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Business Model, Market Competition and Marketing Strategy of Internet + Community Shared Elderly Care

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Abstract: Currently, young people in China are lacking in skills in taking care of the elderly, and there is an urgent need for social institutions to take care of the elderly. The market demand for taking care of the elderly is constantly increasing. In response to this situation, we propose the Internet + Community Shared Elderly Care Model. This paper first introduces the core mechanism, platform deployment, main business, monitoring system, etc. of Internet + Community Shared Elderly Care Model. Secondly, the business model of this project was analyzed from aspects such as customer segmentation and key business. Finally, the market competition situation of this project was analyzed and marketing strategies were proposed.

Keywords: Community Elderly Care; Business Model; Market Competition; Marketing Strategy.

1. Introduction

On February 21, 2022, the State Council issued a notice on the development of the national elderly care industry and the planning of the elderly care service system during the 14th Five Year Plan period, introducing a series of elderly care policies. Governments at all levels adhere to the guidance of Xin Jingping's Thought of Socialism with Chinese Characteristics for a New Era, thoroughly implement the spirit of the report of the 20th National Congress of the Communist Party of China, adhere to the people as the center, and incorporate the development of the cause of aging into the overall layout of "Five in One" and the strategic layout of "Four Comprehensives". In addition, the opinions of the Central Committee of the Communist Party of China and the State Council on strengthening the work on elderly care in the new era point out the need to find a path of intelligent elderly care.

At present, the continuous development of the fast-paced era has brought great pressure to young people. In terms of taking care of the elderly, there is already a lack of skills, and there is an urgent need to take care of the elderly. The demand for taking care of the elderly is constantly increasing. In view of this situation, in order to fully realize resource sharing among communities and make full use of current resources, we propose an Internet plus community sharing elderly care model.

2. Introduction to Internet + Community Shared Elderly Care

2.1. Platform Business

The project operated by the community shared elderly care platform is volunteer service time, and residents who are enthusiastic about community public welfare can register on this platform. The platform records the time, location, content, service duration, cumulative service duration, and witnesses of free services provided by depositors for each user, and establishes profiles of volunteers and elderly people. The platform will automatically deposit the elderly care service time into the corresponding time savings account.

(1) In terms of volunteers. Develop "shared volunteers" by recording the time volunteers serve the elderly in the background and depositing them into their own time bank account. The points in the account can be exchanged for others to take care of their elderly or their own time, and can also be monetized.

(2) Regarding the elderly. Family members and the community announce the information and needs of the elderly. The services that the elderly in the community can obtain through volunteers mainly include eight categories: meal assistance, medical assistance, bathing assistance, cleaning assistance, entertainment performances, guidance on using smartphones, accompanying chat, and corresponding commission payments.

2.2. Operation Mode

A new home-based elderly care service model adapted to the transformation of household services, namely the "shared home-based elderly care service" model. Firstly, it aims to improve professional quality and level; Secondly, the community should fully leverage the role of a primary platform and integrate the resource advantages of social organizations; The third is to expand the coverage of the shared service model. Establish a "time bank" based on the community to serve the elderly, advocating the concept of "using your time to serve today and enjoy tomorrow", and adopting the method of "time savings", allowing young people, middle-aged people, and healthy elderly people to use their leisure time to provide necessary services for the "empty nest elderly".

This mode has the following advantages: flexible and flexible service time, reducing user usage costs; Provide services tailored to the personalized needs of the elderly, with more professional services; The characteristics of low price and high performance facilitate the expansion of user base and enable more people to enjoy the service; By integrating labor resources, the remaining idle labor within the jurisdiction has gained new work space and increased the income of service personnel; Purified the cultural environment of the community, promoted mutual trust and respect in interpersonal relationships, and created a social

atmosphere of respecting, loving, and helping the elderly; Organize residents to actively participate in community public welfare and volunteer service activities, and effectively enhance the quality of residents and community cohesion; Comprehensively improve the level of community social work, implement precise and intelligent management, and promote the modernization of social governance system and governance capabilities.

