



Introduction

Problem



Ageing population of Singapore

- A need to care for the elderly without affecting work



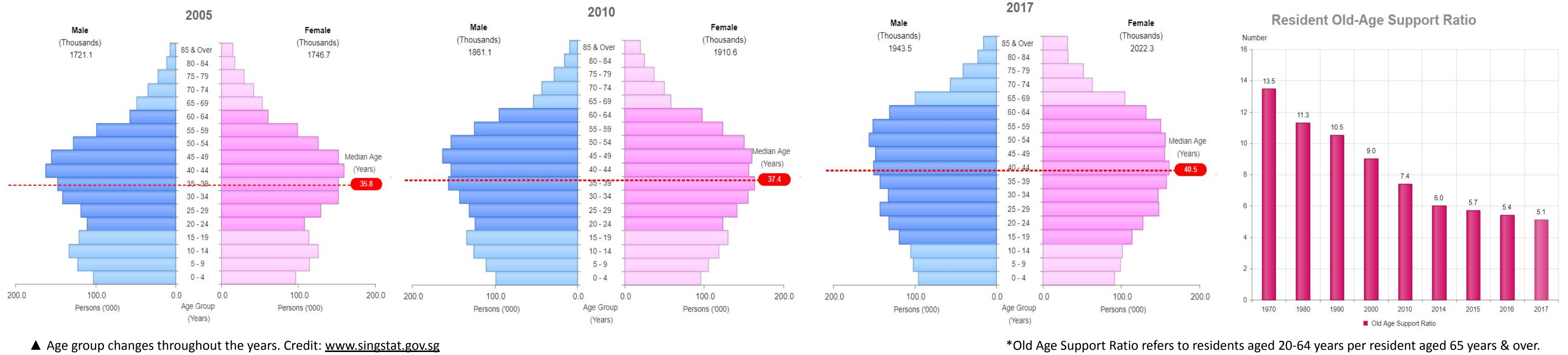
Caring for the elderly is inconvenient

- Takes up a lot of time

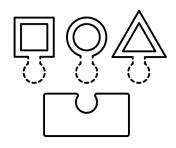


Most elderly are unable to care for themselves

- A family member is usually required to care for the elderly
- Fully trusting a third party to care for the elderly

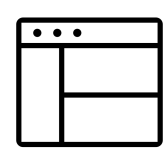


Solution



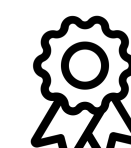
Modular offerings for elderly care

- Freedom to choose what is needed
- Ability to cater to budget limitations



Convenient service

- All-in-one application and website for ease of use
- Warehouse-to-door delivery of goods
- Easy to access with simple interface



Providing services by established firms and organisations

- Trustworthy refunds/exchange of defective goods

Concept

Idea



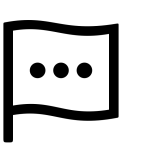
Delivery of medicine for people with chronic illnesses, check-ups, traditional Chinese medicine



Delivery of cooked and/or uncooked food and necessities



Paid and/or free activities & programmes



Services that may benefit elderly healthcare, warehousing & delivery

Partnerships

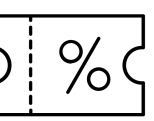


Profiting & Marketing

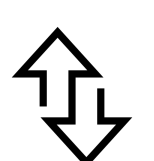
Sales Strategy



Targeting working class adults who are likely to be taking care of their elderly parents



Discounted pricings from partner companies in exchange for guaranteed customers

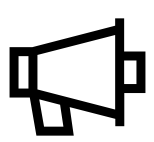


Cheaper services and packages will be priced lower at marginal profit, more expensive packages will have a larger profit



Possible expansion overseas in countries with ageing populations

Advertisement Strategy



Encouraging independent elderly
Easy to access with simple interface
Monthly basis subscription plan



