

BUSINESS PLAN 'Private Nursing Home'

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Abstracts

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Project idea

Creation of private pension for rest and residing of people of «third age» (men/women over 55 years).

Model of business development

The cottage is rented (for a period of not less than 5 years) for project implementation, the redecoration of it carried out, the yard is equipped by walkways, gazebos and swings. The necessary furniture: chairs, tables, arm-chairs, sofas, usual beds and special beds for bedridden, kitchen furniture, TV, computers, textiles (blankets, pillows, etc.), household chemicals. The qualified personnel is recruited and marketing campaign is carried out in the stage of the cottage preparation.

Market of Russia

About *** nursing homes are registered in Russia in total, among them about ***% are private nursing homes. Over *** mln. people older than 65 years are living in Russia today, among them the share of older than 85 years is about ***%. The last category amounts approximately *** mln. people. Due to the statistics, about a quarter of these 10 mln. people (that is *** mln.) is in dementia and requires the constant nursing care. Among *** mln. the share of older people, families of which could afford the maintenance of them with nurses, is about 30%.

Competitive Environmental

Pension for elderly people «Zabota», Social Geriatric Center (SGC) «Opeka», pensions of the company «Senior Group», the network of private pensions for elderly people «Derevo Zhizni», the network of private nursing homes «Dobrota», the network of private nursing homes «Dostoinaya Starost», the nursing home «Zheltyi Krest», the network of private nursing homes «Zhizn v udovolstvie».

Marketing Plan

Creation of web-site of pension. Budget for creation of web-site: *** RUB.

Search Engine Optimization. Budget: *** RUB/month.

Contextual advertising. Budget: *** RUB/month.

Off-line promotion.

Prospects of nursing homes constructions in Russia

An important moment in the economy of Russia and mass construction is the investment in nursing homes and objects for youth.

There is a number of people in Russia, the maintenance of which the state is ready to pay. Their amount is about *** thsd. people, and today the number of beds of all nursing homes in Russia amounts *** thsd. Moreover the state nursing homes are outdated morally and physically. Mainly they are designed for *** seats, and in this connection it is difficult to provide decent care.

The planned cost of living of 1 person in the pension under construction will amount *** RUB a day. The average check will be formed at the level of *** RUB a day. As a rule, the occupancy rate of this kind of projects is not lower than ***%.

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