2.3. Platform Deployment

The so-called home-based elderly care service refers to a new form of service that is based on the family, supported by the community, and supported by professional social service forces, providing social services such as daily care, housekeeping services, cultural entertainment, and spiritual comfort for the elderly at home.

(1) WeChat mini program. One is volunteer training. The second is to publish the files of volunteers and elderly people. Thirdly, the backend records the volunteer time and deposits it into the time bank account. Fourthly, monitor how long volunteers have volunteered and whether they have arrived. The fifth is to monetize points.

(2) Return visit evaluation reward and punishment mechanism. Firstly, the platform's questionnaire and customer service hotline provide dual follow-up visits to users: the questionnaire is aimed at family members, while the customer service hotline is aimed at the elderly platform to reward additional bonuses for outstanding volunteer services. Secondly, deduct the account points of volunteers with inadequate services, and in severe cases, go through legal procedures.

2.4. Main Services

The smart community elderly care service system provides eight major services: 1) Help with meals. Trained volunteers provide healthy and balanced meals suitable for the physical condition of the elderly. 2) Assist in medical treatment. Volunteers with basic medical knowledge assist the elderly in seeking medical treatment, home treatment, rehabilitation training, etc. 3) Assist in bathing. Assist some people who have difficulty taking a shower, and upgrade the service to include back rubbing, salt pushing, massage, pedicure, cupping, etc. 4) Assist in cleaning. Provide home cleaning and item cleaning for elderly people at home. 5) Assist in walking. Assist elderly people with limited mobility to travel. 6) Assist in entertainment. Display cultural and entertainment performances for the elderly, enrich their spiritual world. 7) Teaching assistant. Teach the elderly basic smartphone usage methods to help them better adapt to modern society; Teaching the elderly to recognize characters and books; Teaching elderly people dance, traditional Chinese opera, and other artistic projects. 8) Psychological counseling. Accompany elderly people to chat and solve their psychological problems.

2.5. Monitoring System

(1) Pre audit training. Volunteers need to complete a series of registrations on the platform, obtain an ID card for verification, and undergo online training (on the eight basic services) to answer relevant questionnaires

(2) Post evaluation supervision. The platform establishes a user evaluation system to supervise and manage service quality, and evaluates and provides feedback on service quality through follow-up visits to users. Those who provide good feedback will be rewarded. The first month is a probationary period and will receive serious warnings from the staff. The staff in the community logistics area will verify their ID cards accordingly. If any signs of misconduct occur, legal measures will be taken to strictly stop them.

3. Commercial Model for Internet + Community Shared Elderly Care

3.1. Customer Segmentation

(1) Service recipients. Firstly, the elderly living at home in the community include the elderly, the elderly living alone, and the elderly living alone. Key preferential treatment targets for the elderly. Secondly, elderly people with mobility difficulties, disability, dementia, and disabilities. Thirdly, elderly people from low-income families. Fourthly, there are "time bank" volunteers with service needs.

(2) Service provider. Volunteers aged 60 to 69 who are physically healthy, capable of taking care of themselves, and capable of helping others. Volunteers aged 55 to 59 who enter the elderly. Other volunteers aged 18 or above.

(3) Merchant enterprise. Merchants can sell elderly care products on this platform, such as health products, medical supplies, elderly entertainment products, etc.

3.2. Sales Channels

3.2.1. How to Collaborate with Elderly Families

Adopting a community cooperation approach, while increasing publicity, this platform will assist in the development of the community, expand its influence, increase local economic strength, and promote economic development. For the elderly, it is necessary for their family members to assist the community in registering basic information. The elderly's family members must clearly explain what kind of services they need. The elderly's family members need to pay 25 yuan per hour without paying any extra fees to the platform. If volunteers do not meet the requirements, they will reduce their actual volunteer time, reduce the price (20 yuan per hour), and increase training. At the same time, Volunteers need to receive online training on the platform before they can apply to become volunteers. After a one-month probationary period, they can truly become volunteers.

