



A STUDY ON PSYCHO-EDUCATIONAL COUNSELLING BUSINESS  
IN CHINA

BY  
LU SHEN

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)  
SOUTHEAST ASIA UNIVERSITY  
ACADEMIC YEAR 2022  
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China

**Author** Lu Shen

**Program** Master of Business Administration (International Program)

**Advisor(s)** Arphaporn Jongwiriyaenchai, Ph.D.

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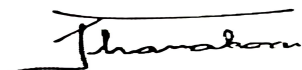
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### Abstract

The objective of this research aims to study “Psycho-Educational Counselling in China. This study was qualitative methodology via in-depth interview, and content analysis. the study found that: 1) Market Segmentation were generally parents of children aged 5-10 years old, and urban children aged 5-22 with psycho-educational needs, targeting parents aged 70-90, and parents aged 30-50, and insensitivity to price, positioning of YX psychological education and training platform focus its channel expansion down to third- and fourth-tier cities, actively doing a good job of layout and increasing its market share. Marketing strategy were product use AR virtual environment, interactive communication with guidance for children with psychological problems, promotion through WeChat and Weibo, differentiate price. 2) Management solutions with strong team work, production plan by develop a series of psycho-educational teaching topics appropriate to the age profile, psychological characteristics, professional and vocational requirements and needs of young children and adolescents in enterprises, operation plan to be a platform first selects strong educational institutions, educational research institutions or enterprises with industry resources to become provincial partners, and then the provincial partners recruit county and municipal partners.3) Financial 5 year projection, first initial investment 3 million Yuan, ROI average per year = 41.14%, NPV = 322.28 million Yuan, IRR = 26% and payback period in 3 years respectively.

**Keywords:** Psycho educational counselling, training platform

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Lu Shen

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## Section 1

### Introduction

The Chinese Minors' Mental Health Report shows that mental health problems are widespread among adolescents and children at all stages. Among them, psychological problems such as depression and anxiety are the most prominent. The emotional ill-health of this age group is worrying, with about 23.7% experiencing mood disorders and 21.1% having some emotional problems, although 55.2% maintain a normal level of emotional health, its mean value of 15.68% is much higher than the Chinese long model mean value of 11.52 on the CES-D scale.

YX Education & Consulting company Ltd explanation of the company name: Y stands for post, X stands for heart, short for "Yixin", which means to relax the mood, meaning that through emotional catharsis and de-escalation to make the emotionally happy, relaxed, optimistic and positive in life. Company registered capital: 1 million Yuan. YX Education Consulting Limited (organized) service mental health service platform for children and youth, is an integrated project of mental health services for children and youth based on the carrier of being stationed on campus, in-depth mental health service activities and the creation of an integrated online and offline psychological service platform are the core elements. The main objective is to establish a comprehensive platform open to schools and students' families, and to the public - the "Youth and Children's Psychological Counselling Platform".

## 1.1 Company Description

**Company name:** YX Education & Consulting Ltd.**Explanation of the company name:** Y stands for post, X stands for heart, short for "Yixin", which means to relax the mood, meaning that through emotional catharsis and de-escalation to make the emotionally happy, relaxed, optimistic and positive in life.

**Company registered capital:** 1 million yuan.

**Legal person:** LU SHEN

**Address:** No. 110, Baiyun Street, Liandu District, Lishui City, Zhejiang Province

**House mark:**



Fig. 1 Trademarks

**Explanation of the mark:** The mark is a deformed "heart" in the shape of a heart. The main purpose is to establish a comprehensive platform open to schools and students' families, and to the public - the "Youth and Children's Psychological Counselling Platform". The large heart shape is a symbol of the "Yixin" education and

training platform, as well as a hand that holds the child's childish heart and grows up in a caring and healthy way. The red color is a symbol of the lively and cheerful spirit of young children, while the green color represents the fact that young children grow up in a comfortable, healthy and warm environment.

## 1.2 Current Situation Analysis

### 1.2.1 PESTEL Analysis

**Political:** As China is international and domestic political environment has a great impact on the clothing industry. Internationally, benefiting from the earlier implementation of regional trade agreements such as the Trans-Pacific Partnership Agreement (TPP), the trade costs of developing countries such as India, Vietnam, Bangladesh and Pakistan have been reduced, which has promoted the development of textile industry in these countries. Many garment processing enterprises have invested and opened factories in Vietnam and other countries, which has had a significant impact on China's garment manufacturing industry. The Sino-US trade agreement during Trump's coming into power, after many negotiations, decided to cancel the new tariffs, and the existing tariffs of 300 billion Chinese goods were halved. The tense Sino-US trade situation also eased in a phased manner, which is conducive to the development of China's industry.

In recent years, China has also issued a series of policies and regulations to support the development of the industry.

① Notice on Several Opinions on Accelerating the Structural Adjustment of Industry and Promoting Industrial Upgrading, vigorously advocating China The construction of independent brands encourages Chinese brands to go global. We will focus on supporting and vigorously cultivating enterprises with advantages in brand design, technology research and development, and marketing channel construction.

② The Plan for the Adjustment and Revitalization of the Industry aims to stabilize and expand the export market. Improve the ability of independent innovation. Accelerate the implementation of technological transformation. Accelerate the construction of independent brands. Improve the competitiveness of enterprises.

③ The Guiding Opinions on Accelerating the Construction of Self-owned Brand proposed to transform China from a major power. The opinion points out that to strengthen the comprehensive strength of the clothing and home textile industry, more efforts should be made in the operation mechanism of the brand, market environment, public service platform construction and other aspects.

④ The Intelligent Manufacturing Development Plan (2016-2020) proposes a two-step strategy. By 2025, the intelligent manufacturing support system will be basically established and the intelligent transformation of key industries will be initially realized.

In addition to supporting the development of the industry, the country has also issued laws and regulations and specific implementation rules for the quality

control and production standards of clothing. In terms of standards and requirements related to children's clothing, mainly include:

① On May 26, 2015, the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ) and the China Standardization Commission (SAC) jointly issued the first mandatory national standard GB31701-2015 Safety Technical Specifications in China. The requirements for fabrics, fillers, accessories, chemical safety, mechanical safety, combustion performance and identification of children's wear products are specified. This standard has been officially implemented since June 1, 2016. The implementation transition period is 2 years. From June 1, 2018, all relevant products must be enforced according to this standard.

The country is also vigorously promoting the transformation and upgrading of the clothing industry and brand building. Premier Li Keqiang mentioned in the government work report that "enterprises should be encouraged to carry out personalized customization, flexible production, cultivate the craftsman spirit of excellence, increase varieties, improve quality and create brands". The key content includes comprehensively improving the quality level. We will improve the quality competition mechanism for the survival of the fittest. We will vigorously promote the spirit of craftsmanship, create more world-renowned "Chinese brands", and promote China's economic development into a quality era.

China's industry is moving towards branding, paying more and more attention

to product quality, increasing the use of the Internet and big data, and gradually moving towards intelligent manufacturing. development, improve scientific and technological production strength, and strive to create high-quality brands in China.

