrod & Fortenberry, Jr., 2018). Furthermore, people end up seeking dental health from unprofessional facilities due to either high costs or lack of adequate information on the importance of dental hygiene. As a result, the facility will focus on linking its clientele to ideal dental health and functional smiles. In addition, Miami Smiles Dental Care will offer detailed information on proper oral hygiene, cross-examination, and the importance of quality regular checkups.

Dental consultations to be offered in the health care center will entail information on reducing teeth sensitivity, maintaining dental health, the best toothpaste in the market, the impact of food on oral hygiene and the importance of general health care wellness. Preventive dental services will focus on caring for the teeth to keep them healthy and avoid corrective procedures. Miami Smiles Dental Care will offer information on brushing and flossing routine, the importance of regular checkups and professional cleans to prevent gum infections, cavity, and tooth decay, as well as bad breath. Restorative services will offer treatments of gingivitis, cavities, periodontitis, and enamel loss. Moreover, the therapeutic services will involve the

removal of infections in the tooth canal, temporary and permanent filling, dental bridging, implants, dentures, tooth veneers, and whitening crowning teeth, as well as draining of abscesses. The restorative services will aim to correct existing dental problems to restore the function and appearance of the teeth. Non-surgical and surgical dental services will entail the prevention and correction of tooth abnormalities and removal of improperly positioned teeth, respectively.

Miami Smiles Dental Care Mission and Vision

Mission statements should inform the target population what the business involves, the activities to be undertaken, and the people it will benefit. Vision statements outline the goals of the business, meaning they serve as a directive. According to Ferrell and Hartline (2017), good vision and mission statements are those that exceed product definition. The mission and vision statements of an organization tell the target market of the company's strategic plan. Moreover, the statements inform the potential employees and clients of how their relationship with the organization will be founded.

Miami Smiles Dental Care's mission will be, to be the best provider of dental care for a functional smile in the industry. The Miami Smiles Dental Care will exist to attract and retain customers. The health care center will surpass its customers' expectations by offering excellent services and creating strong relationship bonds engraved in trust to boost patients' confidence. The facility's vision is to use state of the art technology to address challenges and deliver its mission. Miami Smiles Dental Care will employ its mission and vision statements to run the practice and make short-term and long-term goals. In addition, the mission and vision statements will offer directives for values such as care, trust, customer-oriented, and innovation. Adherence to the mission and vision will enable the Miami Smiles Dental Care to maintain a competitive advantage in the industry.

Competitive Analysis

The dental industry comprises services such as diagnosis and treatment of oral hygiene related issues. Oral health includes problems such as a cavity, gum pigmentation, and teeth discoloration, among others, which require dental, medical attention to correct. Factors such as aging population, demand for cosmetic dentistry, demand for functional smiles, and increasing awareness of oral hygiene drive the dental industry of Miami. Similarly, factors such as the grey market of dental products, low coverage for dental insurance, and lack of technological awareness slow the growth of the market. The dental industry of Miami is crowded with small and large market players. The established dental facilities in Miami are the ones who will be the major competitors of Miami Smiles Dental Care. The dental health facilities include the Give Kid's a smile project, Dental Health Center Coral Gables, Great Expressions Dental Center, Care resource Community Health Center, Dade County Research Clinic, Prodental Centers, and Robert Morgan Dental Clinic. Others are Economic Opportunity Family Health Center, Miami, FL Medicaid Dental Clinic, Miami Lakes Dental Health Center, Rothman Dental Solutions, Miami Implant and Family Dentists, Sunshine Dental Center, Miami Dentistry Center, HQ Dontics Dental Center, and Biscayne Dental Center among others.

The competitors are different in size, capacity, ownership of equipment, and services offered. Not all the facilities provide all dental services, and as a result, the difference in market position. The powerful competitors in the market are the extensive facilities such as Dental Health Center Coral Gables, Great Expressions Dental Center, Care Resource Community Health Center, Miami Implant and Family Dentists, and Biscayne Dental Center. These centers will serve as significant competitors, as most of them have more than one branches in Miami and Florida. Moreover, dental facilities have up-to-date technological equipment to offer excellent

services to their customers. However, the Miami Smiles Dental Care will also compete against the small players in the industry before it positions itself in the market.

Miami Smiles Dental Care will survive the already competitive market by considering the size and nature of the present industry competitors as they suffice as direct or indirect threats to success. The facility's strategic planners should develop matrixes to identify the underserved and unserved gaps within the market to secure itself in the market since the arrays will provide information on the unique models used by the existing competitors. Miami Smiles Dental Care needs to conduct a competitor analysis to determine the services offered and the technology used by its competitors. Resultantly, Miami Smiles Dental Care will become creative and innovative on the services and equipment to use to acquire competitive advantage over its rivals.

Furthermore, the facility will engage in continued research and create novel technology that will be more useful to the target market. Research indicates that competitor analysis also reveals the current trends in the market (Elrod & Fortenberry, Jr., 2018). Consequently, the Miami Smiles Dental Care will spot the opportunities that can be improved through differentiation and diversification.