3.2.2. How to Collaborate with Volunteers

Volunteers can obtain time to take care of the elderly on this platform. After a certain amount of time, it can be used to exchange for discount cards in the community, promote the development of the community economy, and exchange time for taking care of the elderly. At the same time, they can increase advertising and publicity, and also exchange money to meet the needs of elderly family members very well. According to the feedback from the elderly's family, the platform will obtain feedback through online questionnaires or telephone inquiries or inquiries from Community practice after the service, and the platform will supplement additional bonuses.

3.2.3. How to Cooperate with Merchants

Allow 20% interest, compared to other platforms, at a lower intermediary fee than other platforms.

3.3. Main Business

3.3.1. Establishing Information Archives

This platform collaborates with the community to establish

information archives for eligible service objects within the jurisdiction, including address, physical condition, family conditions, service needs, etc.

3.3.2. Volunteer Registration

Volunteers carry their ID cards to the community volunteer service center to register their basic personal information. Community practice are responsible for reviewing, registering and opening accounts, and issuing "time savings passbooks". There are two types of depositors: "peace of mind" and "love". Young elderly volunteers, elderly volunteers, and disabled volunteers are "peace of mind" depositors who receive "peace of mind" savings passbooks. Other types of volunteers are "love" depositors who receive "love" savings passbooks.

3.3.3. Record and Value of Time

(1) Record of time. Volunteer service teams are established by community organizations, with each team responsible for one or more communities. A team leader is selected to reasonably arrange the service time and frequency of volunteers. After the volunteer completes the service project, the service object shall sign for confirmation, and the team leader and Community practice personnel shall record on the "time savings card" after verification.

(2) The value of time. Adopting a point based standardized service time system, setting service hours and points for each type of project. When depositors need to exchange services or other materials, points are used for accounting. The setting of the score can be adjusted with the rise of prices, but in principle, it is still mainly for public welfare and cannot be adjusted frequently.

(3) Redemption of points. Volunteer service points can be exchanged for services of equal value or directly monetized. If a 'peace of mind' depositor has a service demand, they can post their demand information on the 'change time' platform and enjoy the same points of volunteer service in their savings card. 'Love' depositors cannot exchange services for themselves or monetize them. They can donate their time to relatives or other service recipients residing in their community. The relatives of volunteers who receive donations must be "time bank" volunteers or elderly people over the age of 60.

(4) Transfer mechanism. Volunteers who move out of this community and still reside in this city can be transferred to other communities, and their service points are still valid or can be directly monetized Volunteers who move out of the city or reside in other places for a long time can donate points to service recipients living in the community and relatives aged 60 or above who meet the project conditions; If there is no designated donation recipient, their service points will be allocated by the community to other service recipients within the jurisdiction Points can be inherited, and the remaining points after the volunteer's death can be inherited by relatives who are also volunteers, and can also be used by relatives who are over 60 years old living in this community.

(5) Validity period of points. In time banking, the time cycle from providing services to receiving returns may not only be relatively long, but also may be difficult to determine in advance. To ensure the sustainability and credibility of the project, and to avoid the loss of data files during long-term storage, the inability of the volunteer team to meet service needs, force majeure, and other reasons that may result in points being unable to be redeemed, the validity period of points is set. The validity period of points for "Anxin" card depositors is five years, while the validity period of points for "Love" card depositors is three years. Points are calculated from the date of card establishment, and unused points at the expiration of the validity period are reset to zero. Points are recalculated from the day after the expiration date. If the time donated by the "Love" card depositor to the "Anxin" card is based on the validity period of the "Love" card.

