



META-NURSE

Health-Care and Services

Semester:3 | Group-9

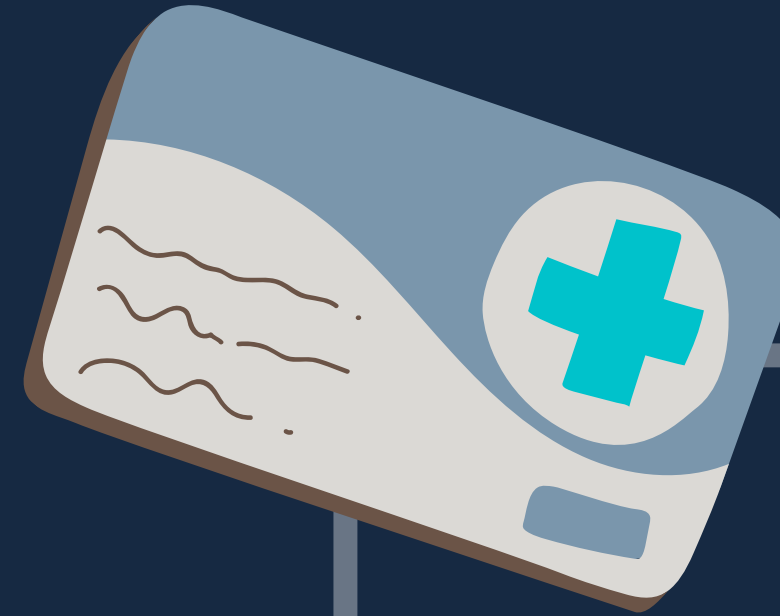
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BUSINESS Outline

Topics for discussion

- 01 Company Description
- 02 Market Research and Analysis
- 03 Target Market
- 04 Industry Description & Outlook
- 05 Need & Gap Analysis
- 06 Competitive Analysis
- 07 Regulatory Restrictions
- 08 Organization & Management
- 09 Service / Product Line



BUSINESS IDEA

Mission Statement

Our mission is to provide nursing services and attendant at-home services for the rehabilitative needs, chronic-care for the aged and infant-care, keeping pace with the upcoming Meta-Verse these services will also be available to the people entering working and spending most of the time in the visual space to keep their self and physical surrounding healthy and contented.

Vision Statement

Our Vision is "We serve the needs of our patients, whenever and wherever they are required, whilst providing job opportunities to millions."

Company goals

- Gain prominent presence in major metropolitan cities
- Reach 4 Lakh downloads of mobile App
- Precure prominent area and properties in the meta

Company Information: At its most basic, the metaverse combines numerous technological aspects, such as video, augmented reality (AR), and virtual reality (VR), in which people may reside within a digital environment. The power of the metaverse in the meta-nurse idea stems from a vision in which the users may play, work, and stay "connected" with others through work events, conferences, virtual vacations, and entertainment activities, thereby providing them a lifestyle change.

Growth Highlights:

Advantages:

- Well-wetted nursing and butlery services for persons in meta verse.
- Offering both long- and short-term services
- Users get access to past service reviews and employer information.

Characteristics that are unique:

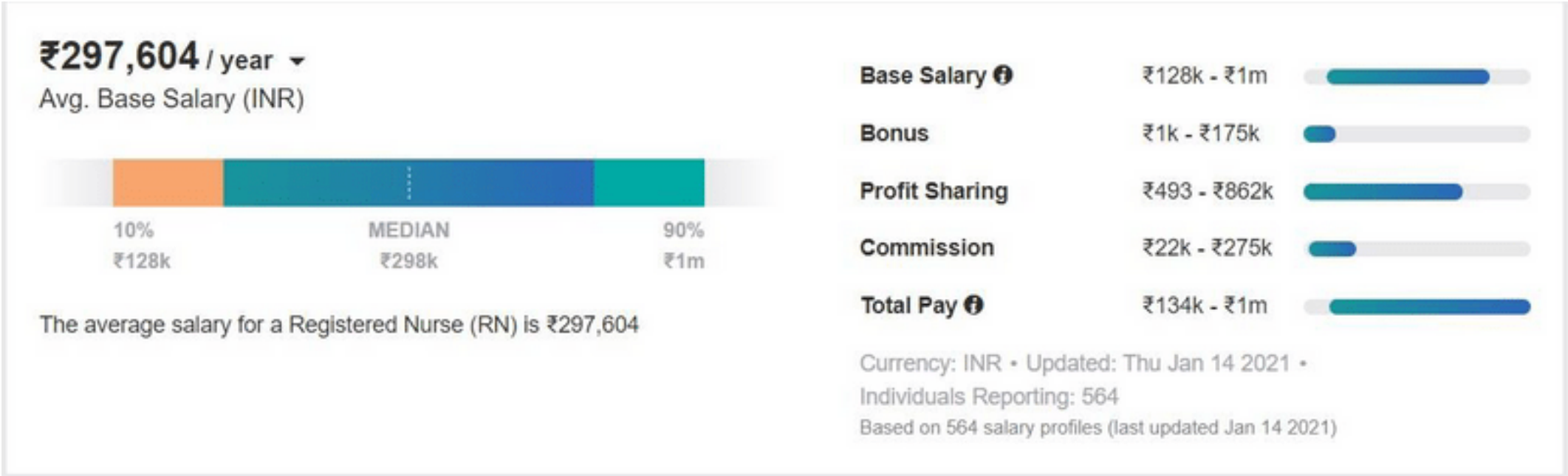
- Access to a global network of employees.
- Ability to check resumes and speak with previous employers for a more personalized evaluation.



Market Analysis



According to PayScale, a Registered Nurse (RN) in India earns an average annual salary of ₹298,781 LPA. A Registered Nurse (RN) with less than one year of experience typically begins their profession with a starting salary of 233,151 LPA, which includes bonuses and overtime compensation. Registered Nurses might receive a total remuneration of 249,994 LPA after 4 years of employment. Nurses in their mid-career (5–9 years of experience) earn roughly 393,132 LPA. Experienced nurses with more than 15 years in the business make \$496,269 LPA. The global population is ageing in all parts of the planet. Over the last century, extraordinary advances in technology, medicine, and public hygiene have resulted in a growing number of people living longer than ever before, with improved health and the hope of a more active existence far into old age.



Feasibility

Several pull factors that attract nurses to recipient countries include the availability of jobs, opportunities for professional or career advancement, stable socio-political environments, quality of life improvement, attractive salaries, and social and retirement benefits.

The following push factors influence nurse migration in the originating country:

- Low wage compensation
- Limited educational opportunities
- A lack of resources to work effectively
- There is a lack of social and retirement benefits and an unsatisfactory or unstable political environment.

The most common and significant advantage of migrating for nurses is a better financial status for the nurse and their family. For most migrant nurses, economic reasons are the most crucial element influencing their decision. The majority of nurses globally, particularly in underdeveloped countries, are underpaid. Nurses from underdeveloped countries earn ten to twenty times more than their counterparts in their native country.

Competitive analysis

BARRIERS TO ENTRY INTO NURSING INDUSTRY

- High startup costs
- High marketing costs
- Finding qualified employees
- Unionization in your industry