### **Economic:**

According to the data of the National Bureau of Statistics, the retail sales of clothing products nationwide increased year by year from 2011 to 2017, but the growth rate slowed year by year. In 2017, the retail sales of clothing goods nationwide reached 1036.54 billion yuan, up 1.4% year on year; In 2018, the retail sales of clothing goods nationwide reached 987.04 billion Yuan, down 4.8% year on year, and the retail sales of clothing goods showed negative growth for the first time. In the first half of 2019, the retail sales of clothing goods reached 474.97 billion Yuan. In recent years, the sales volume of clothing affected by the epidemic has declined year by year.

However, in recent years, China's per capita gross domestic product (GDP) has shown an upward trend year by year. According to the preliminary accounting data of the National Bureau of Statistics, the gross domestic product in 2019 was 990865 billion Yuan, the gross domestic product in 2020 was 101356.7 billion Yuan, and the gross domestic product in 2021 was 114367 billion Yuan. This means that China's comprehensive national strength is increasing day by day, the economic scale is expanding, and the national income level, consumption structure, market scale and innovation conditions will all reach a new level. People's living standards have improved, and their purchasing power for clothing will also increase.

According to the population proportion in 2020 published by the National Bureau of Statistics, children aged 0-14 account for 18% of China's total population. After the release of the second child, the number of children has also increased, driving the increase in the size of the children's clothing industry. At present, the per capita consumption amount of children's clothing in China is far lower than that in developed countries. However, with the improvement of living standards and the increasing number of post-90s people gradually becoming the main force of fertility, the consumption price of children's clothing is expected to further increase. A new round of consumption upgrading will promote the development and prosperity of the children's clothing industry.

**Social:**

With the continuous improvement of Chinese consumption level and the change of consumption concept, brand awareness has also gradually strengthened, especially the young generation after the 1990s and the 2000s who no longer blindly pursue cheap clothes but pay more attention to the expression of personality. In addition to the popularity of foreign brands in China, the awareness of domestic products has increased recently, and Chinese people have become more culturally confident and increasingly accept domestic brands. Various designer brands have also been developed, and China's design force is constantly improving. The rapid development of Internet technology, electronic payment means, information security, logistics and other related industries has spawned China's e-commerce operation model. Taobao,

JD.com and other leading e-commerce trading platforms have created conditions for the rapid drainage of the clothing industry. In social life, education, culture, science and technology, entertainment and other aspects have developed accordingly. With the full liberalization of the two-child policy, people began to pay more attention to life and family and were willing to spend more money for their children. G Garment Company will firmly grasp this period of children's clothing dividend, on the basis of down-to-earth product itself, make good use of the Internet platform, make use of WeChat official account, microblog, WeChat shop, WeChat community and other e-commerce channels, and use short videos to increase brand publicity and promotion, successfully establish brand image and expand market share.

#### **Technological :**

3D technology, virtual fitting technology, collaborative robots, intelligent wearable devices, new materials, unmanned vending machines, unmanned supermarkets and other new ideas have become reality. The relevant technologies of textile and garment enterprises have been significantly improved, including the use of new technologies and new systems in various aspects such as clothing fabrics, clothing cutting, enterprise operation, supply chain management, etc., which has greatly improved the production efficiency. Science and technology have led progress and greatly improved people's lives. With the development of technology, the use of various machines and equipment has replaced simple and repetitive high-intensity physical activities, freeing people from heavy physical labor, and also promoting

people to continuously improve their skills, from physical labor to mental labor. The development of technology and information technology has played an important role in promoting the innovation and progress of the clothing industry. Through the virtual fitting technology, customers can show the upper body effect of the clothes they intend to buy without directly fitting clothes, which is convenient and fast. The application of textile information technology such as supply chain management system (SCM), enterprise resource planning system (ERP), and warehouse management system (WMS) has greatly improved production efficiency. In actual production and business activities, children's wear enterprises are increasingly using the latest science and technology, which will further improve production efficiency, optimize enterprise management and expand marketing channels

### **Legal :**

It is an independent legal person with limited responsibilities and independent rights. This is a relatively common form of enterprise in China, which is very suitable for such profit-making enterprises.

### **1.2.1 Customer needs analysis**

1.2.1.1 The importance that modern families attach to the upbringing of their children.

As society progresses and the knowledge economy explodes, there is a growing awareness of the importance of educating the next generation and most parents are

extremely focused on the education of their children, choosing an excellent school for their children and supporting their children to get into prestigious universities is all in their expectations. Moreover, the current education system in China adopts a strict selection system, so the pressure on children to go on to higher education is equally high, coupled with the fact that the school teaches in large classes, implements undifferentiated teaching and needs to take into account all types of students, and that knowledge is very limited in both depth and breadth, with some children learning well and others struggling to keep up. So some parents of students have started to choose various forms of tutoring institutions to help their children learn. Some people think that the knowledge points learnt in school are not in place and it is necessary to add some extra-curricular knowledge; some people do not learn at school and have to go to extra-curricular classes, thus making various off-campus training institutions flourish; some other parents think that their children do not like to attend cultural classes when their grades are poor, so they choose to let their children attend various tuition classes to improve themselves, which leads to a large number of parents joining the education training industry. This has led to a large number of parents joining the education training industry. With the emergence of post-80s and post-90s high-knowledge families, many of which are quite well-off, parents are very willing to invest in their children, and anything that helps their children to learn and train can be sought after by parents, especially because of the introduction of family planning at the beginning and the fact that the two-child policy has only just been opened up in

recent years, making most families have only one or two children, and parents place more importance on their children's investment in education. As a result, there is a strong demand for educational training for young children.

#### 1.2.1.2 Parents' pain points in education of their children

In today's society, many families have an emphasis on intelligence over morality, knowledge over ability, overindulgence, excessive demands, etc., which affects the healthy growth of children. About 60% of families have children with varying degrees of problems, such as mental disorders, truancy and aversion to school, stress in examinations, parent-child conflicts, internet addiction and misanthropy; about 80% of families lack a good education for their children, and some may even feel overwhelmed. In this situation, parents have increasingly high expectations of their children and children start to become more spoiled. On the one hand, parents want their children to live happily and on the other hand, they want them to keep up with the big boys; on the one hand, they demand that their children study well and on the other hand, they worry that their children will not be able to keep pace. On the one hand, he says that he will respect children's choices, and on the other hand, he forces children to attend various extracurricular classes to learn. Parents often focus on how to make their children learn better, while neglecting the fact that children need more companionship and care as they grow up. And many children work hard on the surface and follow the advice of their parents, running around to various tutorial classes and spending a lot of money, but the results are not as good as they

could be. Many parents feel that their children have grown up and what should they do for them? Many parents look to their sons and daughters and spend a lot of money on training their children, but the results are not very effective. Why is it that some parents' educational methods are not the best? The reason for this is that children's lack of mental literacy and concentration accounts for the majority of the reasons. So, it is said that raising children with good mental literacy is also something that parents aspire to, but many parents struggle to understand it and sometimes throw themselves at it in a hurry, thinking that whichever training might work for your child, take him away, often with the result that sometimes it is not what they want.

## **2、 SWOT Analysis**

Although the education industry is a sunrise industry, competition is still fierce in Zhejiang, where there are many education platforms; at the same time, many new brands have emerged in the market. The phenomenon of homogeneous operation is also very serious! To survive, differentiation is necessary. If you want to stand firm in the market competition, you must have proper strategies; if you want to obtain sustainable development, you must develop correct and effective strategies. To this end, we have used the SWOT analysis tool (Strengths, Weaknesses, Opportunities, Threats) to analyse the opportunities and threats faced by the YX psychological education and training platform in the external environment as well as the strengths and weaknesses of the internal environment and put forward corresponding

countermeasure suggestions. It is also evaluated using the hierarchical analysis method. The analysis clarifies the positioning of the YX psychological education and training platform for the education and training market in Zhejiang Province, so that the best strategies can be formulated to achieve the business objectives.

