

# LOVE EMPLOYMENT BUSINESS

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## ABSTRACT

Love Employment Business now mainly uses the small program as the platform trial operation point, using the platform to build a bridge between the disabled, enterprises, training institutions, social organizations to help the disabled and other parties. The main sections of the platform include job recruitment section, love friend circle, shopping mall, volunteer recruitment section, and sub-interface functions including business services and activity reservation. The platform features a full range of services for people with disabilities, including "employment + life".

### Executive summary

The number of people with disabilities in China is 82.96 million, accounting for 6.34% of the country's total population. The number of people determines the market demand index, and with a huge population base, people with disabilities have a large demand, including physical needs, psychological needs, respect needs, companionship needs and self-worth needs. Although enterprises are currently recruiting employees with disabilities, it is difficult to match the job requirements of enterprises with persons with disabilities, and it is difficult for persons with disabilities to find out about job openings because they are limited to their own circle of persons with disabilities. The platform now mainly uses the small program as the platform trial operation point, using the platform to build a bridge between the disabled, enterprises, training institutions, social organizations for the disabled and other parties. The main sections of the platform include job recruitment section, love friend circle, shopping mall, volunteer recruitment section, and sub-interface functions including business services and activity reservation. The platform features a full range of services for people with disabilities, including "employment + life".

### Section 1: Company Description

"Love Employment Business" is an APP that helps people with disabilities to get skills training and express themselves. In Chinese, the word "hinder" has the same pronunciation as "love", so we hope that through such a platform, we can bring love and hope to people with disabilities and provide them with opportunities to realize their self-worth. understand and help the disabled groups around us.

Our main product and service is to use the APP as a platform, through which we contact relevant skill training institutions for people with disabilities, and then help these special people with skill training to find suitable enterprises for employment. The main sections of the platform are job recruitment section, love friend circle, online shop, volunteer recruitment section, etc.

### Section 2: Industry Analysis

At present, China has 82.96 million people with disabilities, accounting for 6.34% of the country's total population. The vast majority of them have difficulties in finding employment, and even if they are employed, they are hardly treated fairly. Even though the state introduces many policies and regulations every year to help improve the living conditions of people with disabilities. However, the enterprises or organizations in the industry

today are overly dependent on government and social funding and do not have a strong ability to create value for themselves, making it difficult for them to respond to the growing needs of people with disabilities.

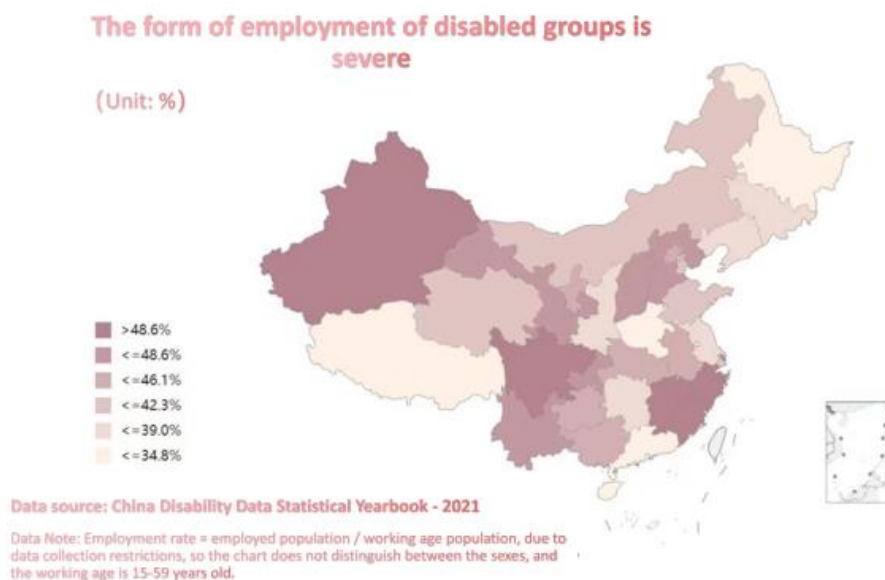
the industry PEST analysis and SWOT analysis.