Miami Smiles Dental Care will make use of its company website and social media services as a form of marketing strategy to increase its market share by attracting customers who are love exploring new services (Stukus, Patrick, & Nuss, 2019). Miami Smiles Dental Care will extend its target market through the online platform. Moreover, its customers will inquire and receive answers online, primarily through email and follow up on health seminars and workshops hosted by the dental care facility. The online platform serves as a direct marketing tool, and most people use it to acquire information relating to health and businesses. Consequently, Miami

Smiles Dental Care should provide oral health information, pictures, and videos online as a means to advertise its services across Miami and Florida.

Miami Smiles Dental Care will be customer-oriented. Ferrell and Hartline (2017) argue that most businesses lose their competitive advantage in the market since they focus on attracting new clients, and forget to retain the already existing, leading to customer dissatisfaction. The facility will be forced to create customer relationships founded on trust. Moreover, the team of professionals will exercise care and patience with clients to make them want to come back for more services (Hines, 2016). Miami Smiles Dental Care will acquire a competitive advantage over its rivals by maintaining its image through the structural organization. The facility building will be colored in attractive colors, and the walls will be filled with oral hygiene information.

Most dental care facilities in Miami do not offer remote consultation (American Dental Association, 2017). For that reason, Miami Smiles Dental Care will take advantage of this opportunity of providing free consultations to patients in remote areas. The move will help the new dental facility reach a large target market. Customers, especially in the health care industry, feel valued when a follow-up is made. Most healthcare facilities forget to follow-up on their patient's conditions. Miami Smiles Dental Care will use this strategy to lure its patients to come back and even recommend more clients. Through the follow-ups, Miami Smiles Dental Care will determine their customers' satisfaction and identify areas of improvement to ensure customer retention.

Miami Smiles Dental Care will use internal marketing strategies to reach a large market. Internal marketing involves asking satisfied customers to recommend your product or services to friends and relatives (Ferrell & Hartline, 2017). Through the customer focus strategy, the facility will ensure customer satisfaction so that the satisfied customers can recommend its dentistry

services to the world. Most internal marketing strategies fail to succeed as the organizations using the approach make it appear, as they were desperate for their customer's recommendations. Consequently, Miami Smiles Dental Care will avoid making the same mistake by using the method to detail their confidence in dentistry services.

Miami Smiles Dental Care Product Differentiation

The Miami dental industry is overcrowded, and customers feel overwhelmed with the many dental care centers in the region. As a result, it is crucial for Miami Smiles Dental Care to use differentiation as a competitive strategy with a long-term vision. According to Ferrell and Hartline (2017), businesses can differentiate themselves from other market players using product differentiation and cost leadership. Cost leadership focusses on price-conscious customers, while product differentiation ensures brand positioning and marketing strategies to attract more customers. Miami Smiles Dental Care will major in the dentistry services in which it has some expertise to ensure it delivers the best services to its clients for customer satisfaction. The dental care facility will adopt the 'Free Day' policy that will be held every last Saturday of the month. During the free day, Miami Smiles Dental Care will offer free consultation services and discounted prices on some chosen dentistry services to its customers as a means to attract more customers. Moreover, the health care facility will use aggressive advertising strategies to be unique in the market. Miami Smiles Dental Care will advertise its services in the local newspapers, television, and billboards. Every six months, Miami Smiles Dental Care will hold dental health care workshops in Miami and educate its customers on the importance of dental hygiene, while offering free dentistry services to the elderly and children.

Miami Smiles Dental Care will use pricing to differentiate themselves from its market competitors. Research indicates that government health programs and health insurers across the

globe do not pay for all the dental services offered by dental health care facilities, meaning patients are partially responsible for most of their dental expenditures (Elrod & Fortenberry, Jr., 2018). A shift in income influences the ability of a customer to purchase dental services. An increase in income levels increases customer's demand for dental services, which in turn presents an opportunity in the industry. Miami Smiles Dental Care will set its prices at pocket-friendly prices and continuously review them depending on demand. Miami is a renowned destination for tourists. For that reason, Miami Smiles Dental Care will provide a unique travelers package for the dentistry services. Properly implemented product differentiation will enable Miami Smiles Dental Care to increase its brand loyalty for stability in the event of higher price points. A reputable brand image will be advantageous to Miami Smiles Dental Care since customers always value better products and services irrespective of pricing.

Conclusion

Miami Smiles Dental Care is a new dental health facility in Miami, which will offer a range of services, including dental consultations, diagnostic services, restorative and preventive dental services, non-surgical and surgical dental services among others. The mission of the dental care facility is to be the best provider of dental care for a functional smile in the industry, while the vision is to use up-to-date technology to deliver the mission and address challenges that could hinder growth. The dental health care facility will target both the young and old in Miami and Florida State. The Miami dental industry is an already overcrowded market with many small and large players. To acquire a competitive advantage and position itself in the market, Miami Smiles Dental Care will need to perform a competitor analysis to determine the structure and size of the market competitors, and the areas of opportunities it needs to harness. The information acquired will help the new dental facility plan its effective strategy. Miami

Smiles Dental Care will be customer oriented, meaning it will focus on its customers to make them feel valued by creating strong customer relationships founded on trust and confidence. In addition, Miami Smiles Dental Care will always make follow-ups to its patients to learn of their conditions and gather information on areas it needs to make improvements for customer satisfaction. Miami Smiles Dental Care will use intensified advertising methods such as the online platform, such as website and social media, word of mouth marketing, as well as dental care workshops to promote its brand.

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