## **2.1 Strengths Analysis**

### **2.1.1 Platform Strengths**

Our platform was developed in order to find a combination of new technologies and mental health education work, to bring the teaching of psychological education in our country closer to the reality and environment in which young children live, and to influence and educate themselves in a form they are more willing to accept.

The cloud platform is one such medium, one of the forms of education and teaching. What is more important is to build the content, which is always more important than the form. Therefore, we should build and develop it according to the needs of different groups of people, so that we can meet their needs for quality educational resources and thus better serve our students. In content building, we focus on the following aspects: First, we emphasize personalization of educational content. We should take full account of the characteristics and needs of students at different ages when designing content. Before the content is designed, we should clarify what kind of people it is for, whether it is primary or junior high school, whether it is for the elderly, community education content from the audience structure, age distribution, etc., the difference in appeal needs, etc. So we must target these

different groups of people for differentiated development and customization, so as to achieve the true sense of teaching to the material. Secondly, the theoretical basis is sufficient, and the educational content is systematic, etc. First of all, we make it clear that mental health education and psychological counselling are two concepts that are interrelated and distinct from each other. We start from the psychological characteristics, psychological needs and educational requirements of the service users, in order to develop psychology, health psychology, positive psychology related theories are established, establish the unified concept of education, construct the overall framework of psychological education and teaching; third, the method is scientific and effective, presenting diversified ways. The framework sets the focus of psycho-educational teaching and learning, but also in terms of content, finding the right form of presentation.

### **2.1.2 Team strengths**

The cloud platform is one such medium, one of the forms of education and teaching. It is more important to build the content, which is always more important than the form. Therefore, we should target construction and development according to the needs of different groups of people so that we can meet their needs for quality educational resources and thus better serve our students. the founders of the YX psycho-educational training platform are a partnership team, jointly run by three graduate students in education and psychology, one who has been in education for decades and has 15 years of experience in running schools in the training industry,

whether it is running schools One is an educator with 15 years of experience in the training industry, and has certain advantages in terms of running schools, organizational operations, management, corporate communications and even marketing resources; we should take full account of the characteristics and needs of students of different ages when designing the content. The other two are Master of Psychology and Master of Management respectively, with diverse skills in hand and very rich practical experience and management skills; the common feature of all three is that they have a strong sense of social responsibility and mission, and are willing to contribute to the public welfare cause. All three partners have a strong network of contacts, whether in education or psychology, or in the community.

## **2.2 Weaknesses analysis**

The YX psychological education and training platform, with its innovative products, is bound to have some disadvantages. The team members are all elite talents from universities and enterprises. One, being a new platform, there is no certainty about customer acceptance and satisfaction with use; two, at the start-up stage, the capital base is relatively weak. This requires us to keep an eye on the flow of funds in our business, which inevitably hinders our business decisions.

## **2.3 Opportunity analysis**

The perspective of this project is the external macro environment, which does have a number of favourable conditions, and this topic will be analysed using the PEST analysis model. The macro environment has a direct impact on all industries,

and companies. The macro environment includes many aspects such as political and legal, economic, social and cultural, technological, etc. Each factor will be analysed specifically and countermeasures will be proposed accordingly. It is the key to business planning to correctly understand the macro environment and then to develop a reasonable strategy to adapt to the surrounding environment at the right time. When analysing the macro environment, it is important to first identify the role and status of external environmental factors for the development of the business. And according to its own characteristics and business needs, different industries and enterprises will be asked to require analysis of specific elements, which vary.



Figure 2. PEST analysis

### 2.3.1 Analysis of the policy environment

Since February 2018, China's Ministry of Education and relevant departments have issued a special policy to carry out special treatment of out-of-school training institutions, strictly investigate training institutions that are unqualified or have safety hazards, and stop "test-taking" training behaviors such as maths, language and other

academic subjects that are over-qualified and over-learning; at the same time, localities are required to introduce corresponding supporting. The government has also requested all localities to put in place corresponding policies and measures to ensure that compulsory education schools can conduct all kinds of examinations normally. The state has given more support to quality education and training, so to a certain extent, non-examined quality education training institutions will be more in line with the future direction of education development, psychological training is one of the quality education, is to follow the policy direction of training.

### 2.3.2 Influence of the economic environment

In the current national economic income is increasing, most families are in good financial condition, and the proportion of parents' investment in their children's education is increasing. According to non-exhaustive statistics, there are already school-age students, and about 60% of them attend extra-curricular training. Such training expenses are also fixed in the household expenditure, and parents spend 2,000 to 3,000 RMB per month to raise their children, even as much as 5 or 6,000 RMB feels normal. So why do parents put their energy into this? A study of the state of extra-curricular learning among Zhejiang students revealed that nearly 90 per cent of students attend extra-curricular training and parents are only willing to pay for it if it benefits their children. Many parents say that their children do not have any other partners to interact with while at school, apart from their teachers and classmates. Parents are willing to pay as long as they have the ability to help their children with

their problems.

### 2.3.3 Analysis of the social and cultural environment

In today's society, competition is fierce and words such as "let children not lose at the starting line" are often on the lips, and the whole society is conveying concepts such as "get used to competition at an early age or you will be eliminated by society later"; schools and teachers also pay great attention to students' Schools and teachers are also very focused on the academic performance of their students. Parents are keen to give their children the best possible education and schools are doing everything they can to train their students to be the best. Many well-off parents go to training institutions and give their children extra lessons in order to get into a good quality private junior high school; some teachers and parents of students do not want their children to be poor learners or have poor grades. There are many children who are thus over-stressed, depressed and suicidal, and so on in a series of incidents; this requires us to analyse the learning situation of students and find out the corresponding countermeasures.

### 2.3.4 Analysis of the technological environment

The development of technology, driven by the internet, self-media and the emergence of artificial intelligence, has provided huge reforms and opportunities for the education industry. The traditional education model has faced challenges to a certain extent and many different voices in society have followed. Schools and teachers are also very focused on the academic performance of their students.

Artificial intelligence has evolved to the extent that it has enabled a more precise determination of human brain function, and it enables us to make scientific judgements about things at the right time. For a long time to come, humans will be part of the machine and completely dependent on AI to get the job done. But in the age of artificial intelligence, although machines can replace people for many tasks, what they cannot replace is the specificity - the biological nature - of human emotions. That is why we need to combine psychology with brain science so that we can better serve the teaching profession. The science of psychology, with its biological basis, such as concentration training, growth mindset development and other such psychological development, basically involves guiding students face-to-face with psychology, brain science and other theories and techniques.

## **2.4 Threats analysis**

1) The psychological sector is facing a problem of simplicity in the type of services offered and there is a need to expand more scalable and sustainable services in the sector.

2) Strong peer competition.

3) Access for potential competitors.

## **3. Feasibility analysis**

3.1 Introduction to product services



Figure 3 YX psycho-educational training platform

### 3.1.1 Product Introduction

The YX psychological education and training platform is set up with a total of 3 functional sections, psychological consultation room, emotional catharsis area, and psychological knowledge.

