

# EDUCATION TRUSTEE CENTER BUSINESS PLAN

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## ABSTRACT

With the continuous development of the economy, most developed countries in the world have entered the elderly society, and it is reported that China has also begun to enter the elderly society. It is a feasible way for future real estate development to develop old-age real estate based on people's consumption psychology.

In addition, people who have lived in cities for a long time have a tense daily work and life rhythm, and are eager to use the holidays to seek fun and relax in the natural environment. Therefore, tourism and leisure resorts with original ecological charm that can capture people's desire to return to nature's tourism and consumption psychology will surely become an important part of the future development of leisure tourism industry.

In view of the above two points, the author believes that in the original ecological agricultural base based on agricultural science and technology planting and picking, and animal feeding, a high-end leisure and vacation-type agricultural tourism pension complex integrating agriculture, tourism, entertainment, accommodation, catering, conference affairs, and real estate should be developed. It has broad development prospects for building a new type of modern livable community.

This business plan takes "agricultural tourism and elderly care comprehensive ecological park" as the overall creative concept of the project, and includes the executive summary, products and services provided by the project, project background and its feasibility, market analysis, eleven aspects of market sales, project operation and management, investment estimation, economic benefit analysis, risk analysis and countermeasures to elaborate the prospect of the project for investors' reference.

**Keywords:** Agricultural tourism, Comprehensive ecological park for the elderly

## INTRODUCTION & COMPANY DESCRIPTION

With the continuous development of the economy, most of the developed countries in the world have entered the aging society. According to reports, China has also begun to enter the elderly society, and the necessities of the elderly will be the big cake for the future market competition. Therefore, grasping the consumption psychology of the elderly to develop comprehensive real estate for tourism and elderly care is a feasible way for future real estate development.

Agricultural tourism for the aged comprehensive industrial ecological park is a high-end leisure and vacation tourism real estate project integrating agriculture, tourism, entertainment, accommodation, catering, conference affairs and real estate. The park invests

and develops in agricultural sightseeing tourism, rural recreation and vacation experience, real estate investment for elderly care and health care, high-end leisure conference hosting, thematic hotels, catering, and accommodation, etc.

Relying on the existing natural environment of original ecology and health preservation in rural areas, and integrating Chinese and Western architectural characteristics and modern community planning concepts, the project will be built into a group of villas and row houses with different styles of Chinese and European style. The project aims to create a clubhouse community with a beautiful environment, sightseeing, leisure and living functions, and become a perfect leisure resort for modern families to relax and enjoy the happiness of their families.

## **INDUSTRY ANALYSIS**

At present, my country's primary, secondary and tertiary industries are growing steadily, the main economic structure has been continuously improved, and the quality of economic operation has been continuously improved. With the further improvement of people's living standards, people's pursuit of living space and taste has risen to a higher level. In the tourism pension ecological park that fully considers the conditions of economic feasibility, technical possibility, environmental protection and meeting spiritual needs, it can better reflect the habitability, comfort, safety, civilization and investment, and will inevitably be affected by generally welcome.

According to statistics, people living in the post well-off society can be mainly divided into three situations: one is low-density, high-volume high-rise residential in the central area of the city; the second is medium-density, high-greening rate small high-rise residential in suburban areas The third type is the low-rise residential area with low density, low floor area ratio and high greening rate, which is about an hour's drive away from the city suburbs. The tourism pension ecological park caters to the needs of the majority of urban families and groups for collective leisure and vacation consumption. The return of large families and large groups to ecological nature is more natural and harmonious.

On the other hand, our country has entered an aging society. The old people's desire to return to nature has made tourism and elderly care real estate very popular. The combination of various projects in the ecological park makes the elderly care real estate not only livable, but also has investment value. It can be said that it kills two birds with one stone.

## **MARKET ANALYSIS & MARKETING PLAN**

According to relevant statistics, as of the end of 2010, the proportion of the elderly population over 60 years old in China has exceeded 13%. According to forecasts made by relevant agencies, by 2050, the proportion of the elderly population in China will reach 25%. From this, it can be predicted that the comprehensive ecological park for tourism and elderly care will definitely become an investment area for businessmen to compete and snatch.

The price positioning of eco-park real estate, hotels and other entertainment projects should refer to the price consumption level of high-end resorts, clubs, clubs and residential real estate in the region, and attract the majority of customer groups based on the principle of high

quality and high price. The ecological park construction location should be located in the suburbs of the city, with natural geographical advantages. The environment includes natural environment, interior decoration environment, service environment, high-quality occupancy customer groups and many other aspects. A good supporting environment is naturally an important aspect that cannot be ignored.

The number of entertainment items and supporting facilities is directly related to people's desire to consume. Through the investigation of the consumption status of high-income and high-consumption classes, we found that there are few project settings and imperfect supporting facilities often lead to the loss of customer interest; the more comprehensive projects, the more perfect supporting facilities, on the one hand, can prolong the customer's stay time, on the other hand Aspects can arouse various interests of customers and directly affect operating income. Therefore, the project should plan creative related entertainment facilities before the project is launched.

