**Project Proposal**

Group A

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**Overview**

*This document is submitted in partial fulfillment of the Business Application Development module 2018 delivered by Manuel Tova-Izquierdo.*

# Initial Market Analysis

There are many sites that cater to people in need of Home Health services and who have a disability. Such sites include Alone, the HSE, and Nua Heath Care. These provide services within a home and general help with a person in need. They can also assign nurses to go to the person’s home to administer medication if needed. (Alone, n.d.) (Health Service Executive, n.d.) (Nua Heath Care, n.d.)

There websites provide home health services, but there is no collection of these sites where one could search for the best site or service the way one could search for the best flights with Trivago (i.e. a meta searching site).

There are over half a million OAPs in Ireland living at home with up to 22,762 people in nursing homes. This creates a market gap where meta searching sites are not available for OAPs and home health care. (Central Statisitics Office, 2017)

The reasoning behind this demand is that the OAP population is increasing and the people requiring health services will increase with the government possibility requesting OAPs to pay a small amount to use these services. (RTE, 2017)

**[60% marks]**

# Product Proposal

The group is developing a meta searching site specifically for the Home Health industry because there is no website or service that does this currently.

The aim of the website is to assist in eliciting information, which is provided from a variety number of Home Health and disability websites in this domain, to assist in providing the what the customer or client would consider the best service. The website will be updated often from the providers.

The website will have login features for Companies, Admin (website management) and for Customers who, for example, which to save their searches or related information.

As a result of the government proposing to request Customers to contribute some money towards these services, a donation page will also be included.

**[40% marks]**

# References

Alone, n.d. *What We Do.* [Online]   
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