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# Problem Statement

Families often struggle to find reliable, trustworthy, and high-quality care options for both children and the elderly.

Many caregivers are either insufficiently vetted, unavailable at the times needed, or too costly, creating significant stress for families who require flexible, dependable care solutions.

This gap results in a lack of peace of mind for parents and guardians who want to ensure the safety, well-being, and comfort of their loved ones.



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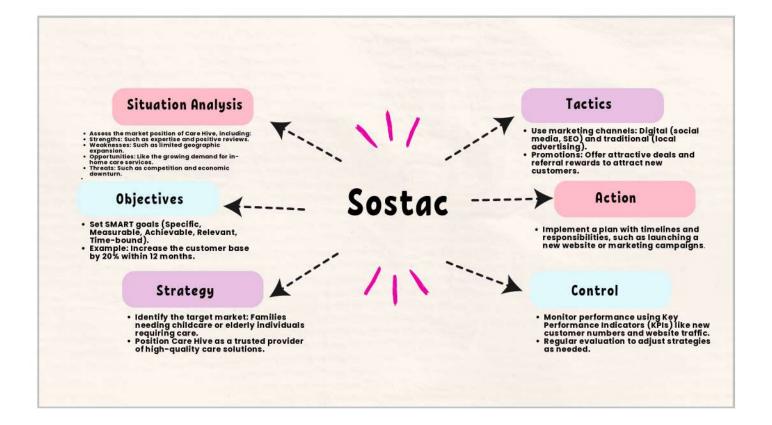
## solution

At Care Hive, our mission is to deliver comprehensive and personalized care for children and elderly individuals, with a focus on quality, safety, and well-being. Through our dedicated and specialized team, we aim to enhance the lives of our clients and provide reliable support to their families. We are committed to creating a warm and comfortable environment where everyone feels valued and respected, meeting their needs with flexibility and professionalism.





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# Business Brief

### **Executive Summary:**

Carehive is a pioneering mobile application that connects families with trusted, vetted babysitters and caregivers for the elderly.

Our mission is to provide peace of mind for families by offering a reliable and convenient way to find quality care services.

#### Services Offered:

- Babysitting
- •Elderly Care

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# Business Objective



### Strategic business objective:

establishing brand identity to influence peoples associations and feelings towards the brand to create a distinctive identity and build loyalty over time.

### Financial business objective:

Carehive anticipates steady growth, with a break-even point within the first two years.

Revenue streams include subscription fees, service charges, and partnership deals with care service providers.

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# Digital marketing objective

- To increase brand awareness.
- increase engagement and followers on application.
- attract customers.
- increase sales and revenue.
- To convert leads into customers

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# Digital marketing objective

1.increase brand awareness and visibility: This can be achieved by promoting the service through social media and video ads to target the audience.

- 2. Grow website traffic: This can serve as an indicator of the service's success in attracting the target audience online, leading to increased awareness of the website or business. Visitors can be converted into customers, and website loyalty and credibility must be increased through high-quality content.
- Conduct market research: To understand customer trends and preferences, and continuously improve the service.
- 4. Increase sales and revenue: For example, by setting a goal to increase sales by 15% in the next six months, through a 10% increase in new subscriptions and higher average subscription cost.
- 5. Build customer loyalty and retention: The effort required to retain existing customers is lower than acquiring new ones. Improving the service and providing a positive experience will lead to customer recommendations and acquisition of new customers.

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# Swot analysis

## strengths

- -high demand for reliable babysitters and caregivers for the
- -Qualified babysitters and caregivers with a lot of experience. -Catering to different needs with a good customer service.
- -Unique Value Proposition -Pioneering project in egypt -Easy to use platform

- -flexibility and convenience

## opportunities

- -Provide job opportunities for young people with a good education -Offering various childcare and
- elderly care services

- -Technology Integration -Partnerships -No competition as we will be the first website or app for children and eldelry care services

### weaknesses

- -Limits in our customer base since we only target Middle to upper-middle class
- -Significant effort with our marketing to build brand awareness and trust within our customers
- -Fluctuations in demand like vacations or holidays
- -Customer Retention

