

HP HOSTEL ELDERLY CARE SERVICE

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ABSTRACT

The company introduction. Company name Herenzhilao Hostel Elderly Care Service Co., Ltd. With a registered capital of 5 million yuan, Hezhilao Hostel Elderly Care Services Co., Ltd. is a well-known hotel brand integrating tourism, vacation, leisure and entertainment, health tourism, elderly care apartment investment, and residential elderly care. It is a service-oriented company focusing on the residential industry.

The second part is industry analysis. With the increasing demands for care, medical policy, daily action and spirit of the elderly, the growing demand for survival, material and spiritual needs of the elderly every day and the imbalance and insufficiency of related elderly care services have always been the main contradiction between the development of China's elderly care service industry and the market. Adjusting the service of elderly care products and combining innovation with the elderly care industry is an important choice to solve the problem of population aging. However, in practice, there are always some common problems in the total amount and quality of China's elderly care services: for example, in terms of supply. Therefore, it is particularly important to explore a perfect development system of elderly care institutions. Strengthen the concept of elderly care service and improve the quality of elderly care service by building an information management platform for elderly care institutions and improving the existing elderly care voluntary service system.

Part Three Market Analysis and Marketing Plan. The aging of population is an important trend facing China's socio-economic and social development. In the coming years, the structural scale of the population, such as advanced age, disability and dementia, will be huge, and the potential for derived consumption demand will be vast. According to the data of the Academy of Social Sciences, about 12% of the elderly in China are disabled. It is estimated that more than 25% of the elderly need comprehensive care. At least 40 million elderly in China need rehabilitation and nursing services.

Next is the market plan

(1) Construction of the supply side: Combining the mature traditional nursing home supply chain resources in the northeast and northwest regions with severe aging, the project characteristics will be used to divide the elderly into suitable groups and non suitable groups.

(2) In terms of user operation: through the research on the ideal living place of the elderly, the expectation of the minimum and maximum number of people in a group, the expectation of the living project, the mode of transportation, the gender and age range of the accompanying personnel, we plan and supply the demand with the participating joint nursing homes.

(3) Experience summary: summarize the problems that affect the replicability of the project.

The fourth part is management team and company structure. The professional fields of the members of the organization involve international economy and trade, information management, tourism management, project management, financial management, elderly care service management, medical/nursing/health, insurance management, medical equipment management and other aspects, and their professional advantages complement each other, so they can be well engaged in all aspects of the organization operation. In addition, the technical research and development team can be organized to carry out long-term research to achieve sustainable development relying on the scientific research team of colleges and universities. See Annex VI for details of the organization members. In the initial stage of the project, the organization is led and managed by the person in charge. There are six project teams, namely, the project planning team, the technical development team, the public

relations team, the living elderly care management team, the project implementation team (brand promotion, logistics support) and the risk control team (financial management, risk monitoring).

Section fifth development Plan of the Company. In order to maintain the stability and continuity of the company, the following specific methods can be adopted to solve the problems of personnel change and capital cutoff. Introduce technical talents and establish a talent training mechanism. Seriously cultivate the elderly care service team.

Section sixth financial Items.

According to the technical potential of the cooperative enterprise and the economic indicators and market research data of the relevant equipment, in combination with the general investment level of social work at this stage, the support of the social welfare fund organization of the National Bank to the social work service center and the relevant preferential policies, Hezhilao Residency Pension Service Co., Ltd. has made the following assumptions and financial analysis according to the latest accounting and tax policies.

Main financial assumptions:

- (1) The preparation of financial statements is based on the Accounting Standards for Non profit Organizations issued by the Ministry of Finance of the People's Republic of China in 2005.
- (2) Accounting year of the enterprise: from January 1 to December 31 of the Gregorian calendar.
- (3) Recording currency: RMB.
- (4) Accounting basis and valuation principle: the accrual basis is used as the accounting basis, and the historical cost is used as the valuation principle (the time of the financial statements predicted by the organization is the end of each year, that is, December 31, without considering inflation).

7.4.1 Risk assessment

For sojourn pension project managers and project management committees, they should pay attention to both the individual risk in the project and the overall impact of all the risks in the project when added together, which we call the overall risk level of the project, usually measured by the expected monetary value of the project risk.

Expected monetary value of the project risk = the expected monetary value of all risks in the project (a percentage of the monetary value of each risk affecting that that risk occurs).

For each project, the project manager must be able to accurately estimate the expected monetary value of the project, not only to describe its benefits, but also to care about how much revenue in the project is risky.