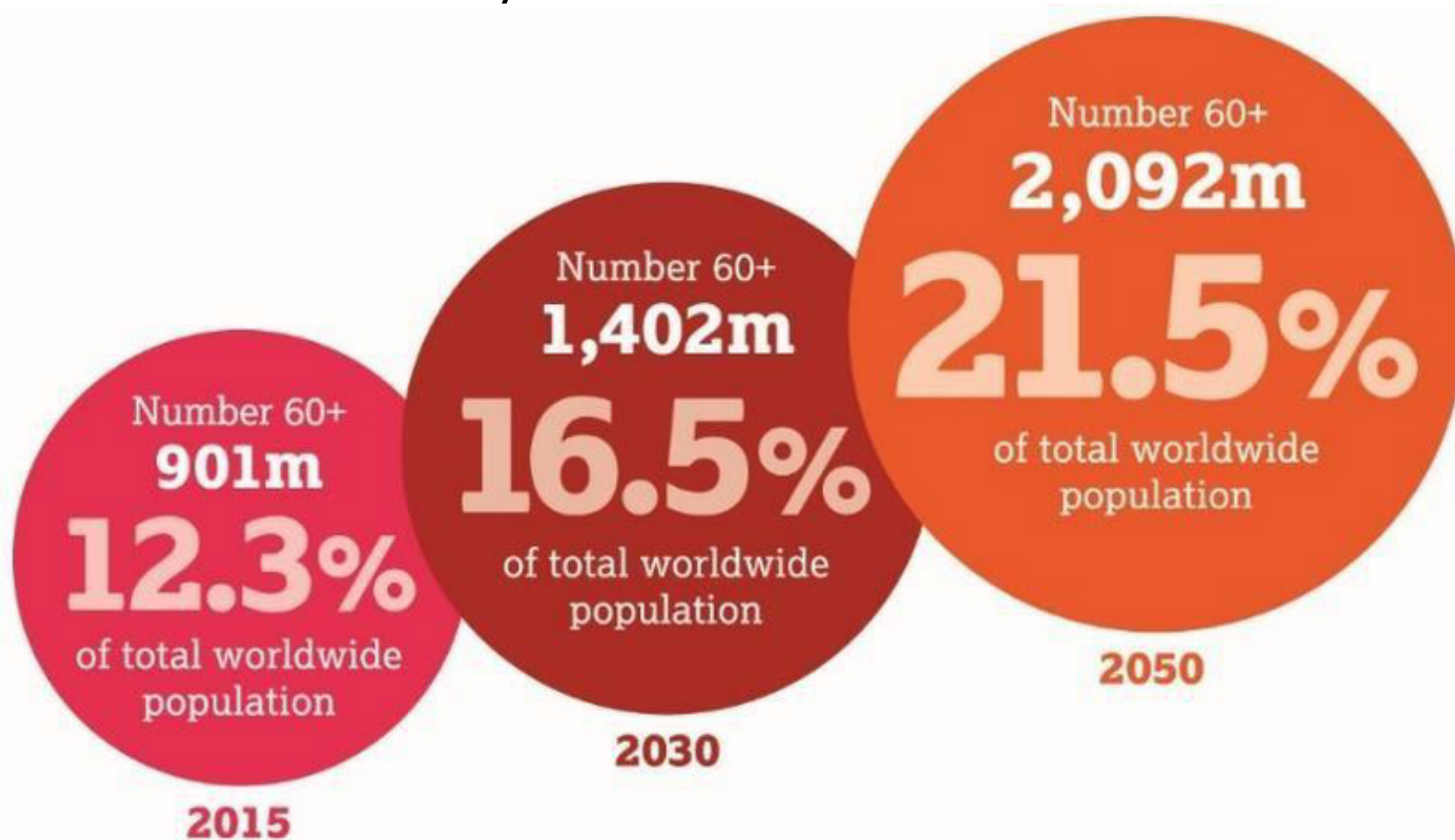
WINDOW OF OPPORTUNITY

- Future Enhancements to service and offering
- Surplus manpower post-Covid in service offering
- Growing marketing scope
- Hospital and Global partnership for staffing
- Getting funds from government for finance
- Migration from digital to Meta in operations and management
- Market vacated by competitors.



Market Research

- Global demand for nurses grows in developed countries.
- Major migration of nurses to high-income countries are from underdeveloped countries.
- Frustration with working circumstances and displeasure exists.
- Higher salaries and benefits
- Imposed bans on nursing emigration
- Nurse migration has grown into a multibillion-dollar industry.



Target Market

INCREASING TRENDS:

1. Increasing digitization
2. Caring for an ageing population
3. Emphasis on outpatient care

NEEDS:

The nursing market consists of the sale of nursing services and related goods by businesses (organizations, sole proprietors and corporations) that provide home health care and residential care.