(6) Emergency plan. If a volunteer needs to serve during the validity period of their points, the service team leader should promptly arrange for bank volunteers to serve them at other times after submitting an application. If time bank volunteers are unable to provide services, the management department should take other measures to meet the needs of applicants, such as appointing government procurement service winning units or other social group volunteers to serve the applicants.

3.4. Profit Model

3.4.1. Recent Profit Model

(1) Conduct financing. Seek financing or donations from entrepreneurs in society.

(2) Obtain government support. Starting from the community, gradually strive for government top-level design support.

(3) Gain profits from account views and traffic. Advertising investment can be made on mini programs.

(4) Merchants settle in to earn profits. A dedicated page on the mini program displays the product.

(5) The difference paid by the elderly. The elderly or their family members are required to pay the corresponding commission after the task is announced at the "change time" and completed by volunteers.

(6) Value added services. Some customers may not be able to meet their needs with just one service model. The "change time" platform can provide customized VIP services to help them maximize their benefits and also provide them with a one-stop service. In addition, when investors have a certain scale, they can consider surrounding services.

3.4.2. Forward Profit Model

(1) Based on browsing volume and popularity.

(2) Increase cooperation to earn profits and balance.

4. Market Competition of Internet + Community Shared Elderly Care

4.1. Advantages

(1) Under the traditional non shared elderly care approach, the operation of the elderly care system presents multiple difficulties, such as inefficient supply, imbalanced supply and demand, low utilization rate of idle resources, poor communication, and disorderly development. By creating a "shared community elderly care", operating volunteer services, developing shared volunteers, and storing volunteer time, we can achieve the "collaborative", "precise", "shared", "professional", and "orderly" development of community home-based elderly care.

(2) Different from the Two-sided market relationship between suppliers and demanders under the traditional pension system, under the shared pension service system and supported by mobile Internet technology, a professional "multilateral platform" can be built, which can form a multi-party communication and interaction mechanism involving platform parties, suppliers, demanders, advertisers, third-party payment institutions, regulators, etc., so as to realize volunteers, the elderly, platform enterprises, pension

enterprises Multilateral interactions and win-win outcomes among regulatory authorities and other parties.

(3) In the ever-changing interactive mechanism, idle resource owners transfer their idle time and services to other demanders through community shared elderly care platforms, improving resource utilization while obtaining corresponding benefits and demands. The service demand side, namely the elderly, purchases services for a certain period of time through community shared elderly care platforms under the supervision of credit guarantee mechanisms and various parties. As a platform and an intermediary bridge for communication between the supply and demand sides, we strive to eliminate the impact of information asymmetry between the supply and demand sides with the support of mobile internet and third-party payment technology, and achieve efficient docking between supply and demand. The supervisory authorities, such as the Ministry of Industry and Commerce, the Consumer Rights Protection Committee, and others, as third-party public forces, perform functions such as supervision, management, and mediation on the supply side, demand side, and platform side to fully safeguard the legitimate rights and interests of all parties, maintain the healthy operation of the community sharing model, and ensure the orderly operation of the community sharing elderly care industrialization. Under the four-party mechanism of supply, demand, platform, and supervision, relevant elderly care enterprises can combine market hotspots with the needs of the elderly to provide service resources such as elderly care, medical care, cultural entertainment, as well as physical resources such as elderly health food and elderly assistive devices. This forms an orderly development pattern based on the four-party mechanism, featuring multi-party interaction, diversified supervision, healthy competition, and survival of the fittest, achieving a win-win situation for all parties.

(4) In terms of achieving precise matching, "shared elderly care" emphasizes efficient sharing and docking between the supply and demand sides. Its direct advantage lies in the individuals or organizations who own a certain item or service and potential consumers who need it. Through information communication platforms, within an acceptable range of time and money costs, they can achieve docking and form a match. Therefore, eliminating information barriers and building specialized information and service platforms are the key and technical guarantees for achieving shared elderly care.

