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**DRAFT COPY OF CARE BUSINESS PLAN**

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info@carestaffrecruitment.com

ASEDA CARE LTD & CARE STAFF RECRUITMENT

Address - Castle House, Dawson Road, Milton Keynes MK1 1QY

1. **EXECUTIVE SUMMARY**

Care Staff Recruitment/ Aseda Care Agency is an agency in the care industry that provides vulnerable people who need care support with the most competent, reliable, patient and naturally caring workers, whether they are living in a care home, hospital or at their private family residence.

The company is directed by Mr. Daniel Nyarko, who got over 10 years’ experience in facility management at senior level and over five years’ managing Care Staff Recruitment, healthcare recruitment agency. He is currently being supported by Mad. Tasheka Lavann a passionate Manager who has years’ experience in managing care services. The main office of Aseda Care Ltd is located at Castle House in Milton Keynes. The company will be providing home care services at very competitive price.

* 1. **MISSION**

Our mission is to provide high quality care services geared towards the unique needs of each client. As a dependable partner in advancing comfort, ensuring dignity, and promoting health in communities and care homes we serve, we strive to be recognized for our dedication to quality and personalized care.

**1.2 VISION**

Our vision here is to become one of the best, most professional and reputable black-owned care companies in the UK and even across the world. This will require smart work and dedication from every member of staff, especially the ones working in this very office.

**1.3 OBJECTIVES**

The objective of this business plan is to state the goals we deem achievable before the year ends. This includes:

* Good Website: We expect to go hard on our website development to get more attention from clients and be seen as a reliable care agency one can trust, hence building recognition.
* Good Marketing Initiative. This is to help us build awareness, establish credibility by showcasing success stories and client’s testimonial. By so doing, we will then be seen as a reputable care agency or care provider and attract new clients.
* Operational Manual/ Policies. We expect to bring out a well-structured operational manual which pulls out some of our targets, key compliances needed, tasks, and steps on how to navigate through the system. (see draft copy of operational manual)
* Staff Training and Support. We are willing to offer comprehensive training programmes to ensure that each staff member can deliver the best possible care.

1. **COMPANY DESCRIPTION**

It is a staffing agency that supplies Sponsorship to UK, UK-Based Nurses, Care Assistants and Support Workers to Care Homes, NHT Hospitals and Private Homes, under contract with several of our Booking Clients.  
  
It is a dedicated team of healthcare professionals committed to enhancing the quality of life for individuals in need of health and home nursing services. With years of experience and a passion for care, our team strives to make a positive impact on the lives we touch.  
  
At Aseda Care, we are more than a team of healthcare professionals; we are a compassionate community driven by a shared commitment to enhance the quality of life for individuals requiring health and home nursing services. With a collective wealth of experience and a profound passion for care, our dedicated team is united in its mission to make a positive and meaningful impact on the lives we touch.

1. **MARKET ANALYSIS**

This is the ability to assess the need for care services in a particular location, understanding the competitive environment and figuring out the target market’s wants and demographics. We want to consider the target area’s total demand for care services. By so doing we need to analyse care related trends like an aging population or a rise in the number of people in need of certain medical care. We also need to examine and take into consideration any projection that may influence the need for care services in the future. We can learn about the demand for the care services, the requirements of targets markets by performing thorough market analysis.

1. **ORGANIZATION AND MANAGEMENT**

This area outlines the structure of this agency as well as some of the roles and responsibilities of key team players.

* Manager: The main manager oversees all roles and delegates to all staff. He usually ensures that the company runs smoothly.
* Office Manager. He sees to it that all office administration is running smoothly in the sense that all targets are met daily. Usually involves in recruiting activities.
* Training Manager. He oversees training new staff and ensures that carers are up to date with the best practices and regulations.
* Office Administrative Assistant. Handles the administrative tasks which includes booking of shifts, creating staff profiles, record keeping, etc.
* Digital Marketing & IT Team. Maintain and develop our website frequently and making sure everything relating to IT is on track.