7.4.2 Risk response strategies

- (1) Risk coping strategy

Figure 23. Risk coping strategies

Threat coping strategies	Opportunity coping strategy
evade	exploitation
Reduction (back / emergency plan) -Transfer	strengthen
receive	refuse

Usually we divide risk response strategies into two categories:

- (2) Threat response strategy

The strategies can deal with threats from several different perspectives, each with advantages and disadvantages:

- ① **Strategies to avoid.** It finds ways to deal with the risk.
- ② **Reduced strategies.** It starts from the risk events, and analyzes how to reduce the probability of risk events or reduce the negative impact caused by risk events.

③ The strategy of backup and emergency plan, it starts from the result of risk, focuses on preparing the risk event after the means of response.

④ Strategies for the transfer of the. It starts from the risk outcome and focuses on transferring the impact of the risk to other stakeholders. There are usually two standard methods of transfer: one is buying insurance, also called insurance transfer; the other is contract transfer.

⑤ **Adoption strategy.** As the name suggests, there is no specific response measures. When we evaluate the risk, and think the risk is not significant, it is acceptable.

⑥ A Shared Policy. It is also starting from the result of the risk. If it is difficult for a project risk to be addressed by the project team alone, consider pulling other external stakeholders to deal together.

(3) Opportunity coping strategy

Opportunity is an uncertainty that has a positive impact on the project goals. It is often encountered in the "sojourn and pension" projects. If handled properly, it helps the project team to achieve the project goals faster and better, and even expand the profits or increase the additional benefits.

① **The strategy used.** When an uncertainty with a positive impact is found in the project, most people will be willing to seize this opportunity and try to turn this uncertain opportunity into a certain benefit, which is what we call utilization.

② **Enhanced strategy.** When discovering that the outsourcing case is an opportunity to reduce costs, you can also consider how to expand the benefits of this opportunity.

③ **Denial strategy.** Sometimes, although you can see a favorable opportunity for the project goal, it may be given up for a variety of reasons, which is rejection. Behind the rejection, the project team is often the result of considering the overall cost of the project and balancing different factors such as input, income, risk and opportunity cost.

④ **Shared strategies.** Opportunities can also be shared with others, including the organic combination of competitors, partners or other industries of pension service enterprises.

7.5 Selection and planning of risk response actions

And the old living pension service co., LTD., in the "living pension" service project, project manager and project team in the analysis and thinking of risk response strategies, in line with the principle of comprehensive thinking or systematic thinking, considering all possible coping strategies, and then compare the advantages and disadvantages between different coping strategies, finally choose one or several of the most suitable coping strategies and implementation plan. When comparing and selecting coping strategies, the following considerations are usually appropriate:

- Impact on the project planning;
- Impact on the business value of the project;
- Whether there are new risks caused;
- Cost performance of investment and income.

(1) Risk implementation

In the "living pension" service project, can diversify, professional operation, develop clear project management and risk control, do not become a mere formality, at the same time develop very clear executive division of labor and management, including pension service professionals, and the old brand culture, organizational structure, team organization ability, etc., various strategic planning, in the risk control, the boss has thinking, everyone in the project should also have the corresponding practice, to continue the project more systematically:

(2) Authorization

In the project, each risk response must be human and in at least two roles: one is the risk leader, usually a leader with resources and rights, and the other is the risk executor, usually a project member who has enough time and energy to implement the response. It should be noted that for the same risk, the best person in charge and the executor should not be the same person, because the responsible person is responsible for providing the required resources, making decisions and supervising the executor to implement the risk response plan, while the two roles of supervision and supervised should not be integrated into the same person, otherwise problems will arise. Experience has proved that a risk response plan is easier to be implemented only when it is implemented to a leader with resources and rights and a project member with time to work.

(3) Supervision + control

The project manager needs to monitor the effectiveness of the implementation of the risk plan. Generally, project managers need to focus on the following points: whether the response action has been implemented; whether the risk response action has been effective, and whether new risks are created in the response action process.

If the Project Manager finds that the planned risk response action is not as effective, corrective action needs to be taken as soon as possible.

(5) Communication

In the whole life cycle of the risk management of the "sojourn and pension" project, a timely and effective communication mechanism needs to be established within the project management team, between the project management team and the external stakeholders of the project,

Common forms of communication can include, but are not limited to, regular risk management meetings, regularly updated risk status emails, regular risk management press releases, regular risk checks, one-to-one key stakeholder reporting and communication, etc. As the sponsor of the "sojourn and pension" project, From the moment that you plan the project, Start to plan and establish the risk management mechanism of the project; Before the project enters the implementation and delivery phase, Ensure that the project risk management mechanism is in place; Throughout the implementation of the project, Always identify, assess, and control the uncertainties in the project through effective risk management mechanisms; Efforts to turn uncertainty in the project process into certainty, Reduce unexpected incidents in the project, Strive to replace the fire through prior prevention, Reduce the negative effects of uncertainty, Expanding the positive impact of uncertainty, To ensure the smooth and successful progress of the "old travel · Residence and pension" project.