#### **Psychological Counselling Room.**

Expert one-to-one psychological counselling services, confidential information. Experts use scientific and rigorous methods and attitudes to propose solutions to different types of problems according to the needs of different users, using psychological knowledge and techniques. If you have a psychological problem that is

difficult to resolve, or if you have doubts about your life or studies, you can come into the counselling room and seek advice from experts who will provide you with the most complete answers and help you to analyse the problems you are experiencing, and provide you with the best quality products and solutions that best match your situation. The experts provide tailored advice based on the psychological characteristics and needs of different types of people, so that each user can be satisfied with the solution. The aim of this publication is to enable users with difficulties to escape from their difficulties and face life with confidence under the guidance of authoritative experts.

The experts sitting in our region are all top domestic psychological counsellors, and our company, professors of various universities related to psychology, teachers, and so on, who have devoted their lives to the human psychological profession and have accumulated a lot of experience in solving various difficult psychological problems. We have established a nationwide unique psychological counselling center through internet technology, dedicated to providing counselling services to a wide range of users. Users seek help from our professional counsellors in the region through a variety of means. They will receive information about the visitor's psychological problems and psychological disorders from the visitor, his/her family and other sources; outline psychological and physiological assessments of the visitor's psychological growth, personality development, intelligence, etc., and comprehensive evaluation of socialization and family and marital life events, etc.; and, in response to

the problems presented by the visitor The treatment plan is provided accordingly.

The area is divided into 5 small boards for youth stories, marriage and emotions, self-awareness and other, interpersonal relationship issues. All 5 sections are divided with the assistance of experts and users can send requests on their own terms.

### **Emotional catharsis area.**

The emotional venting area is divided into depression release, gratitude posting wall, mental games etc., drift bottles and entertainment section. We know that when people vent their bad emotions there is a high risk of physical injury. We need to be rational in dealing with our bad moods when they arise. So we set up a depression release section. In this section, the administrator provides several ways for the top posters to release their frustration, for example, when you are angry, it is better to rush elsewhere, or hammer your fist against the wall, or do a thousand physical tasks, or run around, thus releasing the vitality aroused by the bloom of anger and thereby calming down the emotions, or when it is still too painful, it is better to cry out. If you feel like you are having a hard time, allow yourself to smile more often. Smiling is also a way of releasing accumulated energy and regulating the balance of the organism.

The Gratitude Wall is a section for users to express their gratitude to others, which is set up in the style of a wall where users can choose to paste their names anonymously or publicly on the wall after writing their gratitude.

The psychological games section is set up to allow users to interact with each

other and play psychological games such as cartoon psychometric questions and dolls for players to pound to vent their feelings. In the games, we can learn information about the emotions and attitudes of the user towards a particular event or person. In addition, some popular light-hearted casual games are also available, which are designed to distract the user from his or her worries.

The Drift Bottle section, used to simulate the throwing of a drift bottle on a real beach, allows users to write something they would like to post, perhaps with a sentiment, a question, gratitude etc., and throw it in a drift bottle, which another user can randomly receive and open to view the contents. The module also enables it to be downloaded as a gift to a friend or close friend if desired. This section is used to enhance user-to-user interaction and also serves a friendship purpose.

The entertainment section is also varied, and can be a tool for users to post jokes, funny things, images, and also for various users to discuss a certain topic, etc.

#### **Psychological knowledge section.**

Psychological knowledge section Heart Text Weekly, mental illnesses, mood maintenance and knowledge sharing of worrying cases. It is very important to popularize psychological knowledge and learning about it is very beneficial to mental health. A person's character is determined by heredity, while behavior depends on the acquired environment and education. The only thing that is mentally healthy is that its behavior is justified and normal. It also exists only in the rational and normal state of behavior, in order to properly deal with the problems of work and life and

work can be effective. To keep oneself in good spirits, one must first maintain a good state of mind, i.e. a positive and optimistic emotional state. In fact, otherwise, if people are too much pressure, beyond its physiological, psychological capacity, will inevitably produce psychological problems, resulting in mental illness, only with a healthy psyche, it has a strong ability to resist stress, psychological quality only high, in order to have a good state of mind, in order to change according to the social environment and conditions, constantly adjust their attitude, in the face of difficulties and setbacks, only with The courage and ability to handle and deal with them, in order to fight more and more courageous, in the difficult moment did not bow down, have the fate never forgive, career success, in order to become a talent. This is why mental health education is something that everyone should be concerned about and pay attention to. For this reason, we have opened this section to promote psychological knowledge.

### **3.1.2 Service overview**

The aim and mission of "YX" is to build the largest, most accessible and most humane emotional psychological counselling platform for young people and children in China, using open technology. Using scientific and rigorous methods and attitudes, experts apply psychological knowledge and techniques to propose appropriate solutions to different types of problems, according to the needs of different users. It is managed and serviced by the station and its users together under the manipulation of the website community.

(1) The business model is membership-based. Once visitors have logged in, they are free to sign up as members, that is, ordinary members. Users can choose whatever they need from each area and they can consult, group chat, and download and so on.

(2) The Specialist Counselling Room offers free services to Super Members and charges a fee to regular members. In general, Super Members can communicate directly with the counsellor. Super members are free to consult a psychologist for a general membership fee (the fee depends on the reality of the problem). However, general members are able to see the consultation cases.

(3) The emotional catharsis area is the main feature of the station. And you can choose whether to confide in this area according to your own situation, in order to relieve psychological stress and mood swings, etc. Users can use the gratitude wall stickers to express their gratitude and carry out competitions to vent their depression. Allowing users to release their emotions and get ventilated.

(4) Station projects, professional emotional counsellors, and service groups formed by each user. A person's personality is determined by heredity, while behaviour depends on the acquired environment and education. When users seek help, they can also answer questions posed by other users according to their situation. All the resources available on the platform are provided by the platform in collaboration with the users. Users can upload stories for excellent resources and upload users can receive points and gold coins.

### 3.1.3 Service groups

(1) The majority of young people and children, as this group is generally immature, and often there are emotional and psychological problems, but are too embarrassed to speak out, have confusion is easy to produce overwhelming emotions, no one to guide and confide in the phenomenon and so on. In addition, they have grown up with the rapid development of the network and are already very familiar with the network.

(2) The largest target group of the university student platform is the tens of millions of university students in China. The 29th Statistical Report of the Survey on the Development of the Internet in China on 16 January 2012 said that students are still the largest group of Internet users, with a proportion of 30.2%. Therefore, the work of mental health education for university students is very important. It can be said that all current university students have a certain understanding of the Internet and have a certain foundation, while they are prone to emotional and psychological confusion and problems. The trend and prosperity of China in recent times mainly originated from the group of university students.

(3) The horizontal comparison of potential users, the university student group is the peer of the society, whether working or staying at home, have played a role of demonstration, guidance and communication function. Also for secondary school students at the moment, university students can also play a radiating, guiding role, so that they can also become potential users.

#### 1.4 Research objectives

To study Psycho-Educational Counselling in China Taking the YX Psycho-Educational Training Platform detail as follow:

The company will seize the opportunity of the development of China's youth and children's psychological construction in the new century, carry forward the spirit of "striving, enterprising and seeking truth", and make Yixin Network Co., Ltd. develop in the direction of specialization, scale and grouping according to the structure and mechanism of the modern enterprise system, develop in the direction of internationalization, root in China's local market, continuously provide international level products and services, and build into a national first-class high-level enterprise group.

