**Introduction and Background**

China is facing big healthcare problems because its population is getting older quickly. By 2050, there will be a lot more older people, especially in developing countries. 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' 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. We used PESTEL and SWOT analysis to check if the project is possible and came up with a strong business plan that includes marketing, finances, and organization. Our goal is to make sure seniors get the best care and support when they go to the hospital.

**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.