(5) On the construction of a shared community elderly care platform, small program applications are used as a form of expression. On the premise of fully guaranteeing information security, big data resources, computer algorithms and Internet technology are used to collect the basic information of community elderly objects, and connect the corresponding elderly service information and resources to achieve supply and demand matching. The shared community elderly care platform adopts a multilateral port, and volunteers, demanders, and regulators of the shared community elderly care service platform have different login entrances and permissions. The family members of the elderly or the elderly themselves input their basic information and publish their demand information through the platform's client. The platform identifies the characteristics, needs, and wishes of elderly consumers in the community, conducts service planning and design, and automatically pushes relevant information to registered volunteers. The volunteers can have effective information communication and real-time interaction with the elderly, Then, services are provided to the elderly who release their needs through the "autonomous order taking" method. The shared community elderly care platform emphasizes the feedback and evaluation of user information, and has functions such as evaluation and complaint. It presents the service quality of volunteers based on the evaluation of the elderly or their families, which can serve as a basis for the evaluation and supervision of volunteer elderly care services to a certain extent, and play a role in assisting supervision.

4.2. Disadvantages

(1) Lack of practical experience. Shared community elderly care is an output that combines community elderly care, volunteer services, and shared thinking. Currently, it is in the conceptual stage and lacks corresponding institutional guarantees, significant social coverage and influence, and practical experience.

(2) Talent shortage. The volunteer talents of the shared elderly care model have uncertainty, and there is a lack of talent support for shared elderly care. For example, under the shared community elderly care model, some elderly people in need of care may not be able to find timely volunteers with professional nursing knowledge and solid medical and health skills, thus unable to meet the medical service requirements for the elderly.

(3) Insufficient funds. Not only does the construction of the community shared elderly care platform model require a large amount of funds, but the management and construction of the community shared elderly care platform and the construction of various software and hardware facilities also require a large amount of funds. Relying on traditional channels for raising elderly care funds is difficult to meet the construction of community shared elderly care platforms. Firstly, in the context of China's increasingly severe aging population, relying solely on government financial allocation is basically unable to meet a large amount of funding needs, and it is easy to cause uneven resource allocation, deviating from the principle of resource sharing and maximum efficiency. Secondly, China lacks diversified ways of raising funds. Although under the new normal of economy, the 18th National Congress of the Communist Party of China clearly proposed that social funds should be allowed to invest in the elderly care industry, from the actual effect, China still has a large gap in establishing diversified funding channels.

(4) Fragmentation of elderly care services. The industrial development is still in its infancy and has not yet formed an intensive and large-scale business model. The connectivity of various service areas in the community shared elderly care service industry is not strong, and elderly care resources cannot be fully utilized. The fragmentation of elderly care services is relatively serious.

4.3. Opportunities

4.3.1. Thought

In recent years, with the rapid development and popularization of mobile internet, third-party payment, intelligent terminals, etc., sharing has broken through the limitations of time and space, and the objects of sharing have expanded from acquaintances to strangers. China also issued the Guiding Opinions on Promoting the Development of the Sharing Economy in 2017 to promote the development of the "Sharing economy". The sharing model has gradually become popular, and the public has a high degree of acceptance of the sharing model. The difference between shared community

care services and other shared services lies in the specific age of their service recipients, with the elderly being the buyers and users of the services. With the popularization of intelligent terminals, the technical barriers of the "Sharing economy" for the elderly are gradually eliminated, and the "sharing" service supply for the elderly can be fully realized.

4.3.2. Policy

The "Several Opinions on Accelerating the Development of the Elderly Care Service Industry" clearly puts forward the requirement of "enriching elderly care service products, continuously improving market mechanisms, and achieving sustainable and healthy development of the elderly care service industry". The Guiding Opinions on Actively Promoting the "Internet Plus" Action propose to build an elderly care information service platform based on existing internet resources and social forces, providing home care services such as nursing care, health management, rehabilitation care, etc. 2021 is the opening year of the 14th Five Year Plan, with the main focus on high-quality development of elderly care services. The elderly care industry has also begun to shift from a "government led bottom-up elderly care" to a "market led inclusive elderly care". Actively addressing the aging population has become a national strategy. The promulgation of these policies has already signified that the development of the elderly care industry has gradually received support from national policies, and the elderly care industry has become a sunrise industry.