Advertisement through social media
Usage of influencers

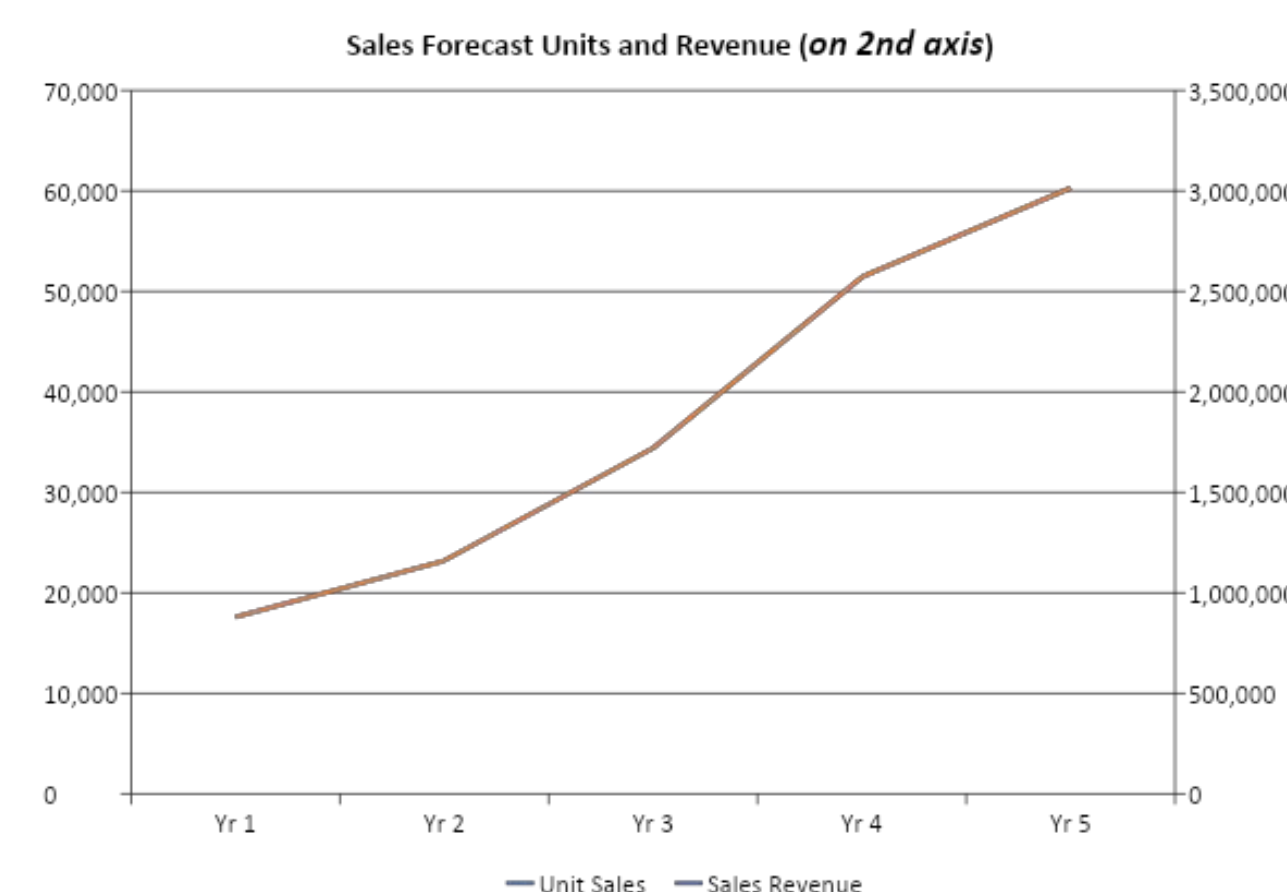
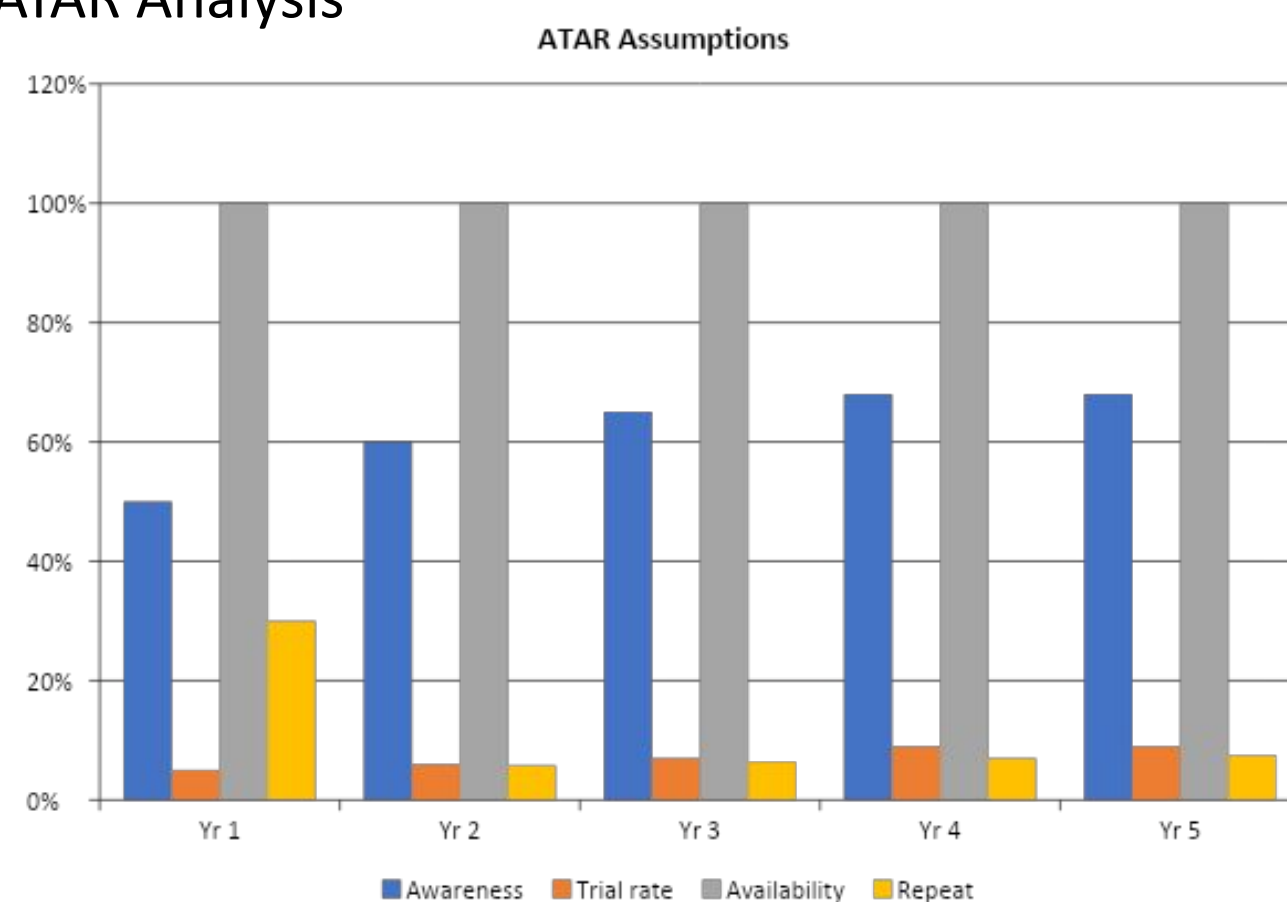


