

## **Background & Problem statement:**

Currently, most old men are suffering especially those who have a disability Or they need someone to help them doing their daily life things. The things we consider very simple and easy because we are not feeling them. We believe that if we make everything they need in one place this will Make a huge difference in their life.

## **project objectives:**

I believe that positive pleasure-oriented goals are much more powerful motivators than negative fear-based ones. Although each is successful separately, the right combination of both is the most powerful motivational force known to humankind. We are seeking to provide the very best service for our customers by giving them the best value for the price. It's something I think about from the time that my dad got sick, I know that the elderly care struggle is real because I experience it and I am still struggling and there is no solution but not anymore, I am the solution.

## **Project duration:**

**April 6th -April 29th**

Key milestones:

- April 6th: Kick-off working
- April 19th: Submit the documentation
- May 2nd: Lunch & evaluation day

## **Target audience:**

The target audience for this campaign is parents, the elderly people and anyone looking for caring.