4.3.3. Aging

The intensification of aging in China is a fact. In 2016, the population aged 60 and above accounted for 16.7% of the total population in China, and the population aged 65 and above accounted for 10.8% of the total population. The growth rate of the elderly population exceeded the national population growth rate, and it will have a rapid growth in the next 30 years. After the establishment of the People's Republic of China, the first peak population will retire and enter the elderly care system. In the same period, affected by the family planning effect, the population size of Young adult has decreased and the dependency ratio of the elderly has increased. The aging population in China is characterized by aging before getting rich, aging before getting prepared, and being proud before getting rich. However, the lagging elderly care service system has led to a heavy burden on elderly care. According to the "2017 Migrant Workers Monitoring and Survey Report", the total number of migrant workers in China in 2017 reached 171.85 million, with the proportion of migrant workers going out with their families tending to 30%. This implies the existence of tens of millions of left behind elderly people, and children often have insufficient care for the elderly. Therefore, China urgently needs to seek an effective elderly care model to solve the difficulties faced by elderly care.

4.3.4. Traditional Elderly Care Dilemma

(1) The dilemma of family elderly care and the miniaturization of family structure make it difficult for children to provide for the elderly, leaving them with more than enough and less than enough. (2) The dilemma of community elderly care and insufficient government funding have led to a single content of community elderly care services. (3) The dilemma of institutional elderly care in China belongs to the category of "getting old before being prepared" in terms of the development of institutional elderly care. The rapid development of institutional elderly care faces many difficulties and problems due to its late start and weak foundation. Therefore, China urgently needs to seek a more effective elderly care model to solve the current difficulties faced by the elderly care model.

4.4. Threats

(1) Lack of institutional guarantees. Based on the development of the elderly care industry, China has formulated documents to promote the development of shared elderly care. However, these documents have the last mile problem, and many policies and systems are difficult to implement in the implementation process. Moreover, the existing legal norms lag behind the development of "Sharing economy". The cross regional and networked "Sharing economy" separates the ownership and use right of goods, which poses a challenge to the definition of property rights in existing legal norms and the administrative supervision based on traditional thinking.

(2) Promotion is limited. Sharing needs to be achieved through means such as the internet. Elderly people have poor learning and acceptance abilities, and hold a distrust attitude towards the internet, which to some extent affects the promotion of shared elderly care.

(3) Large investment leads to slow returns. The development cost of the platform is relatively high, and a large amount of capital needs to be invested in the early operation. However, the returns are slow and the attractiveness of early investment is weak.

(4) The difficulty of regulatory construction is high. At present, there are multiple regulatory contradictions among the regulatory entities of the elderly care information management platform. The Ministry of Information regulates the information of the network platform, while the Ministry of Civil Affairs regulates the organization of the information management platform. This results in the construction of the information management platform facing different departments, increasing the difficulty of construction.

(5) Increased financial risk. Shared community elderly care has achieved optimal allocation of resources, but the traditional single accounting operating cost model under the shared elderly care model cannot meet the needs of the development of shared elderly care. Therefore, the financial risks of the shared elderly care model continue to increase: firstly, the uncertainty of the financial accounting objects of shared elderly care. In the shared elderly care model, traditional fixed elderly care resources do not exist. Therefore, when calculating financial data, it is necessary to adopt an Internet thinking and dynamic accounting method to calculate the operation of shared elderly care institutions, which will inevitably increase the difficulty of accounting; Secondly, under the shared elderly care model, the operational risks of elderly care institutions continue to increase.