**Vision:** YX Education Consulting (Prep) will seek absolute and stable returns through flexible use of market information and the development of research and development directions. YX Education Consulting (Prep) will strive to respond to the call of the government and relevant state departments and policies, and through the joint efforts of all staff, strive to achieve rapid development by leaps and bounds within the next five years. In the face of the new economic and market forms, the company intends to formulate a new overall development strategy and will continue to dig deeper into the market in the next few years of the company's operation, to adapt to market demand, to build YX's own brand of services, to combine consulting services with national policy guidelines, and to provide first-class services.

## Section 2

### Marketing Plan

#### 2.1 Segmentation, targeting and positioning.

The YX psychological education and training platform had to identify a market segment in the diverse type of online education and training market that matched its own business and established a connection with the customers in this segment. After the above market questionnaire, YX Psychological Education and Training Platform, can build the following market segments according to the needs of customers, by geographical segmentation, demographic characteristics, etc. Four aspects, consumer psychological segmentation and behavioral factors. At the same time, according to these segmentation objectives to develop the corresponding marketing strategy. By identifying the consumer groups of YX Education and Consulting Limited (chip), customer preferences in terms of courses and consumption behavior in different regions, this will lead to the construction of a specialized course system, a sound differentiated product matrix, the enhancement of its own competitiveness and the creation of new points of revenue growth for the enterprise.

Segmentation criteria	Segmentation elements	Specific variables
Geographical breakdown	Tier 1 and 2 cities	Fierce competition and a gradually saturated market
	Third and fourth tier cities	Flat competition and more market space
Population	Age	Children aged 5-10 years; adolescents aged 11-18years;

breakdown		university students aged 18-22 years
Psychological segmentation	Price-sensitive	High and low prices influence buying behavior
	Non-Price sensitive	Higher demands on product quality
Behavioral breakdown	Offline Learning	Generally parents of children aged 5-10 years old, with guidance for children with psychological problems through online learning
	Online Learning	Those with a need for online psycho-educational learning

Table 1. YX psycho-educational training platform market segments

## 2.1.1 Target markets

### 2.1.1.1 Individual clients

Young urban children aged 5-22 with psycho-educational needs, targeting parents aged 70-90, parents aged 30-50, and insensitivity to price. The main targets of the work done by the client are employees of enterprises and institutions or corporate executives, and private owners. The gender composition of customers is predominantly female, and the education level is mostly high school and undergraduate. This segment of customers has a relatively stable income level, a relatively high level of knowledge, a greater likelihood of having 2 children at home, and a higher probability of children facing psychological problems.

### 2.1.1.2 Public and public schools and major universities

Schools generally have counselling rooms, psycho-educational courses, etc., and there is a greater demand for school-enterprise partnership projects by marketing the platform to schools. Most public school students and their parents have greater spending power and can push a higher priced service portfolio when promoting the

partnership project.

To facilitate better market opening, the market will be re-segmented later on according to the platform's operational status and target group expansion, and a differentiated marketing strategy will be adopted to design different marketing mixes to meet the differentiated needs of different markets.

### **2.1.2 Market Positioning**

The market with homogeneous products has been a red sea of competition and without creating differentiation, it is difficult for the YX psychological education and training platform to gain a foothold in the market. The users now have a certain scale and it has become a brand with good development prospects. How do you get users interested and keep using it? Create a product with core competitiveness, both to keenly feel the needs of customers, but also must accurately grasp the market, reasonable mobilization of company resources to create unique products and services, and in the minds of consumers left so image, thus increasing the purchase and repurchase rate of goods. YX psychological education and training platform should pay attention to the curriculum will be the essence of the product and specialized, focus on improving the product experience, with the help of AR / VR technology The YX psychological education and training platform should pay attention to the product's precision and expertise, focus on improving the product experience, and make use of AR/VR technology to realize scenario-based psychological knowledge sharing and create differentiation. By incorporating corporate

culture into mental health education classes, students can learn how companies manage their employees, thus increasing their enthusiasm for learning and cultivating complex talents with professionalism. In addition, the YX psychological education and training platform should re-examine its association with schools and attach importance to school-enterprise cooperation to bring a new runway to university psychological education.

This mode of online learning breaks the limitations of geographical location. With the education and training market in first-tier cities becoming saturated, and space available in third- and fourth-tier cities, and along with the recognition of paid knowledge learning, the YX psychological education and training platform should focus its channel expansion down to third- and fourth-tier cities, actively doing a good job of layout and increasing its market share.

## 2.2 Marketing Strategy

After market segmentation, target market identification and market positioning, the next step is to develop the corresponding marketing mix strategy. We adopt the 4P strategy as our marketing mix strategy, i.e. product strategy, price strategy, channel strategy and promotion strategy.

The 4P marketing theory relationship diagram is as follows.



Figure 4. 4P marketing theory relationship diagram

### 2.2.1. Product strategy

According to the survey there are currently four hundred and fifty thousand registered training institutions nationwide (as of July 2018), and for different market positioning, training institutions have different concerns about their product strategies. Some units will have advanced training facilities and a first-class training environment; some focus on standardized management processes; and some focus on the creation of brand communication degrees. In the Internet+ era, companies need to keep learning and innovating in order to gain new opportunities for development. YX psychological education and training platform product strategy: 1) establish a high level psychological consulting team; 2) use AR virtual environment for psychological knowledge sharing and scenario experience; 3) in interactive communication, students have good interactive board design with each other to strengthen experience sharing.

### 2.2.2. Price strategy

For different customer groups, YX psychological education and training platform

price positioning is different. Ordinary customers have a membership system, charging once a year, with a membership fee of RMB 199 per bit, allowing for five regular monthly consultations with psychologists, each consultation lasting 30 minutes, over which you can buy a platform renewal pack at RMB 5 per ten minutes, and a free view of the psychological knowledge board. High-end clients are charged using a paid approach, including both online learning and telephone appointments. For schools using the platform acquisition module charges, the price is \$299,000, providing 500 registered accounts, three months of free trial, enjoy the various service items of this platform, more than the account at \$50 per person.

Customers	Price positioning	Services
Individuals	Membership fee RMB199/person	Counselling specialist 5 times a month, psychological knowledge panel free of charge, \$5/min renewal pack available
School	299,000	The platform is free to try for 3 months, 500 registered accounts will be provided, beyond that at \$50/person, free platform upgrade and maintenance will be provided for 3 years.

Table 2. YX Psych educational Training Platform Fee Schedule

### 2.2.3. Place or channel strategy

One of the important components of the marketing system is the channel strategy, the correct choice of marketing channels will determine whether the enterprise can successfully develop the market, achieve sales and business objectives. YX psychological education and training platform will mainly adopt the following four types of marketing channels.

#### 2.2.3.1 WeChat Promotion

WeChat and WeChat double-ended merger of daily active users exceeded 1 billion. WeChat channels can be fully utilised to attract traffic through cooperation with well-known public numbers to publish soft articles. And cooperate with famous public numbers of education industry, famous public numbers of life in key development cities, famous public numbers of education, etc., and have them write soft articles for promotion.