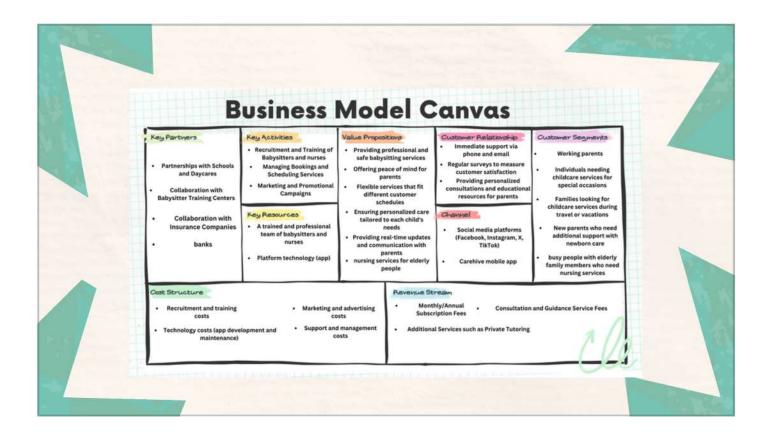
## Threats

- -Safety and Security
- -Health Concerns
- -Quality Control
- -not professional or trusted nannies

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### 7ps price Place Product Service Delivery: In-home care services provided directly at the clients' residences. Geographic Reach: Services available in specific regions or cities, with a focus on ensuring local presence and support. Service Offered: High-quality, personalized care services for children and the elderly, including Pricing Strategy: Competitive pricing with options for different levels of service (e.g., basic care, premium care, specialized medical childcare, companionship, medical support, and daily living assistance. Features: Skilled caregivers with expertise in child and elderly care, tailored care plans, safety and wellbeing protocols, and access to regular updates for families. premium care, specialized in additional support). Packages: Flexible pricing plans including hourly, daily, or monthly rates. Discounts for long-term commitments or multiple services... Promotion Physical Evidence Branding: Professional and recognizable branding including a well-designed website, branded uniforms for caregivers, and clear, informative marketing materials. Client Experience: Positive first impressions through well-organized consultations, clear · Advertising Channels: Online marketing through social media, SEO, and targeted ads. Offline marketing through local community People Process events, partnerships with healthcare providers, and referrals. Key Messages: Emphasize trust, reliability, and expert care. Highlight Staff: Highly trained and compassionate caregivers with experience in child and elderly care. Ensure ongoing training and development to maintain high standards. Customer Service: Dedicated support team available to answer inquiries, address concerns, and provide assistance throughout the service process. Booking System: Easy-to-use online platform for scheduling and managing care services. Streamlined process for clients to book, adjust, or cancel services. Quality Assurance: Regular monitoring and feedback systems to ensure the highest quality of care. Implementing best practices and continuously improving service delivery. communication, and visible signs of professionalism and care in the service environment. customer testimonials and positive reviews to build credibility.

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## Segmentation

## Demographic

Parents: Age: 25-45 years **Gender: Primarily** targeting mothers Occupation: Working professionals across various fields (corporate,

healthcare, education).

**Adult Children with** Elderly Parents: Age: 30-60 years Gender: Both male and female Socio-Economic Group: Middle to upper-middle-income households.

## Geographic

- Urban Areas: Type: Metropolitan cities and densely populated
- Suburban and Rural Areas:

urban centers

Type: Communities with limited access to care services

• Regions with Aging Populations:

Type: Areas with a higher concentration of elderly residents

· Acorn Classification: Type: Targeting affluent and urban-centric segments, specifically Acorn categories A, B, and C1

### Behavioral

- Rate of Usage:

  Regular Users: Require weekly or bi-weekly care

  Occasional Users: Have sporadic
- needs

  Emergency Users: Need immediate

Benefits Sought:
Convenience, Reliability, Safety, Professionalism

#### Loyalty Status:

- Repeat Users: Have ongoing care needs
   Occasional Users: Exploring
- different options
  Potential Users: Considering future

#### Readiness to Purchase:

· Immediate Need: Urgent need for care services

## Psychographic

- Personality:

   Caring, responsible, and proactive individuals. Lifestyles:
- Busy professionals managing work and family responsibilities
   Adult children balancing caregiving duties with personal and professional commitments.