Firstly, in terms of policy (P): the country proposes to continue to promote and develop the cause of people with disabilities, and has introduced many policies to consolidate preferential policies to promote the cause of people with disabilities. Economic Environment (E): In 2021, the annual GDP will be 1,143,670 billion yuan, an increase of 8.1% over the previous year, with an average growth of 5.1% in two years, providing a strong economic guarantee for the cause of promoting the development of persons with disabilities. Social environment (S): Public welfare organizations are flourishing, and it is expected that the number of social organizations in China will exceed the 1 million mark by the end of 2022. Technology environment (T): China's science and technology business has added an average of 17,000 new high-tech enterprises each year in the past decade, and the total number of R&D personnel is expected to reach 5 million each year, which provides technical support for the development of our applications.

Our strengths points (S): ①Technical support, low cost of the APP development. ②Strong project resources, supported by many parties. ③Service diversification and refinement. Our weaknesses (W): ①Most of the team members are students, with insufficient experience in business management. ②Few initial funding sources and not enough capital. ③The operation model is not yet mature. Our opportunities (O): ①The emergence of new needs of people with disabilities. ②The existing employment platform is not open to people with disabilities or the scope of opening is small. Threats we face (T) : ①Existing platforms for helping people with disabilities seize the market. ②The platform model is easy to be stolen.

Industry trends

During the "13th Five-Year Plan" period, the scale of employment for people with disabilities in China has been expanding, with 1.81 million new disabled people employed in urban and rural areas, but there are still more than 8 million licensed disabled people of employment age who have not achieved employment, as shown in the figure, the employment development of people with disabilities nationwide shows an uneven distribution.



Porter's Five Forces Model

The "Love" employment platform belongs to the disabled service industry, which is not yet saturated and the market in most regions has not yet been developed, and the entrepreneurial environment is good; the "Love" employment applet also involves second-hand sales and purchases, psychological consultation, policy guidance

and entrepreneurial support, etc. It is easy to be diverted by other platforms. The program charges zero fees for people with disabilities and only 8% of the cost reduction for the number of disabled employees it provides for business users, which is inexpensive. In addition, the platform attracts a large influx of disabled users and has a large supply base, so it has strong pricing power. On the other hand, companies in the disability service industry have mature platforms, such as Chang Group, which is well-known nationwide and has formed a certain influence, and if it happens to choose the Fujian market in its development layout in recent years, it will have a big impact on the "Love" employment assistance platform.

In summary, we believe that the threat of new entrants to the "Love" employment assistance platform is strong; the threat of substitution is strong; the bargaining power of buyers is weak; the bargaining power of suppliers is weak; and the rivalry among existing companies is strong.

### Section 3: Market Analysis and Marketing Plan

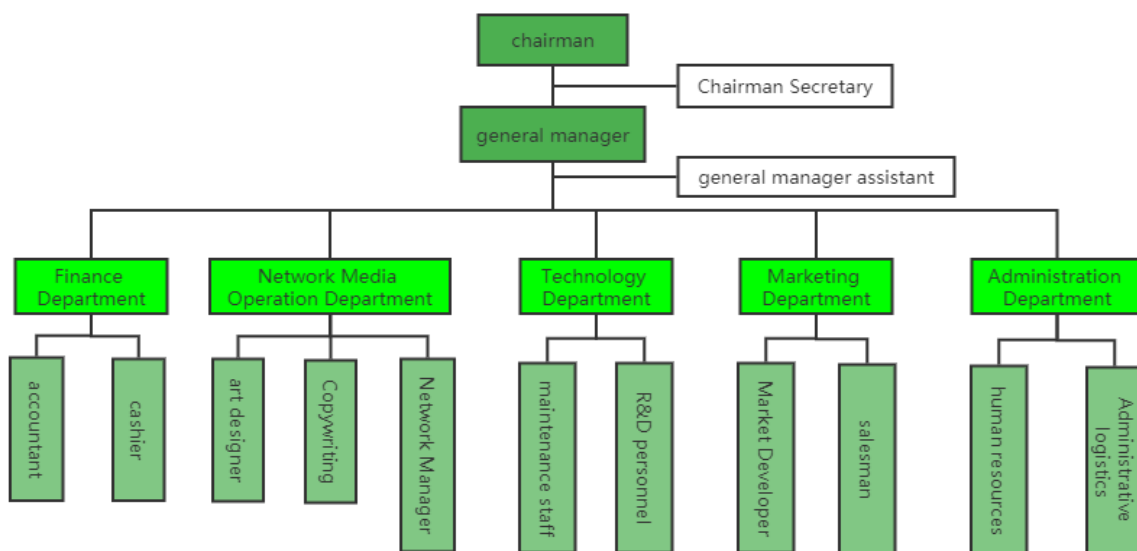
Market Segmentation: There are four major market segments of "Love" employment assistance for the disabled: network industry market, vocational skills training market, intermediary market, and volunteer service market.