#### 2.2.3.2 Sina Weibo Promotion

Although the number of monthly active Weibo users is less than half of that of WeChat, it has become an important channel for products or brands to rapidly explode in the market in a developed net popularity economy. You can work with education bloggers or local Vloggers to invite them to experience the project's products, have them write relevant articles to attract followers and convert their followers into users of the project's products.

#### 2.2.3.3 Jieyin/Weishi/Quickshift

With the rapid development of mobile internet technology, the audio industry will undoubtedly see a new generation of technological advantages with the strong backing of short videos and live streaming becoming a huge traffic portal. Invite education bloggers to experience the product and shoot videos or live streams to interact with users.

#### 2.2.3.4 Offline promotion

Using the partner's network resources, we can help some communities and schools to arrange some public welfare classes for children in the corresponding communities or corresponding schools at a lower price, and then promote and publicize through these public welfare classes. There are 133 communities in Lishui, so you can start with the nearest community and take advantage of the community to achieve some publicity.

If the classes in schools are well received by teachers and students as well as parents, I believe they will have a very good publicity effect.

#### 2.2.4. Promotion strategy

YX psychological education and training platform marketing should be reasonable use of promotional means, promotional methods are diverse, conventional such as package deals, limited-time discounts, etc., trial classes of this product sales process is always to use distribution rebates, punch cards free of charge to learn this new promotional means, is also very suitable for customer preferences. The sales process of YX psychological education and training platform, in accordance with different

periods, can choose different single promotional methods, but also a combination of promotional methods. Positioning is not the same, the platform is not the same as the promotion methods chosen for the project is not the same.

#### 2.2.4.1 Distribution rebates

The distribution rebate system turns universal marketing into a possibility. Take the distribution system of the fissile distribution system of Youzan Guide as an example, the distribution rules are formulated, the recruitment page is built, the recruitment page is shared to the WeChat group to recruit distributors for promotion, customers and employees can be distributors, the distributors register and generate promotion posters and then spread them out, once the new customers buy products through the promotion posters of the distributors, the distribution is successful and the distributors are rewarded with commissions. This type of distribution is easy to operate, so most customers are willing to become distributors.

#### 2.2.4.2 Grouping/price cutting activities

Groupage/price cutting are both "e-commerce + social" models, i.e. companies set up a product in the e-commerce platform, through the promotion of traffic, the link to the product will The company sets up a product on an e-commerce platform and pushes the product link to the intended customer through promotion and diversion. In order to achieve the goal of low price, the intended customer will use the community characteristics of WeChat to pass the product information out again, completing the sales and spreading the fission process.

## Section 3

### Management & Operation Plan

#### 3.1 Management Solutions

##### 3.1.1 Entrepreneurial Team

Ye Haijing: Master of Education. Director of an international exchange Centre in Lishui, more than fifteen years in the education sector in Zhejiang, assisting many international schools in their preparations, with a wealth of educational resources, also the president of a regional social work association in Lishui, responsible for the external market operation of the whole unit.

Hu Jie: Master of Psychology, Level 2 Counsellor, member of the National Mental Health Association, sand tray game He is a senior mentor in the spiritual growth of youth and children, and is responsible for the curriculum and psychological guidance of the whole unit.

Ding Ke: MBA of Southeast University of Technology, director of a district social work association in Lishui, psychological counsellor, whole brain potential He is a psychological counsellor, a whole brain potential developer, a family intimacy tutor of Satya and a hypnotherapist. He is well known and influential in the industry. Responsible for the overall operation and project planning of the whole unit.

##### 3.1.2 Company Structure

### 3.1.2.1 Organizational structure

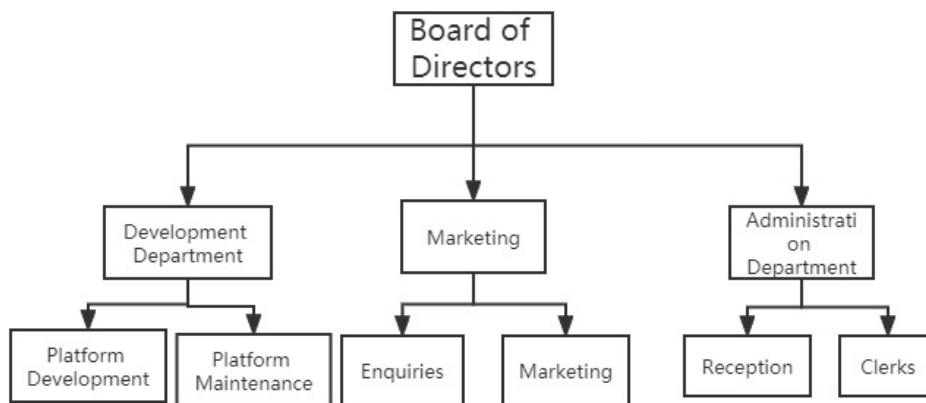


Figure 5. Company organization

### 3.1.2.2 Division of responsibilities

(1) Board of Directors: The company has established a Board of Directors consisting of three founding partners who will jointly decide on the development strategy and major decisions of the organization. The three partners share the same philosophy of education, love the education business, and are also very good at operation management, marketing, financial management, risk control and other necessary skills for the operation of the project, as well as having good contacts and social relations, which will certainly bring some help to this project.

(2) Development Department Mainly responsible for the development, daily maintenance and update of the platform. It is mainly formed by computer engineers and computer college graduates.

(3) Marketing mainly responsible for the sales of the platform. It consists of

consulting and marketing, and is responsible for pre-sales and after-sales services for customers.

(4) Administration Department Mainly responsible for the company's reception and daily document collection and delivery, etc.

## **3.2 Production planning**

### 3.2.1 Content building

3.2.1.1 Develop a series of psycho-educational teaching topics appropriate to the age profile, psychological characteristics, professional and vocational requirements and needs of young children and adolescents in enterprises

We have chosen the content of the educational topic in order to use the relevant theories of developmental psychology and health psychology as a basis, to focus on the psychological needs of adolescent children, on their adaptation to academic life, and to focus on their future growth in life as well as in the workplace. Through the analysis of the various psychological confusions and influencing factors that occur during the growth of young people at different ages, corresponding countermeasures are proposed. In the light of the practices and achievements of the Mental Health Counselling Centre in our school over the past 20 years, and based on the difficulties and hot issues in student counselling combined with the reality of students' thinking, we also point out that we should take into account the careers that students will be engaged in when they graduate, the actual tasks that companies must have in order to fulfil their professional positions, and the actual tasks that they will be required to

perform. The psychological quality requirements that students must have in order to fulfil the practical tasks required by their occupational positions, clarify the content of psychological education teaching, which meets the requirements of the knowledge level of young children, is close to the reality of their lives, and lays a good foundation for the sustainable development of students in their future lives and in the workplace. It is a good complement and extension to the educational content of the school psychology classes.

Finally, we take the needs of young children stepping into their future careers as the warp and the development of vocational qualities and core professional competencies as the weft, construct a holistic system of psychological education teaching content, break through the disciplinary system and divide the content of mental health education into six main contexts, each developing three tasks, Mission 1 and Mission 2 are designed according to students' psychological needs at school, and Mission 3 is geared towards students' future challenges that students will encounter in life, in the workplace and in their own professional field.