Value-driven, with a focus on quality, trust, and peace of mind in care services.

- Middle to upper-middle-class families seeking premium care
- services. Safety-Conscious Consumers

- Safety-Conscious Consumers:

  Prioritize the safety and wellbeing of family members.

  Convenience-Seeking Consumers:

  Prefer accessing care services through a mobile application.

  Community-Minded Consumers:

  Appreciate being part of a supportive community of caregivers and families.

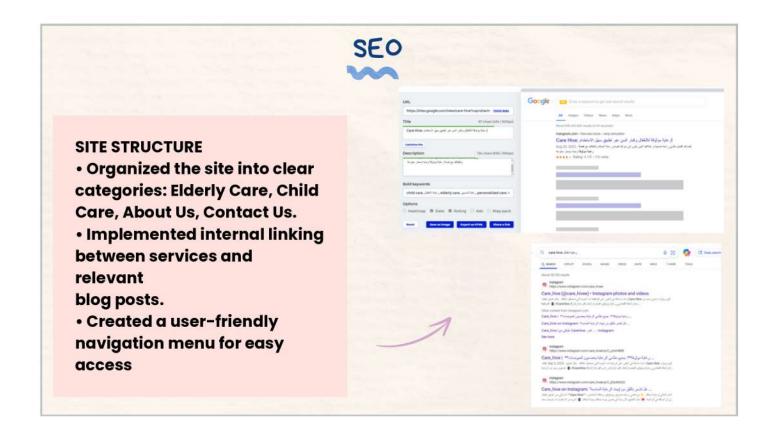
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## CONTENT OPTIMIZATION

# Pages optimized with keywords:

- Elderly Care Services
- Child Care Options

#### **Meta Titles:**

- "Best Elderly Home Care Services - Care Hive"
- "Safe & Reliable Child Care Services - Care Hive"

## **Meta Descriptions:**

- "Discover top elderly care services tailored to your needs. Care Hive offers professional in-home care."
- "Find the best child care solutions at Care Hive.
   Safe, nurturing, and development-focused care options."