The market orientation of the "Love" employment assistance platform is to provide a full range of services only for people with disabilities.

Our overall marketing strategy: 1. the reasonable use of social organizations influence to promote the platform; 2. the use of traditional advertising forms of publicity; 3. the platform official media number publicity.

Our pricing strategy: "Love" employment assistance platform for disabled users zero charge, other aspects of the service to make the following pricing strategy: 1. online shop pricing. 2. enterprise recruitment fees. 3. live with the income pricing. 4. platform advertising page placement fees.

### Section 4: Management Team and Company Structure



This is the organizational structure and personnel composition of our company. We set up the positions of chairman and general manager, as well as different departments such as finance, technology, marketing and administration to take charge of different segments and businesses. At the same time, we have hired relevant experts to guide our software development, artwork design, and market development.

## Section 5: Operations Plan, Production Design and Development Plan

Our operation mode and procedures

Build a service platform exclusively for people with disabilities, and at the same time support the formation of the College Love Disability Service Society to make up for the gap in offline services. The service areas of the platform are: precise pushing of jobs, vocational skills training, handicraft selling on behalf of people with disabilities, volunteering of college students to help people with disabilities, and interpersonal communication.

Our operation strategy and plan

At the beginning of the platform, the APP will be the carrier, and the board will initially set up employment recruitment, love friend circle, volunteer registration, etc. The platform will focus on developing employment for people with disabilities, contacting and communicating with enterprises, people with disabilities and vocational skills training schools, and building employment bridges for people with disabilities, as well as establishing a database of information on people with disabilities seeking employment and systematic recruitment information, and using VBA technology to accurately push recruitment and job hunting information to achieve precise matching of employment. It is expected to increase the employment rate of disabled people by more than 10% within 1-3 years, and to make the coverage rate of volunteer services for disabled people by college students in Longyan reach more than 80%. We will expand our brand, expand the influence and credibility of the platform, occupy the Longyan market and expand our business to the surrounding cities.

## Section 6: Financial Projections

The company's proposed registered capital is 2 million yuan, the first batch of 1 million yuan pledged, mainly divided into entrepreneurial team funding, instructor funding, the initial unused goods trafficking draw, the Disabled Persons' Federation, Disabled Persons' Welfare Foundation funding, the specific amount of capital contributed and the company's various types of contributions accounted for in the chart on PPT.

Year	1st year	2nd year	3rd year	4th year	5th year
Sales growth	100%	30%	20%	10%	5%
Gross margin	72%	78%	81%	83%	83%
Percentage of total current assets	78%	86%	94%	98%	100%
Return on Assets ROA	-51%	11%	46%	35%	28%
Return on Net Assets ROE	-53%	12%	49%	36%	29%
Gearing ratio	8.04%	6.97%	4.25%	2.89%	2.12%
Equity Debt Ratio	8.74%	7.50%	4.44%	2.98%	2.17%
Net Present Value	29	7	36	43	46
Payback period	3.65 years				
Internal Rate of Return IRR	27%				

The initial investment of the employment project is 1 million RMB, and the average EBITDA is expected to be 34.3 thousand RMB per year for the next 5 years according to the aforementioned calculation, and the total EBITDA is 1.7150 million RMB, the calculated ROI is 34.3%, the payback period is 3.65 years, and the IRR is 27%, which shows that the project has a good level of investment return.

Year	2022	2023	2024	2025	2026
EBIT	-41.66	7.64	49.64	72.76	83.12
Average EBIT	34.3				
Total Investment	100				
Investment Margin	34.3%				

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