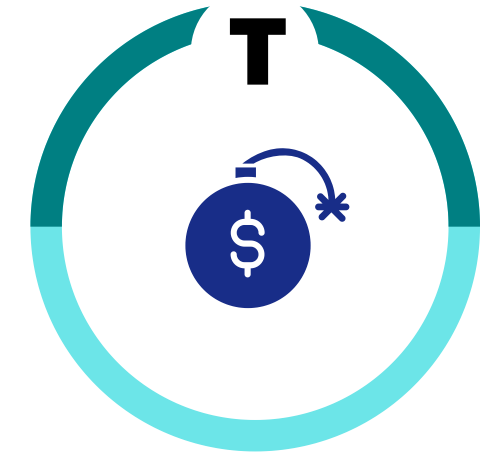
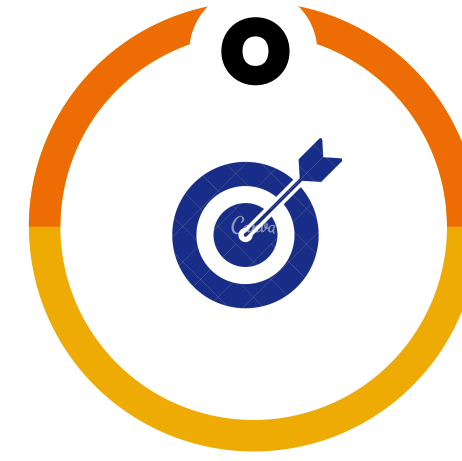
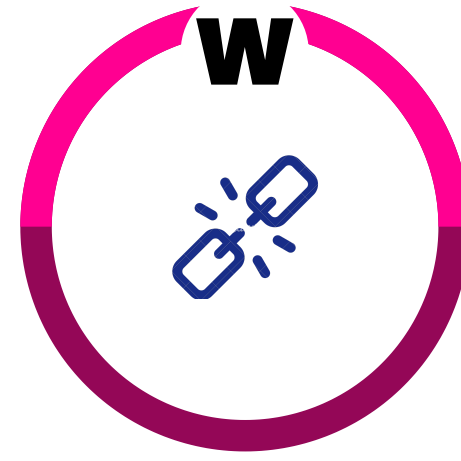
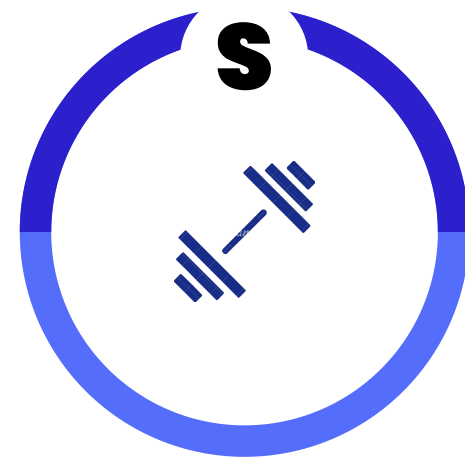
GROWTH:

The global healthcare market is expected to grow from US\$1010.1 billion in 2019 to US\$1058.6 billion in 2020 at a compound annual growth rate (CAGR) of 4.9%, despite the economic slowdown in the countries due to the outbreak of the pandemic. The market is then projected to grow at a CAGR of 7% from 2021 and reach \$1,374.9 billion in 2023. Western Europe was the largest region in the global grooming market, accounting for 43% of the market in 2019. North America was the second largest region with a 33% share of the global care market. Africa was the smallest region in the global care market.