1. **SERVICES**

Services provided by Aseda Care Ltd includes.

* Skilled Nursing Care. Our registered nurses provide expert medical care, ensuring your health and well-being are in capable hands.
* Home Care Assistance. Compassionate and trained aides offer support with daily activities, aiding and companionship.
* Continued Healthcare. Specialized care plans for managing chronic conditions, promoting a healthier and more comfortable lifestyle.

1. **TARGET MARKETS/ CLIENTS**

As it stands the areas that needs more focus on includes Domiciliary Care, Supported Living, Live-In Care, Recovery Centres, Outpatient Clinics, Surgical Clinics and Gynaecology Clinics.

* 1. **MARKETING STRATEGIES USED**

There are so many ways we use in getting clients at target areas. These are listed below.

* **Digital Marketing**: Currently we are utilizing our social media platforms for online marketing to reach out to potential clients and their families. This is done by creating informative blog posts, videos, and infographics as what we do as a care agency.
* **Networking and Partnerships**: Currently we have partnerships with GRI magnit where we are allowed to provide them with carers to work with their various business units through booking.
* **Research**: Usually, Aseda care agency go onto the internet to search for potential clients who need our services. This is a way to advertise ourselves verbally. Also, we send an email to these clients right after the verbal communication to create a reminder. Another way to reach out to them is using the website <https://www.carehome.co.uk/> .You will be directed to see so many care homes with their contact details. You can also search for their contact details on google.
* **Get a representative:** The agency can get an active staff in various areas at the UK who is outspoken to lead the agency to get in more clients. We can also draft a script for a face-to-face interaction with the client.

1. **TARGET AREAS**

* Middleborough
* Eastbourne
* Bournemouth
* Gloucestershire
* Plymouth
* Exeter
* Kent
* Blackpool
* Cardiff
* Isle of Wright
* Isle of Anglesey
* Isle of Man

1. **STAFF DEVELOPMENT**

By investing in staff development, Aseda Care Ltd can ensure that it remains competitive, compliant, and capable of providing the highest level of competent carers to our clients. We must ensure that staffs are equipped with skills and best practices, there is an open door for counselling at any time, staff can meet the diverse needs of clients, staff are up to date with industrial regulations and compliance standards and be sure that there is continuous learning and development. By so doing we are not only generating higher quality care but also creating room for positive word of mouth referrals and a motivated and skilled workforce which end up benefitting the agency’s bottom line.

* 1. **KEY COMPLIANCE DOCUMENT**

Every staff to be registered under this agency is expected to have these key compliance documents in PDF format and sent by mail to [info@carestaffrecruitment.com](mailto:info@carestaffrecruitment.com) before been addresses as a staff of Aseda Care/ Care Staff Recruitment.

* Residence Permit
* Right To Work
* National Insurance
* ENHANCED/UPDATED DBS( <https://www.hr-platform.co.uk/individual/application-login/?CL56nDy7lAtR20FJv88Go6Muz7QgYGrnHSV9yjlzvGNtCOMbj2UGLF9ztaHUan5rpkKEmk47NuJu3BM4Mwh8qpuQeMaM4fxwsp8NOlgy7b6Md4wyXyfGT74ugRc4l%2FpthEy56VAwthqaUrA%2FGbDgjg4CYrXQr9qfN0bjgGpJQBU%3D>
* Care Training Certificates (Should be specifically physical training <https://www.healthandsafetygroup.com/p/care-certificate-traning-course>)
* Passport bio page
* Proof of address
* Updated CV
* Two References
  1. **STAFF REGISTRATION PROCEDURE**
* Add candidate number to WhatsApp Business Chat
* Book a video interview with candidate to ensure competency and availability for employment (see How to Interview Candidates in Training Manual)
* Send Aseda Care Application Form to candidate - <https://forms.zohopublic.eu/carestaffrecruitment/form/AsedaCareApplicationForm/formperma/5KqzEeiJRm5jOJhjawbdN3xoJmVR2YRAfB6t8IeDMkI>
* Make sure the staff fill the PAYE Checklist - <https://forms.zohopublic.eu/carestaffrecruitment/form/NewStaffStarterPAYEchecklist/formperma/42uark8ESZVqEJShDjAgEB4dwxRmGt6ABVjeP0upyJM>
* Make sure staff fill out GDPR Authorization Form- <https://forms.zohopublic.eu/carestaffrecruitment/form/GDPRAUTHORISATIONFORMFORSTAFF/formperma/y5Bt9tnRynD5cWlJzoWn_pFIjktqgLFLe25YZYzNAec>
* Make sure staff fills out Contract of Employment Form –