3.2.1.2 Establish a resource bank of psychological micro-videos written and directed by children and youth at all stages of their lives. We will create a "Yixin" account through media platforms such as WeChat and Jitterbug, designed to showcase our students' psychological micro-video works, covering various aspects of life education, self-awareness, interpersonal relationships, love psychology, learning psychology, frustration, etc., from students' own perspectives on their worries, doubts,

coping, successes and failures in learning and life. These stories and ideas, distilled from students' real lives, are authentic and grounded, and students can easily relate to them, gain enlightenment and receive education.

### **3.3.2 Service design**

According to the characteristics of our company, in order to produce an invisible, untouchable commodity on the virtual Internet, in the provision of emotional psychological services, should provide users with a sense of pleasure satisfaction, additional benefits to bring a sense of achievement, trust my business, if the service in case there is no way to avoid, our business will be based on service, quality and safety as the core, the credibility and integrity of both sides of the transaction can be found in this article in this article.

The following illustration of a modern marketing concept of a customer-oriented overall product concept reflects the author's corporate concept of the old saying, "The customer is God", and the core interests of "God" are vital. The image of the company is crucial to doing our job well, and our company will put it on the front page of the most direct platform to give people a sense of refreshment.

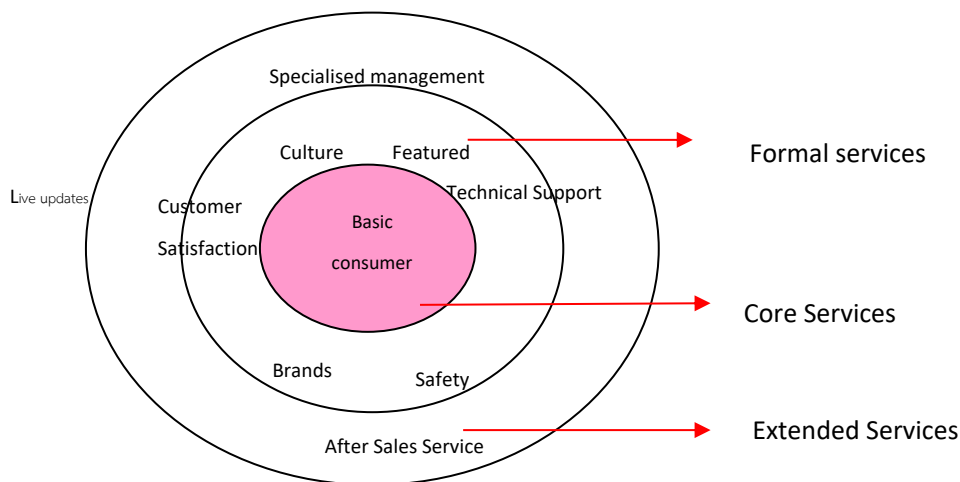


Figure 6. Service design diagram

### 3.3 Operation Plan

The platform first selects strong educational institutions, educational research institutions or enterprises with industry resources to become provincial partners, and then the provincial partners recruit county and municipal partners. The company is responsible for training the provincial and county partners, and they will do the specific docking and other work.

County-level partners receive 40% of the county's revenue on the platform, while provincial partners receive 20% of the province's revenue and 50% of the county's franchise fee; they can rely on the platform's traffic to gain revenue, creating a win-win business model for multiple parties.

In first year, the project unfolded into the education product market, and by the end of the year, had accomplished the following goals.

10 provincial partners.

20 county-level partners.

100 partner educational institutions.

5 million registered users, 40,000 monthly activities.

In years 2-3, the platform enters a period of expansion, confirms its business model, refines its profitability model and accomplishes the following goals.

20 provincial partners.

40 county-level partners.

200 partner vocational, training and educational institutions.

500,000 registered users, 400,000 monthly activities. In the 4th-5th

years, the platform will enter a stable growth period, integrate online and offline resources, accelerate the layout of industrial integration, and accomplish the following goals.

30 provincial partners.

100 county-level partners.

400 partner vocational, training and educational institutions.

500,000 registered users, 500,000 monthly activities.

After five years, we plan to become the most

Well-equipped teachers, the highest standardized system, the most extensive coverage and the strongest service capacity of the mental health service platform for children and youth in Zhejiang.

## Section 4

### Financial Projections

#### 4.1 Financial statement

Key financial assumptions and financial and operating policies.

(1) Turnover in the first year is calculated on a cumulative basis month by month.

In the first year, turnover is calculated based on 100 sales per day in the first month, increasing to 1,000 in the fourth month, 5,000 in the seventh month and 20,000 in the tenth month. In the first year, turnover increases by 30% in the second year, 80% in the third year and 100% in the fourth year.

(2) In order to take into account, the simultaneous growth of selling and administrative expenses with sales volume and to facilitate calculation, selling and administrative expenses are increased year by year.

(3) Other expenses remain largely unchanged.

(4) No external equity capital will be raised for five years - the target funding policy.

(6) A start-up loan of \$100,000 to maintain a cash balance in the first year, with interest paid at 5.85% in the first year and principal and interest repaid at the same rate in the second and third years. No further borrowing in the second two years.

(7) Asset turnover ratio of not less than 100% - target operating policy.

(8) Net profit margin of not less than 25% - target operating policy.

(9) Assumes no income tax is charged for the first three years.

(10) As we are trading and paying at the same time, we assume no accounts receivable.

(12) Statutory reserves are accrued at 10% and statutory public benefits are accrued at 5%.

Note: The assumptions in the financial analysis above are based on the assumption of maximum estimated risk and minimum estimated operating income. It is therefore a more conservative estimate to allow for technical risk.

**Table 3 Income statement forecast** Unit: million

Item	2023	2024	2025	2026	2027
Revenue from main operations	422.4	549.12	760.32	844.8	844.8
Less: Cost of main operations	126.72	164.74	288	253.44	253.44
Profit from main operations	295.68	384.38	532.22	591.36	591.36
Less: Operating expenses	126.72	164.74	288	253.44	253.44
Advertising expenses	21.12	27.46	38.02	42.24	42.24
Administrative expenses	80	100	120	150	150
Finance costs	10	10	10	0	0
Total profit	78.96	109.64	114.22	187.92	187.92
Less: Income tax	0	0	0	28.19	28.19
Net profit	78.96	109.64	114.22	159.73	159.73

Table 4 Asset and liability statement projections Unit: million

Item	2023	2024	2025	2026	2027
<b>Current assets :</b>					
Monetary funds	250.73	264.12	242.55	275.21	281.18
Inventory	42.24	54.91	76.03	84.48	84.48
Less: Provision for decline in value of inventories	2.11	2.75	3.8	4.22	4.22
Total current assets	295.08	321.78	332.84	363.91	369.88
<b>Fixed assets:</b>					
Original value of fixed assets	30	30	30	30	30
Less:Accumulated depreciation	6	12	18	24	30
Net fixed assets	24	18	12	6	0
Less: Provision for impairment of fixed assets	0.12	0.09	0.06	0.03	0
Net fixed assets	23.88	17.91	11.94	5.97	0
Total assets	318.96	339.69	334.32	369.88	369.88
<b>Current liabilities :</b>					
Salaries payable	40	40.05	40.1	40.15	40.15
Benefits payable	0	1	2	3	4
Taxes payable	0	0	0	28.19	28.19
Total current liabilities	40	40.05	40.1	40.15	40.15
Long-term loans	30	20	10	0	0
Total liabilities	70	60.05	50.1	40.14	40.15
<b>Owner's equity :</b>					
Paid-in capital	170	170	170	170	170
Surplus	0	32.89	34.27	47.92	47.92
Retained earnings	78.96	76.75	79.95	111.81	111.81
<b>Total owners' equity</b>	248.96	279.64	284.22	329.73	329.73
<b>Total liabilities and owners' equity</b>	318.96	339.69	334.32	369.88	369.88