SWOT ANALYSIS



	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering	<ul style="list-style-type: none">• Strong R&D• Minimal Competition	<ul style="list-style-type: none">• Flexibility• Unionization of workforce	<ul style="list-style-type: none">• Future enhancements• Surplus manpower post-Covid	<ul style="list-style-type: none">• Similar service introduction in market.
Brand/ Marketing	<ul style="list-style-type: none">• Pre-setup network in marketing sector	<ul style="list-style-type: none">• Slow response to marketing trends	<ul style="list-style-type: none">• Growing marketing scope.	<ul style="list-style-type: none">• Competitors coming up with fresh ideas.
Staff/HR	<ul style="list-style-type: none">• Administration• Trust-worthy team	<ul style="list-style-type: none">• Corporate Politics Lack of Experience• Lack of Access control	<ul style="list-style-type: none">• Hospital and Global partnership	<ul style="list-style-type: none">• Sensitive data compromise.
Finance	<ul style="list-style-type: none">• Multiple sources of revenue.	<ul style="list-style-type: none">• Lower profits at initial stage.• Debt Financing for 2 initial years	<ul style="list-style-type: none">• Getting funds from government.	<ul style="list-style-type: none">• Loss of Trained Employee
Operations/Management	<ul style="list-style-type: none">• Competent staff• High Coordinated Structure	<ul style="list-style-type: none">• Changing Global Regulations	<ul style="list-style-type: none">• Migration from digital to Meta.	<ul style="list-style-type: none">• Core processes
Market	<ul style="list-style-type: none">• Increasing scope of nursing and healthcare.	<ul style="list-style-type: none">• Gaps in service area	<ul style="list-style-type: none">• Market vacated by competitors	<ul style="list-style-type: none">• Adverse changes in regulations.

Regulatory Restrictions

The Consumer Protection Act, 2019 ("CPA 2019"), India's new consumer protection regulatory framework, was notified by the Ministry of Consumer Affairs, Food and Public Distribution ("Consumer Affairs Ministry") on July 15, 2001 and July 23, 2002 by way of notification.

The CPA 2019 has specific product liability clauses that spell out when the product producer, vendor, or service provider is responsible.

1. **Laws Governing the Qualifications / Practice and Conduct of Professionals:** Indian Medical Council Act | Indian Nursing Council Act (INC)

2. **Laws Governing the Employment of Manpower:** Child Labour Act | Bonus & Gratuity Act | ESI Acts, Rules

3. **Law Governing Medico-Legal Aspects:** Consumer Protection Act | Protection of Human Rights Act | IPC section 52



Indian Nursing Council Act (INC)

The Central Government established the Indian Nursing Council under section 3(1) of the Indian Nursing Council Act, 1947 of parliament in order to ensure a common standard of training for nurses, midwives, and health visitors.

- Providing any type of nursing certification: A general nursing, midwifery, health visiting, or public health nursing certificate is awarded.
- The Council may enter into negotiations with any authority entrusted by law with maintaining a register of nurses, midwives, or health visitors in order to establish a scheme of reciprocity for the recognition of nursing qualifications.
- Inspect any training facility that has been designated as such, as well as attend examinations held in India for the purpose of giving any recognised qualification or recognised higher qualification.



Service / Product Line

Special Benefits

- Nursing services and butlery for people in meta verse.
- Well-wetted Applicants are put through test for skills and roles.
- Providing long term and short-term services
- Users are able to see review of previous services and employer

Unique Features

- Large network of employee all over the world
- Can see resume and talk to last employer to have a more personalized review
- Can even hire professionals for medial patients
- Employee teenagers and opportunity to earn and be independent.

Limits and Liabilities

- Changing rules of medical authority for each country
- Employees leaving for permanent jobs for users
- Production and Delivery
- App, website, Meta location available for both Users and Employees.
- Basic Conveyance charges would be covered but user.

Business plan stand out factors

- The market we are focusing.
- Advantages of doing business with us matches with the client needs.
- We are focusing on nursing as the only target market out of the entire healthcare sector.
- We have identified our niche.



Market

The market we are focusing.

Despite the economic slowdown in the nations affected by the pandemic, the global healthcare market is predicted to increase from US\$1010.1 billion in 2019 to US\$1058.6 billion in 2020 at a compound annual growth rate (CAGR) of 4.9%. From 2021 to 2023, the market is anticipated to increase at a CAGR of 7%, reaching \$1,374.9 billion.

Needs

Advantages of doing business with us matches with the client needs.

