



STUDY GUIDES
**FOR APPRENTICE
OPTICIANS**

WORKBOOK 4: OPHTHALMIC INSTRUMENTATION

Opticians Study Guide

Eric P. Muth

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lens has a 3x magnification power and is the oldest lens of any type that we know of At the time of this writing it is being housed and displayed at the British Royal museum and worth seeing for yourself Another possible early lens can be traced through written account to Nero of ancient Rome Its accepted as fact that he was quite myopic but a tantalizing theory also states he used a polished emerald to peer through while watching gladiatorial games Could this be the first myopic corrective lens As an optician it is your job to be an expert in this exciting field and you also have the honor of being part of its history With the evolution of mass produced frames inexpensive advanced lenses and an online marketplace it is more important than ever to stay abreast of the future of ophthalmics and understand its past For opticianry to continue to thrive it is vital to position yourself as the definitive professional This will allow you to separate yourself from the online marketplace and embrace the opportunity to profitably offer products tailored to your patrons needs Business Most business plans are structured into seven sections A completed business plan should be shared with employees to create a cohesive team focus Also investors will request to see the business plan to determine the risk of failure or likelihood of success The seven sections are 1 Executive Summary A concise summation or outline of the business plan Usually this part is written last as it is the most important section Some items that are mentioned in the executive summary are business name concept products services mission statement financial requirements and essential milestones 2 Company Description This is a broad view of your company how it is structured and type of business it will perform Some items mentioned in the Company Profile are legal form of business needs the business will satisfy brief history overview of products and customers short long term goals 3 Products Services A description of how you will turn a profit aka what are you selling Pictures diagrams and prototypes are often required Suppliers costs and net revenue expected for each product are discussed here 4 Market Analysis Economics Outline your market research here and present your conclusions about your market analysis Include market size trends patterns and potential growth here Exam 83 What two glands contribute to the lipid tear layer a Zeis Meibomian b Zeis Moll c bulbar conjunctiva lacrimal d lacrimal Krauss

Study Guides for Apprentice Opticians Shawn A Lessard, 2020-08-24

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