<https://forms.zohopublic.eu/carestaffrecruitment/form/CONTRACTOFEMPLOYMENT/formperma/3FwfFNtVMHUL-7tCu02fIUiUVsfqnsLgGmt_hBXzbRQ>

* Let Staff book a Mandatory Physical Training that is closest to them-

<https://www.healthandsafetygroup.com/p/care-certificate-traning-course>

* 1. **MANDATORY TRAINING**
* Hoist Training
* Managing Aggression & Potential Aggression / CPI Safety Intervention
* Positive Behaviour Support
* Medical Administration Level 2
* Moving and Handling
* Lone Worker
* Buccal Midazolam Administration
* Mental Capacity Act & Deprivation of Liberty
* Physical Intervention / Breakaway
* Dysphagia
* Health & Safety incl. Risk Assessment
* NAPPI Qualified
* Safeguarding of Vulnerable Adults
* Rectal Diazepam

1. **OVERALL TARGET GOAL**

* 150- 300hour shifts booked per day
* 10,000pounds as profit per week
* 10 Live- In Care (Minimum of 5k each) per week)
* To recruit between 40-50 new staff per week

1. **ACTIVITIES FOR THREE MONTHS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **DAYS** | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
| **MONTHS** |  | | | | |
| JANUARY | 1. Call active staff and ask for timesheet  2. Make sure all timesheet rates are available on etips.  3. Report all errors to GRI  Raise invoice on Zervent.  4. Continue with outstanding registration  5. Respond to emails  6. Shift booking  7. Send confirmed shifts to clients | 1.Raise Invoice and send to Zodeq  2.Email Tom and Michelle 3. Ask for availability.  4. Look out for shifts | 1.Research for more care homes and clients  2. Look out for new care homes  3.Call care homes and advertise us  4. Update daily tracker | 1.Interview new staff.  2.Shift booking  3. Study the UK map  4. Complete DBS registration | 1.Create staff Profile  2.Ask for Availability sheet from active staff  3.Continue with shift bookings |
| FEBRUARY | 1.Ask active staff for timesheet  2.Make sure all timesheet rates are available on etips and report all errors to GRI  3. Raise invoice on Zervent.  4. Respond to emails  6.Shift booking  7.Send confirmed shifts to clients | 1. Raise Invoice and send to Zodeq when done send email Tom and Michelle when done  2. Continue with outstanding registration | 1. Research for more care homes and clients  2. Look out for new care homes  3.Call care homes and advertise us  4. Update daily tracker | 1.Interview new staff.  2.Shift booking  3. Study the UK map  4. Complete DBS registration | 1.Create staff Profile  2.Ask for Availability sheet from active staff  3.Continue with shift bookings |
| MARCH | 1.Call active staff and ask for timesheet  2. Make sure all timesheet rates are available on etips and report all errors to GRI  3. Raise invoice on Zervent.  4. Continue with outstanding registration  5. Respond to emails  6. Shift booking  7. Send confirmed shifts to clients | 1. Raise invoice and send to Zodeq  2. Email Tom and Michelle when done. | 1.Research for more care homes and clients  2. Look out for new care homes  3. Call care homes and advertise us  4. Update daily tracker | 1.Interview new staff.  2. Shift booking  3. Study the UK map  4. Complete DBS registration | 1. Create staff Profile  2. Ask for Availability sheet from active staff  3.Continue with shift bookings |