

Business Plan

"Easy Access to Healthcare" Service

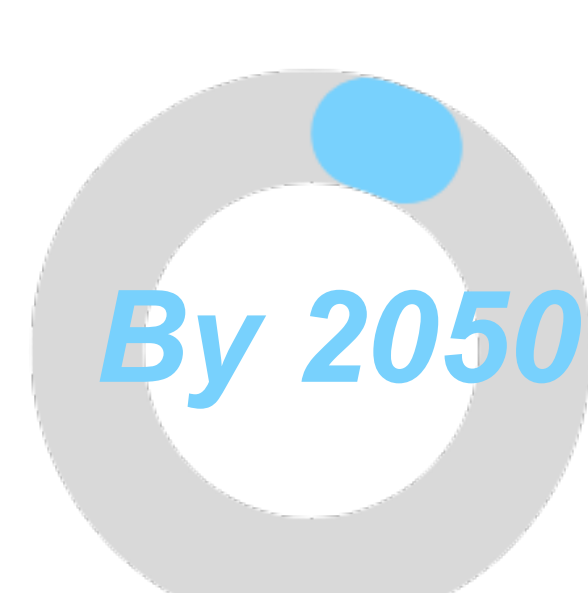
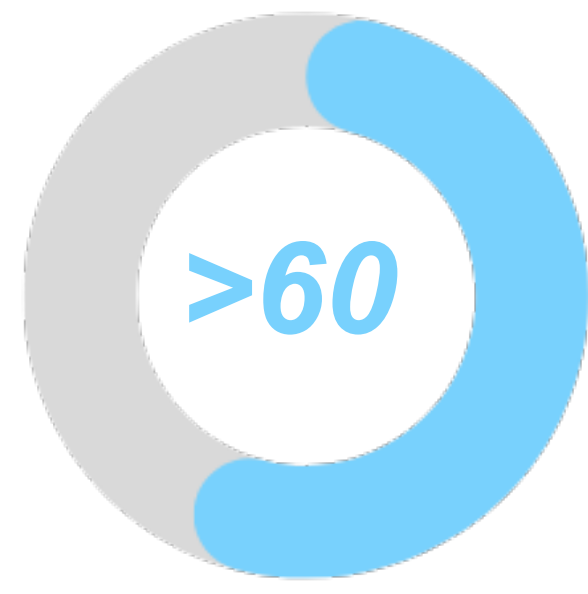

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Introduction and Background



- China is facing big healthcare problems
- By 2050, there will be a lot more older people
- This change in population is causing more elderly people to have chronic illnesses and health problems that require special medical care.
- The healthcare system in China is complicated, with overcrowded hospitals, financial difficulties, and language barriers that make it hard for older people to get the care they need.
- We have worked with Hospital A in Guangzhou to create a special service called

'Easy Access to Healthcare'

It is for seniors over 60 who need help getting to the doctor. This service helps them deal with challenges like work stress and lack of family help during medical treatment.

Mission

- To make medical care easier for older adults and create a friendly and empowering environment.

Vision

- To provide 10,000 accompanying services to the elderly in Guangzhou A Hospital within three years.

4Ps Analytics of the Service

1.Product:

Brand Name: The ‘Easy Access to Healthcare’ Service

Packaging: Establishment: ‘Little Green Angels for Seniors’



Variety

- Accompaniment
- Guidance on medication
- Health education
- Assistance with ambulation

Sizes

- Provide companion services to 10,000 seniors at Hospital A in Guangzhou.

Warranties

- Evaluate the service within 1 day after joining the service.

Features

- Online and offline combined
- Place order on service points
- Push-button ordering on cell phones or voice ordering on phones

Quality

- Professional accompanying staffs trained by Hospital A

Design

- All staffs are 18~60 years old
- All wear white top with green stripes and black pants

2.Price:

List price

- Per visit: ¥200/visit, 4 hours/visit, beyond 4 hrs, an additional ¥50/hr.
- Monthly: ¥2,200/month for 12 times, 4 hours each time, and an additional ¥50/hr for each additional 4 hrs.

Discounts

- Per visit: ¥50/visit, 4 hours per visit, ¥10/hour for each additional hour beyond 4 hours.

Allowances

- When two seniors participate in this service at the same time, one of them is free.

Payment period

- Payment period is categorized into per visit and per month.

4Ps Analytics of the Service

3.Promotion:

Promoting time

- Daily :Irregular 2-3 hours per day
- Monthly: Rotates monthly introduce to seniors in different specialist departments in Hospital A

Promoting place

- Main entrance of the A hospital.

Advertising

- Physical posters
- H5 posters, Hospital A's website

Sales force

- 2 core staffs of this service

Public relation

- The service has a contract with Hospital A

Direct marketing

- This service takes a direct sales model

4.Place:

Channels

- A combination of online and offline

Coverage

- Elderly people who need accompanying service in Hospital A in Guangzhou

Inventory

- 10 professional staffs.

Locations

- Placement of service points in hospital A.