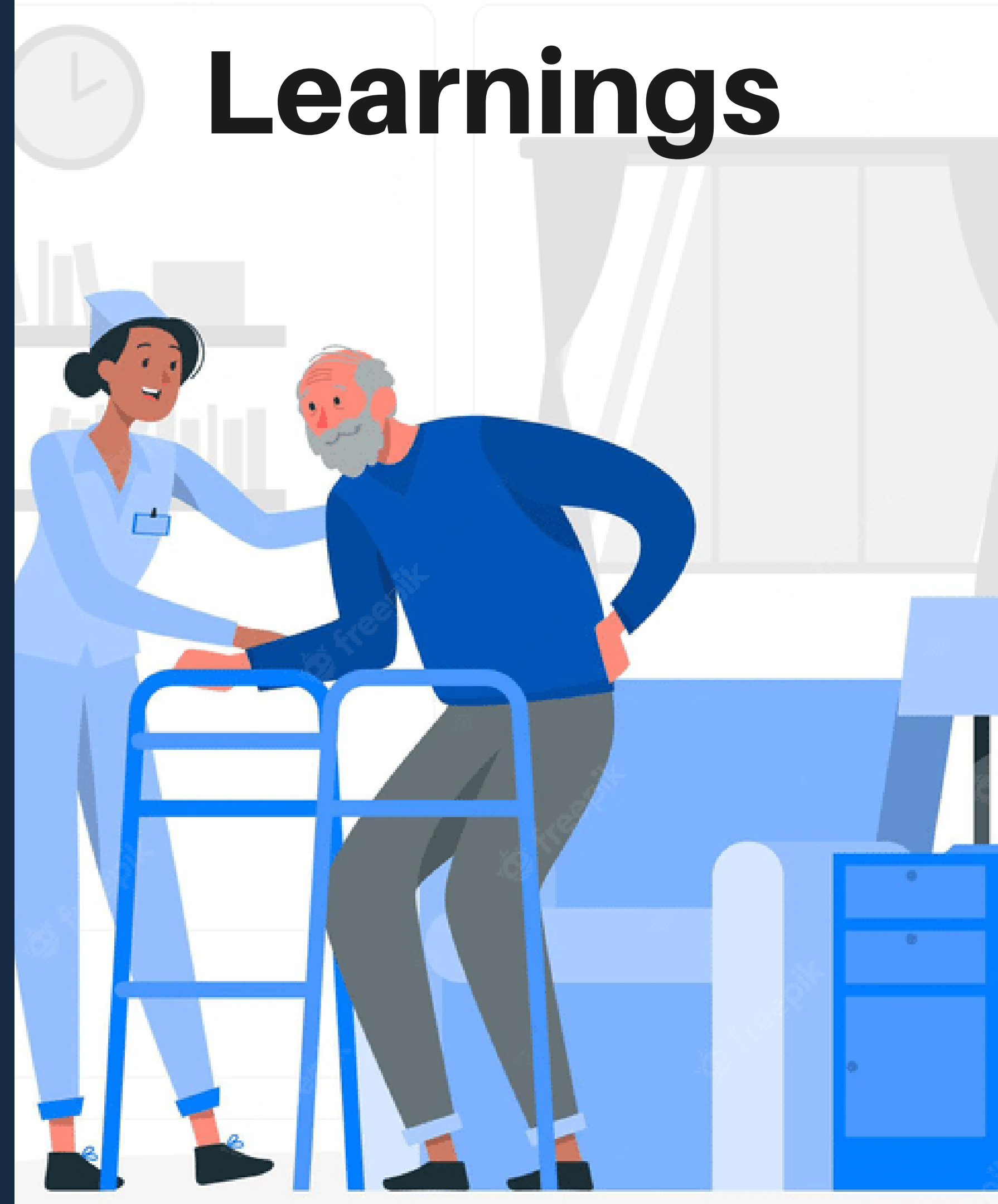
Everywhere on the earth, the population is ageing. People are now living longer than ever before thanks to remarkable advancements in science, medicine, and public health during the past century. This has improved people's health and given them hope for a more active later life.

Niche

We are focusing on nursing as the only target market out of the entire healthcare sector.

An effective health care system can play a vital role in the economic growth, industrialisation, and development of a nation. Conventionally, health care is seen as a key factor in promoting the overall physical and emotional health and well-being of individuals worldwide.

Learnings





Thank you for listening!