## 4.2 Cash Flow

**Table 5 Cash flow statement** Unit: million

Item	2023	2024	2025	2026	2027
Cash flows from operating activities :					
Net profit	78.96	109.64	114.22	159.73	159.73
Add: Provision for impairment of assets	0.12	0.09	0.06	0.03	0.00
Depreciation of fixed assets	6.00	6.00	6.00	6.00	6.00
Finance costs	10.00	10.00	10.00	0.00	0.00
Net cash flows from operating activities	79.08	109.73	114.28	169.76	169.73
Cash flows from investing activities:					
Cash paid for the purchase and construction of fixed assets	30.00	0.00	0.00	0.00	0.00
Cash outflow Subtotal	30.00	0.00	0.00	0.00	0.00
Net cash flows from investing activities	-30.00	0.00	0.00	0.00	0.00
Cash flows from financing activities:					
Cash received from absorption of investments	170.00	---	---	---	
Cash inflow Sub-total	170.00	0.00	0.00	0.00	0.00
Cash paid to repay debts	10.00	10.00	10.00	0.00	0.00
Cash paid for distribution of dividends and profits	0.00	20.00	20.00	40.00	40.00
Cash paid for interest repayments	5.85	5.85	5.85	0.00	0.00
Cash outflow Sub-total	15.85	35.85	35.85	40.00	40.00
Net cash flows from financing activities	154.15	-35.85	-35.85	-40.00	-40.00
Net increase in cash and cash equivalents	203.23	73.88	78.43	129.76	129.73

## 4.3 NPV, IRR, ROI

4.3.1 ROI The equilibrium point is obtained by working backwards from the year in which profitability begins and using the idea of average returns.

Equilibrium point =  $N \times \text{total investment} / \text{sum of profits in } N \text{ years}$

Where N is the number of years in which the sum of cumulative profits is greater than or equal to the total investment.

The calculation yields that within 2 years the costs can be fully recovered and profitability can begin.

Capital Utilization

Return on investment for the first five years = average annual profit / total investment

$$= \{ (78.96 + 109.64 + 114.22 + 187.92 + 187.92) / 5 \} / 300 = 45.4\%$$

The calculation gives: 45.4%. As there is a high profit margin, the capital will increase in value very quickly and the investor can get a good return.

#### 4.3.2 IRR

The Internal Rate of Return (IRR) is the discount rate at which the present value of future cash inflows equals present cash inflows and is used to reflect the internal rate of return of a project investment. This is the rate of return that the investment aspires to achieve and the greater the indicator, the better. In general, the project is viable when the IRR is greater than or equal to the benchmark rate of return.

Table 6 Internal rate of return

Item	Value (RMB million)
Amount invested in the project	-300
2023	78.96
2024	109.64
2025	114.22
2026	159.73
2027	159.73
Internal rate of return after five years	26%

#### 4.3.3 NPV

We plan to register a capital of 3 million Yuan

Table 7 Table of funding sources

Sources of funding	Loans	Venture Capital	Team equity
Funding (RMB million)	120	120	60

Sources: 40% venture capital, 20% equity from the team and the rest from loans from banks or other financial institutions.

Table 8 Table of NPV

Item	Value (million Yuan)
Project investment	-300
2023	78.96
2024	109.64
2025	114.22
2026	159.73
2027	159.73
NPV	322.28

$NPV = 622.28 - 300 = 322.28$  million Yuan

#### 4.4 Breakeven point

According to Table 8 Table of NPV investment 300 Million Yuan

Table 9 Cash flow statement of YX Psycho-Educational Training Platform

	2023	2024	2025	2026	2027
Cash flow PV	78.96	109.64	114.22	159.73	159.73
Accumulate	78.96	188.6	302.82	462.55	622.28

Breakeven point= Payback period = 3 year

#### Summary

First investment 300 Million Yuan

ROI average per year = 45.4%

$NPV = 622.28 - 300 = 322.28$  million Yuan

IRR = 26%

Payback period in 3 years

#### 4.5 Interview Result

In order to better understand the market demand, the author also designed the following questionnaire. The survey was targeted at parents of primary and secondary school students, 40 questionnaires were distributed and a total of 27 valid questionnaires were returned. In practice, 85.19% of schools have encountered students with significant behavioral, emotional and thinking difficulties, indicating that the vast majority of schools encounter students with abnormal psychological

problems.

At present, the number of mental health education activities in Lishui schools is generally low, with over 60% of students receiving mental health education activities less than three times a year.

According to the requirements of the Provincial Department of Education and the Municipal Education Bureau, schools are required to carry out mental health assessment activities for students of school age and to establish a "life-long profile", especially for the identification and screening of psychological crises for follow-up purposes. However, 25.93% of the schools in the study did not carry out such an assessment and screening. Nearly 75 per cent of schools say they conduct mental health assessments for students, some parents say they take their child's psychological condition more seriously most parents are still willing to invest in their children's mental health.

## Section 5

### Conclusion and Suggestion

#### 5.1 Conclusions

From the result of in-depth it can conclude that :

5.1.1. through in the process of project implementation, external environment analysis, etc., it can be seen that the project YX psychological education and training platform has a good market opportunity, adapt to market demand, this investment direction is correct.

5.1.2. Through the financial analysis and evaluation of the project in the next five years, it can be seen that the future financial situation is good, and the investment income of the project is considerable, which will bring good investment income to YX psychological education and training platform and the three founders, and the feasibility of the project implementation is predicted to be high.

#### 5.2 Suggestions

5.2.1. In the 21st century, mental health services are a new field that has emerged with the changes of the times, and people's awareness of this is still weak.

5.2.2. For the development of the online service platform, as none of the project team members are from a technical background, the development of the platform is outsourced to a software company, which is rather passive, and a technical person specializing in software development needs to be added to the team.

## Appendix

### Questionnaire

1 Your gender

A.Male B.Female

2Your workplace

A. Government institution B. Private enterprise C. Self-employed D. Unemployed

3 Age of your child

A.5-10 years old B.11-18 years old C.18-22 years old D.22 years old or above

4 Whether you encounter students with obvious behavioural and emotional thinking abnormalities at school

A.Yes B.No

5 Whether family members are harmonious

A. amicable B. not amicable C. not sure

6 Does your child's school have a professional psychologist

A. Yes B. No C. Don't know

7 How many times does your child's school conduct mental health assessments

A. 1-3 times B. 4-6 times C. More than 7 times D. Not even once

8 Does your child's school provide regular mental health education

A.Yes B.No

9 Do you usually ( ) your child's psychological condition

A. attach great importance to B. attach general importance to C. attach little importance to

10 How much communication do you usually have with your child?

A. A lot B. Generally C. Very little

11 Are you willing to spend ( ) on your child's psychological education

A.0-100 yuan B.100-300 yuan C.300-500 D.500 or more

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# CERTIFICATE

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THIS IS TO CERTIFY THAT

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