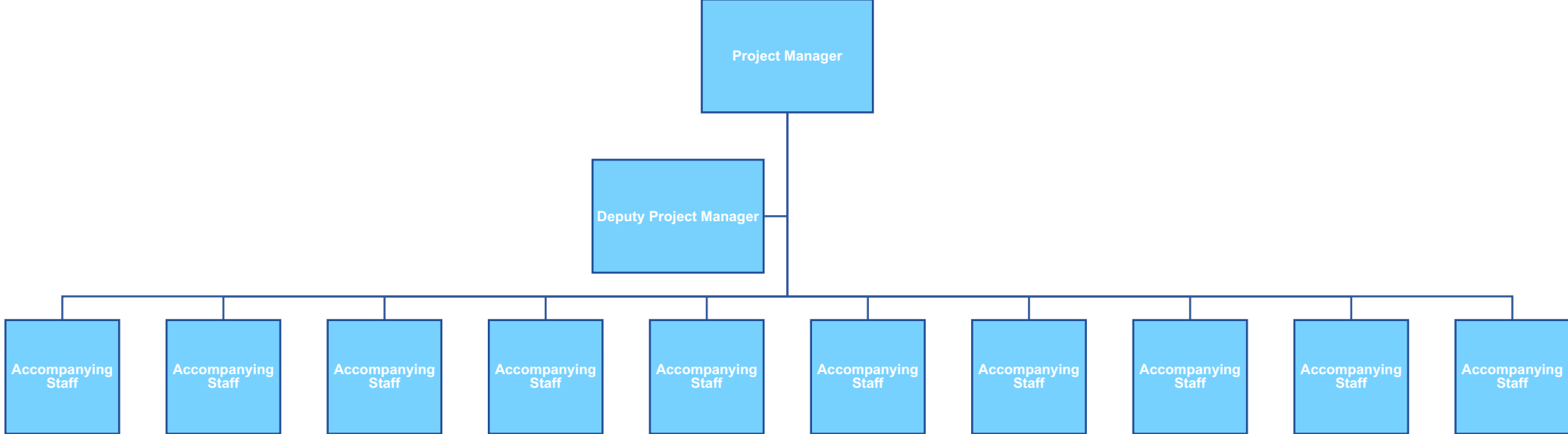
PESTEL and SWOT Analysis

The "Convenient Access to Healthcare" service at Guangzhou A Hospital is feasible through PESTEL and SWOT analysis. By political support, economic growth, social trends, technology advancements, and environmental concerns, the service can meet the rising demand for elderly healthcare. Despite challenges like quality, funding, culture, and competition, the service can leverage its strengths to provide reliable, accessible, and affordable healthcare for the elderly.

Organization Structure

We are, Warm Star for Senior, is a non-profit organization with a project manager, deputy project manager, and accompanying staff.

Organization Structure Chart:



Project Manager:

Plans, executes, and controls the project, ensuring quality, customer satisfaction, and final outcomes. As a project manager, the role is that of a Plant, Shaper, Monitor Evaluator.

Deputy Project Manager:

Assists in project management, coordinates communication and resource allocation, and manages external cooperation and marketing. As a Deputy Project Manager, the role is that of a Coordinator, Resource Investigator and Implementer.

Accompanying Staff:

Provide personalized support to clients during medical procedures based on their needs.

Financial Analysis

Cash Flow Table

Expenditure /Income	Category	Description	First Year	Second Year	Third Year
Expenditure	Salary	1 project manager. 6,500 yuan/month for each. Total 12 months.	78,000	78,000	78,000
		1 Deputy Project Manager.6,000 yuan/month for each. Total 12 months.	72,000	72,000	72,000
		10 Trained professional accompanying staff.3,000 yuan/month for each.Total 12 months. (11 in the second year and 12 in the third year).	360,000	396,000	432,000
	Physical Facility	Rental of a small office in Hospital A (with simple tables and chairs). 2,500 yuan/month for each. Total 12 months.	30,000	36,000	36,000
		Management fees paid to Hospital A. 1,000 yuan/month for each. Total 12 months.	12,000	12,000	12,000
		utilities in Hospital A. 800 yuan/month for each. Total 12 months.	9,600	9,600	9,600
	Materials	Posters, H5 posters, website,brochures, flyers. 2,000 yuan/month for each. Total 12 months.	24,000	24,000	24,000
		Office supplies. 500 yuan/month for each. Total 12 months.	6,000	6,000	6,000
		1 Accompanying Service Online Platform. (1,000 yuan each for maintenance costs in the following years)	21,000	1,000	1,000
	Tax	10 folding wheelchairs. 800 yuan/vehicle. (2,400 yuan each for additions and depreciation in the following years)	8,000	2,400	2,400
		20 Work suits. 2000 yuan/suit, 2 suits for each (1,200 yuan each for additions and depreciation in the following years)	4,000	1200	1200
Total Expenditure			661,320	678,592	718,648
Income	Investor	Hospital A	100,000	100,000	100,000
	Sales Product	Regular charges: 200 yuan/time (growth rate in number of services is expected to be at 10%) In the first year: 240 times/month and 2,880 times/year.Total 576000 yuan/year. In the second year: 264 times/month and 3,168 times/year.Total 633600 yuan/year. In the third year: 290 times/month and 3,485 times/year.Total 697000 yuan/year.	576,000	633,600	697,000
		Low-income charges: 50 yuan/time (growth rate in number of services is expected to be at 10%) In the first year: 60 times/month and 720 times/year.Total 36000 yuan/year. In the second year: 66 times/month and 792 times/year.Total 39600 yuan/year. In the third year: 73 times/month and 867 times/year.Total 43800 yuan/year.	36,000	39,600	43,800
Total Income			712,000	773,200	840,800
Net			50,680	94,608	122,152

Analysis

- "Easy Access to Healthcare" service has a favorable financial trajectory in its three-year forecast
- Net profit increases from 50,680 yuan in the first year to 94,608 yuan in the second year and 122,152 yuan in the third year
- Higher initial expenditures decrease profit margin in the first year, but improve in following years
- Use of profits as reserve fund for risk management and future reinvestment
- Projected 11,921 attendances align with the visson of providing over 10,000 services to elderly in Guangzhou A Hospital