## **MANAGEMENT TEAM AND COMPANY STRUCTURE**

According to the requirements of the "Company Law" and relevant national laws and regulations, the company has established a modern enterprise management system to protect the legitimate rights and interests of shareholders. Based on its own characteristics and actual conditions, with the entry of new investors, the company will adjust accordingly. "Articles of Association", "Rules of Shareholders' General Meeting", "Working Rules of the Board of Directors", "Working Rules of the Supervisory Committee" and "Working Rules for Managers", constantly improve and perfect the corporate governance structure of the company and standardize the operation of the company.

Early development operation and management of the project work must be under the unified command of the company, the first selection to build a highly professional level, rich experience in corporate leadership, high quality enterprise staff training ability of management team, then to gradually improve architecture has its own corporate culture, a strong, strong core cohesion of the elite management team.

1. Team members should establish a clear common goal to enhance their attraction, appeal and combat effectiveness;

2. Make reasonable division of labor and cooperation, so that each member can clearly define his own role, power, task and responsibility, as well as the mutual relationship with other members;

3. Strengthen mutual trust among team members, promote mutual care and mutual recognition among team members;

4. Realize effective communication and feedback among members, and form an open and frank communication atmosphere;

5. Ensure clear responsibilities, clear division of labor and clear responsibilities.

## **OPERATIONS & PRODUCTION PLAN**

In the early stage of market development, we made use of the strong personal network of the company and cooperative units, invited senior officials of the government and enterprises from all over the country and at home and abroad, as well as celebrities in sports and entertainment circles from both sides of the strait and three places, and made full use of the good relationship with the media. Actively hold various press conferences, forums, athletic activities, grand prix competitions, etc., use their influence to rapidly expand their popularity and drive a group of high-income people to participate in entertainment and leisure. And provide them with service that exceeds their expectations by giving them a good price. In the mid-term of the project's operation, while the initial publicity brought a steady stream of passengers, it also cooperated with the stable members of various clubs in the park, and continued to drive consumption through their relationship network. At the same time, in order to promote the project, the following strategies will be carried out:

### **(1) Resource replacement**

Combine domestic golf clubs, equestrian clubs, aviation clubs and other high-end club groups to form strategic alliances to realize resource replacement, resource sharing, and customer sharing.

### **(2) Establish a membership discount card system**

Cooperate with other domestic entertainment industries to develop co-branded VIP cards. For customers who come to the club with a card, certain profit rebates and personal gifts will be given to the recommending unit to increase their enthusiasm and make full use of their existing resources to interact with business.

### **(3) Building brand benefits**

The local branches of the joint group and other domestic and foreign travel agencies provide them with bases for scenic spots and establish brand effects to increase the source of tourists and thus increase the popularity of the project.

### **(4) Integrate resources in the park, package and sell**

VIP consumption cards such as clubs and themed hotels in the eco-park will be presented to the purchase of houses to realize linked consumption.

## **FINANCIAL ANALYSIS & FEASIBILITY ANALYSIS**

The pace of work and life of modern urbanites is getting faster and faster. Faced with high-rise buildings and crowded traffic every day, most people need to return to the natural ecological environment to relax and enjoy the fun of leisure and vacation. The tourism pension ecological park caters to the needs of the modern metropolitan population and has great potential market value.

The theme hotel of this project provides accommodation services for people who go to the ecological park for leisure and vacation, so the room occupancy rate is affected by the cyclical impact of tourism. Hotel occupancy rates also vary with low and high seasons. Second, the sales of senior housing may be affected by the national real estate market and policies. However, in the specific implementation process, we can continue to innovate ideas and

formulate different policies according to the actual situation, including price policies and event promotion policies, so as to create a bright road.

The project will significantly increase the company's asset profitability and improve cash flow with good profitability and cash flow. Not only will the marginal benefits of tourism resources be fully released, but also more conducive to enhancing the company's ability to resist market risks and the core competitiveness of both parties. From the point of view of economic benefits, the investment rate of this project is relatively high, and the investment risk is relatively small.

## CONCLUSION AND FUTURE WORK

In recent years, my country's macroeconomic development has made remarkable achievements. Although the international economic situation has been fluctuating and fluctuating recently, my country's economic growth has been quite stable. Most of the urban residents have moved from a moderately prosperous to a prosperous moderately prosperous level, maintaining a good situation of sustained, rapid and healthy development of the national economy.

Under the favorable macroeconomic environment, with the rapid improvement of residents' living standards, the increase of residents' holidays and the increase of leisure time, the people's pursuit of life has changed from a quantitative one to a quality one. The Engel coefficient of Chinese residents is declining year by year, and more and more residents tend to travel for leisure and return to nature. The weight of high-grade, quality-oriented, leisure-oriented and ecological tourism in modern tourism is increasing day by day, and it is also more in line with the tourism consumption psychology of modern urbanites.

To sum up, the project has a good macroeconomic background and a broad market space. After the project is completed, it will become a boutique project in the region and surrounding areas, bringing huge social and economic benefits to the local prosperity and development, and at the same time bringing rich returns to project investors.

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