Cooperation with Nursing Homes/Community Centres

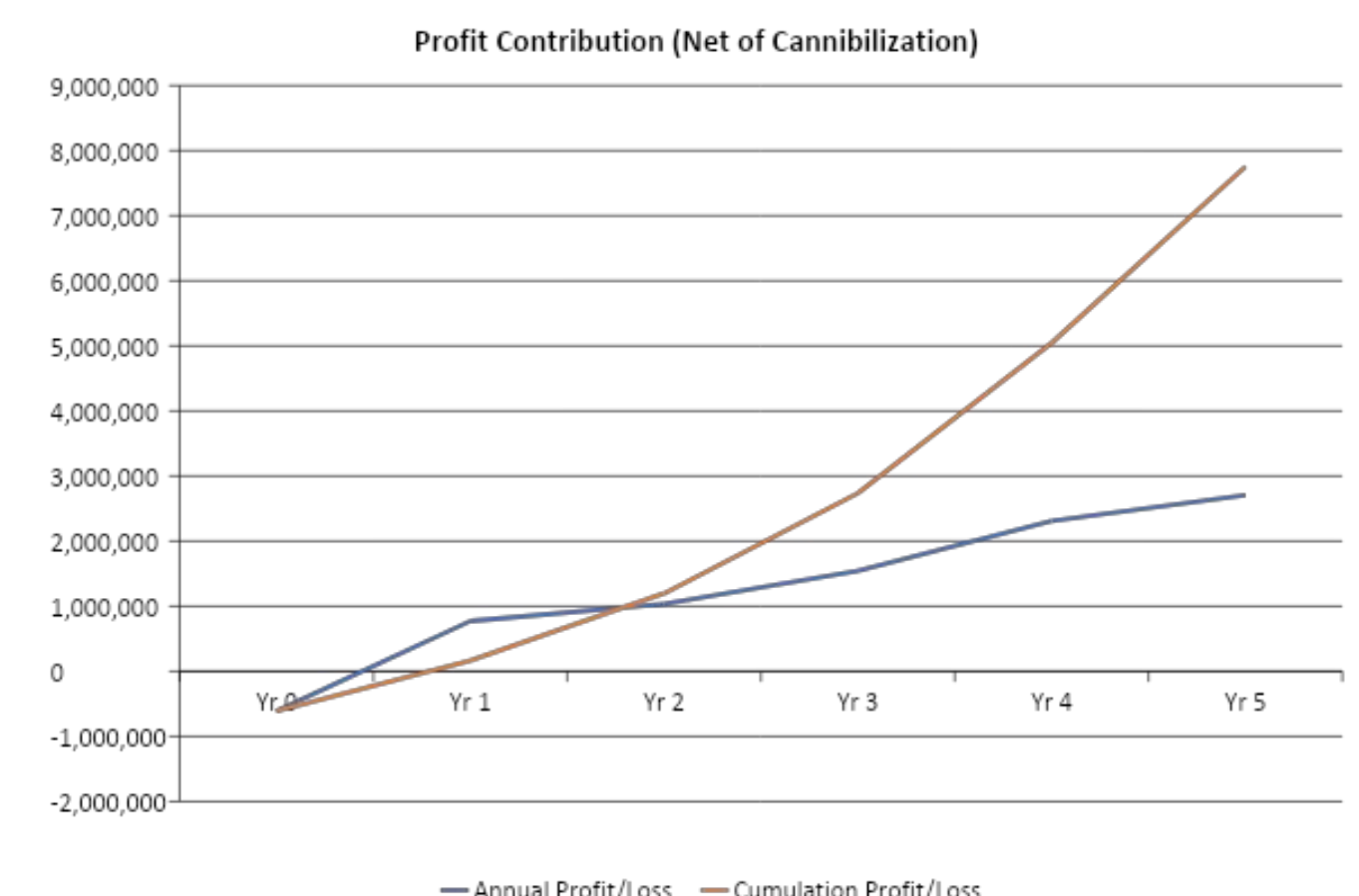
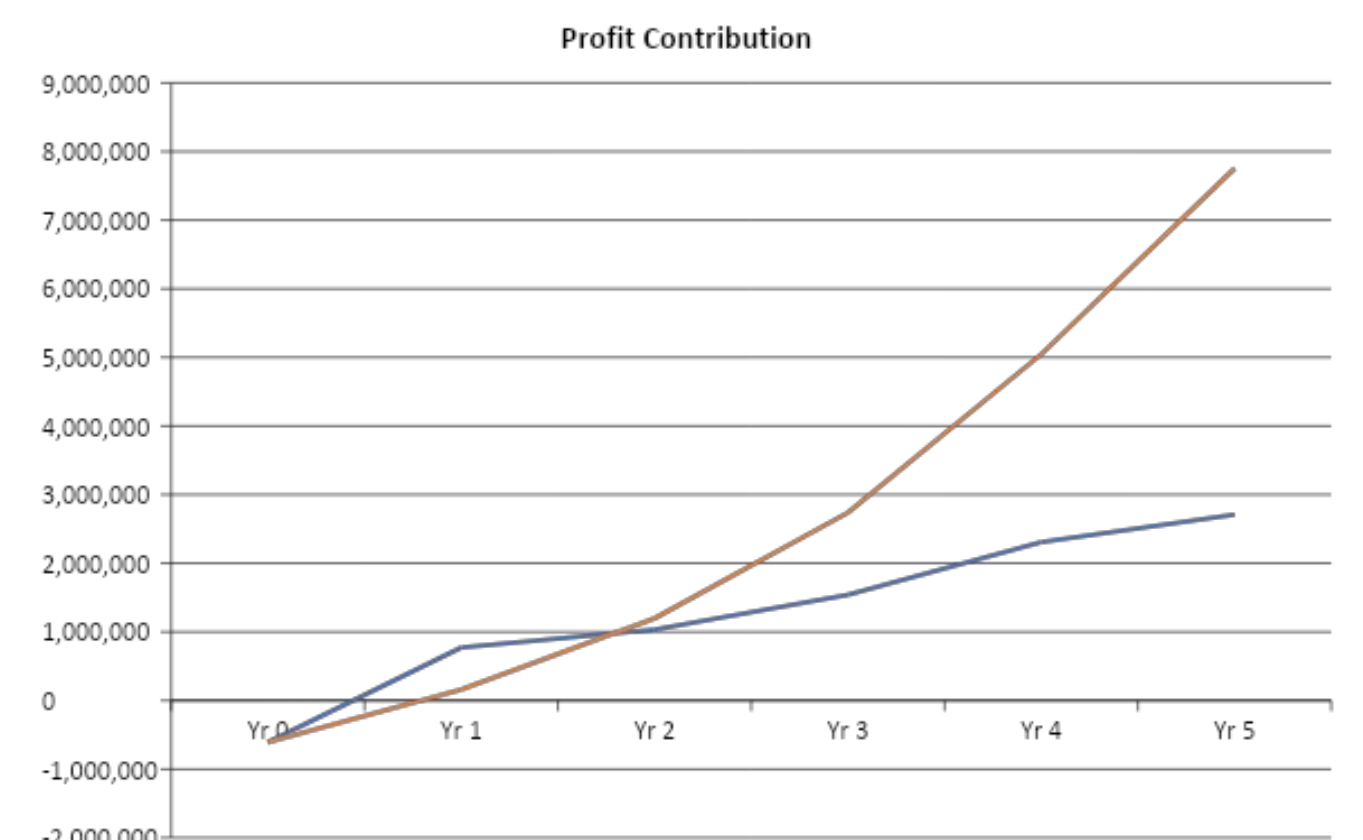


Offer discounts to nursing homes/care centres

ATAR Analysis



▲ Graphs derived from ATAR analysis, trends show promising profit



Group Reflections

Task 1: It was difficult to think of the world from the view of an elderly and as such we had to spend a long time thinking and even asked our own family members.
Task 3: We had a great time discussing and debating as to how exactly our service should be and found it fruitful.
Task 5: We were all agreeable on using social media as our main means to advertisement but thereafter had to discuss regarding how we should sell our services

Task 2: When doing Task 1, we already had a clear of idea of what we are doing and as such was rather smooth in doing this task.

Task 4: This part was something we have no experience in and had to spend time researching on but ultimately managed to come up with one ourselves.

Task 6: This task took the longest as we had to think of an estimation of our ATAR variables such that it was not too ridiculous, after much time researching.