

# Product details



## [Multispeciality Dental Care: Standing at Crossroads](#)

**Case** - Reference no. 820-0036-1

**Subject category:** [Entrepreneurship](#)

**Authors:** [Shailee Singh](#); [Arun Sahay](#); [Hemant Kumar Singh](#)

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**Topics:** [Entrepreneurship](#); [Growth strategy](#); [Rural and urban market](#); [Healthcare management](#); [Dental care](#)



## About

### Abstract

It was breezy summer morning of June, 2018. Dr Dushyant Kumar Singh, sitting in his clinic in Lucknow, the capital city of Uttar Pradesh, thoughtful over the future of his dentistry practice, was pondering over his next steps. During nine years of his being in the business of dental care, he had managed to grow from a single clinic to three. Singh thought 'having spent 9 years in the market and running 3 clinics, I am not there where I should have been on this day. The growth had been slow and narrow. Given the environment that was supporting self-employment and entrepreneurship, I need to upscale the business'. Singh had entrepreneurial aspiration to grow but did not know.

### Teaching and learning

This item is suitable for undergraduate, postgraduate and executive education courses.

## Settings

### Time period

The events covered by this case took place in 2018-2019.

### Geographical setting

**Region:** Asia  
**Country:** India

### Featured company

#### Global Multispeciality Dentalcare

**Employees:** 2-10  
**Type:** Self-owned  
**Industry:** Healthcare Industry

## Related



## [Multispeciality Dental Care: Standing at Crossroads](#)

**Teaching note** - Reference no. 820-0036-8

**Subject category:** [Entrepreneurship](#)

**Authors:** [Shailee Singh](#); [Arun Sahay](#); [Hemant Kumar Singh](#)

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