(6) There is no unified standard for value exchange. Although the concept of using time as a storage unit has spread, there is no unified standard for measuring the labor and time value of services, resulting in service projects being mostly simple household chores. It is difficult to provide a reasonable value for other types of services and cannot solve all the needs of the elderly.

(7) Exchange delays and waste. Due to the limited promotion scope of the shared time elderly care model and differences in personal time arrangements, it is easy to experience the phenomenon of "delayed redemption". At the same time, there is a mismatch between the quality of

volunteer service and the quality of elderly care services enjoyed, leading to a serious waste of volunteer time savings.

5. Marketing Strategies for Internet + Community Shared Elderly Care

5.1. Marketing Development Plan

(1) Organizational construction. We actively devote ourselves to the service industry, spread the concept of public welfare, promote the spirit of public welfare, and strive to better connect the resources of the elderly with those in society, providing considerate services for the vast vulnerable groups. We have been increasing publicity in the early stage, fully fitting the current national attention to "elderly care".

(2) Promotion strategy. Offline promotion. By collaborating with local communities to increase the integration of relevant resources and provide better services for more elderly people, we aim to build a better harmonious society. Establish relevant cooperation with Anhui University of Finance and Economics to let the school help promote and attract more young people to participate in this activity. Visit the community to carry out popularization activities. Promote our platform in communities, especially those with a large number of elderly people, by posting posters, banners, on-site staff explanations and demonstrations, and other promotional methods to make more people understand our platform. Collaborate with relevant local hospitals Online promotion. Publicity is carried out on the website and public welfare media such as Weibo, Tiktok, Xiaohongshu, Zhihu and other relevant media software. Produce and advertise. Collaborate with relevant institutions to promote our advertising and increase publicity efforts. Establish WeChat public platforms, forums, and other public platforms to share relevant information on these platforms, as well as promote stories of elderly people receiving help. Register domain names on the internet in a timely manner and develop electronic business. Customers can conduct relevant inquiries through telephone, internet, and other means.

5.2. Marketing Strategy Objectives

The company's vision and three-year planning goals are as follows: in the first year, the product has just been put into the market, lacking customers, and there may be insufficient funds. So, the product will develop steadily, capital will gradually accumulate, and the market will gradually expand. In the second year, the product developed steadily and gradually expanded, winning more customers in the market. At the same time, there will be partners willing to join. The purpose at this point is still to retain customers and establish a product image, and become one of the core purposes of this product. In the third year, after two years of development, the product has established a good image of itself. At this point, this will expand the platform's influence and occupy a larger proportion in the market.

5.3. Strategic Objectives and Market Positioning

Absorb a wide range of volunteers and continuously improve their own skills also provide a favorable development environment for the platform's better development. At present, there are 198887 elderly people aged over 60 in Bengbu, accounting for 17.69% of the total population with registered residence; The number of elderly people over 65 years old is 134342, accounting for 11.95% of the total registered residence population. At the same time, the elderly population is growing rapidly. Compared with 2021, the number of elderly people over 60 years old in urban areas is 20295, and the number of elderly people over 65 years old is 11942.

Market positioning: mainly targeting elderly people in need of care, as well as those who need to earn money. In terms of business model, a circular development approach is adopted to connect resources between the community, volunteers, and the elderly. When receiving high-quality service evaluations, additional fees can be obtained, greatly mobilizing enthusiasm.

5.4. Channel Strategy

Exclusive distribution strategy refers to the production enterprise choosing only one intermediary to sell its products in a certain region and at a certain time. The characteristic of exclusive distribution is low level of competition. Generally, exclusive sales are only used when a company wants to establish a long-term and close relationship with intermediaries. It requires more collaboration and collaboration between enterprises and distributors than any other form of distribution. The target market is the elderly population. At present, the demand for elderly care services is increasing, and the attention to elderly care issues is gradually increasing. The demand for elderly related products will also gradually increase, and efforts will be made to promote it in this regard.

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