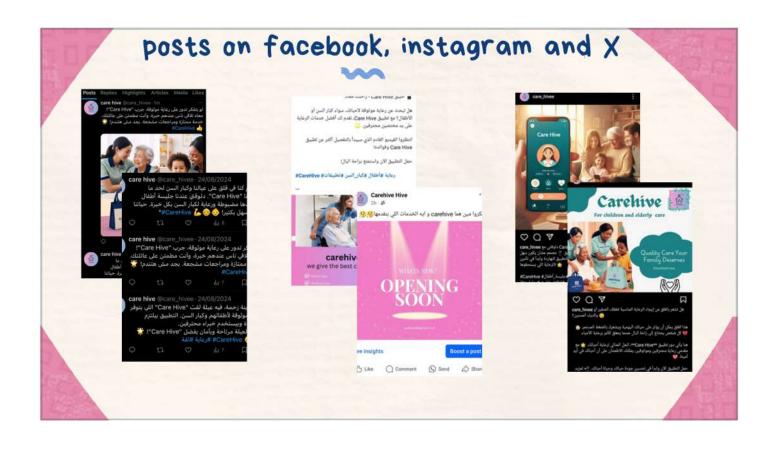
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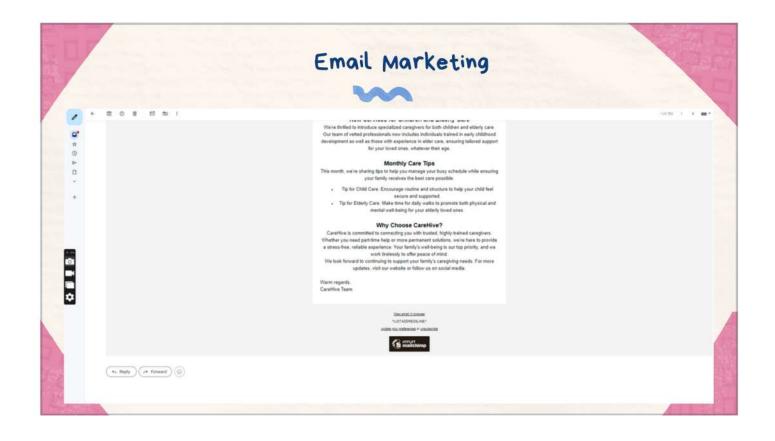
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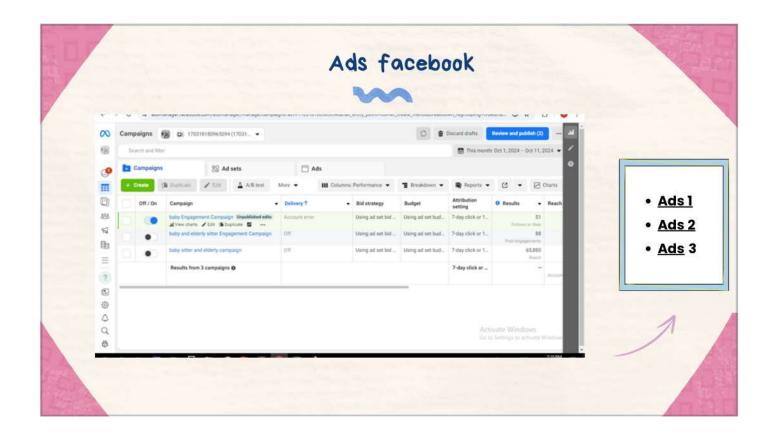
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## competitive analysis We conducted a competitive analysis based on a detailed study of similar pages like 'Hikma' and 'Dr. Care.' Through this, we were able to identify the strengths and weaknesses of our competitors and focused on improving our service features to better meet We also compared with the fan page 'Karma,' which helped us identify gaps and opportunities for us to excel in providing childcare and elder care services. These analyses were an important step toward developing effective competitive strategies that contribute to the success of Care Hive.

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| Ad Type            | Objective                                           | Target Result                             | Actual Performance                 |
|--------------------|-----------------------------------------------------|-------------------------------------------|------------------------------------|
| Brand Awareness Ad | Increase audience<br>awareness of Care Hive         | Increase reach and number of impressions  | The ad performed well              |
| Post Engagement Ad | Encourage engagement with posts (likes, comments)   | Increase number of engagements            | Engagement was within expectations |
| Post Engagement Ad | Increase likes and followers for the Care Hive page | Increase number of likes<br>and followers | Results need further improvement   |

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|                      | KPIS   |                 |                    |
|----------------------|--------|-----------------|--------------------|
| Metric               | Value  |                 |                    |
| Engagement           | 313    | Campaign        | Results            |
| Facebook Visitors    | 220    | brand Awareness | 65,990 Reach       |
| Instagram Visitors   | 73     | post Engagement | 88 Post Engagement |
| TikTok Visitors      | 9      | post Engagement | 52 Likes/Follows   |
| Conversion Rate (CR) | 34.05% |                 |                    |

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# "Recommendations and improvements

• Enhance Ad Content:

Use attractive images and videos to improve ad appeal and increase engagement.

• Increase Social Media Interaction:

Organize contests or polls to boost audience interaction with posts.

Retarget Visitors:

Use retargeting techniques to reach people who have previously engaged with your content to increase conversion opportunities.

Customize Ads:

Tailor advertising messages based on audience interests to ensure better reach and achieve more effective results.

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## Conclusion

Care Hive aims to make a positive impact in the world of care by offering comprehensive and reliable services that meet the needs of both children and the elderly.

With high-quality services and a sustainable business model, we strive to build a long-term trust-based relationship with our clients.

Our vision is to be the go-to partner for anyone seeking exceptional care and to continue innovating and evolving in this field.

Care Hive is not just a service; it is a commitment to providing the best care for those we hold dear."

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