



A STUDY ON “YUEBANWAN” CONFINEMENT CENTER IN NANJING

BY

YITONG TIAN

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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**Independent Study Title** A Study on “Yuebanwan” Confinement Center in Nanjing

**Author** Yitong Tian

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

**Advisor(s)** Parkorn Chobhan, Ph.D.

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### Abstract

This research aim to study on “A Study on “Yuebanwan” Confinement Center in Nanjing. This study were qualitative methodology via in-depth interview, and content analysis. The study found: 1) Market segmentation were eastern and coastal regions first, then select less developed regions in the central and western regions. Target customer’s mainly postpartum mothers who pursue beauty and health, but lack experience in baby care and menstruation, and need professional staff to provide scientific and professional menstruation services. Positioning company are the mid-to-high-end mother and baby market brings the best service and most memorable experience to every postpartum mother. 2) Management Plan by limited liability company and comply to the special characteristics of the Center, and the Company Law of the People's Republic of China and other laws and regulations, Services plan during pregnancy, customers can log on to the center's website to register as a member or reserve a bed, and the center will improve its counseling, prenatal education, psychological counseling, and other related services, Operation plan establish stable and effective material procurement channels, and ensure the quality of medical equipment and related items through various methods, so that customers can "rest assured".3) Financial 5 year projection, initial investment 1 million Yuan, ROI average per year = 39.66 %, NPV = 9,830,667 Yuan, IRR = 26.79% and Breakeven point or Payback Period on 2 years and 2.5 months 3 years respectively.

**Keywords:** Confinement center

## Acknowledgement

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Yitong Tian

## Table of Contents

Abstract.....	IV
Acknowledgement.....	V
Table of Contents.....	VI
Section 1 Introduction .....	1
Section 2 Marketing Plan .....	19
Section 3 Management Operations Plan.....	37
Section 4 Financial Projections.....	42
Section 5 Conclusion and Discussion.....	42
References.....	43
Biography .....	44

## Section 1

### Introduction

#### 1.1 Company Introduction

##### 1.1.1 Company Background

In recent years, menstrual clubs have become more and more recognized as a new industry and have been flourishing. The concept of going to a menstrual club is gradually accepted by the public, and some menstrual clubs are quite hot in terms of booking, and even a room is hard to find. Why are the prospects for the development of menstrual clinics so good? First, the huge population of mothers and babies has given rise to the rapid development of the domestic menstrual club industry. How to "scientifically sit on the moon" is doubly concerning. Secondly, the popularity of menstrual clinics is inextricably linked to the rapid economic development of China in recent years, which has increased many high-income, high-spending groups. Third, the new baby parents have higher and higher requirements for quality of life, the traditional concept of "sitting at home" is constantly being subverted, and the market is constantly calling for more comprehensive and professional, safe, and healthy professional maternal and child care institutions.

According to a survey conducted by Chinese authorities, 20-30 million babies are born in China every year, of which about 45 million are 8 to 36 months old. The implementation of the birth control policy and the aging social situation make pregnant women and infants both the focus of attention for young couples and the core of love for the older generation. Industry estimates, China's maternal and infant market is about 80 billion Yuan per year, coupled with an elegant and comfortable environment, professional nursing staff, nutritious and reasonable monthly meals, and other hardware and software - the market outlook for high-end monthly clubs will be increasingly broad.

Moon Bay Center Company Registration Date: January 5, 2023

Registered capital: 7.5 million

Legal person: Yitong Tian

Address: Xinjiekou, Zhongshan South Road, Qinhuai District, Nanjing

### 1.1.2 Company Introduction

"Moonbuddy Bay" provides professional maternal and infant care, which is scientific, convenient, healthy, and fashionable. The "Moonbuddy Bay" Moon Club has an elegant environment and is warm and private, providing you with professional maternal and infant care services.

1、 "Moonbuddy Bay" is a scientific and professional maternal and child care club with monthly care services as the core, including nutritional meals, beauty maintenance, body shaping, early education, and baby care as one.

2、 The target customers of "Moonbaby Bay" are mainly postpartum mothers who are pursuing beauty and health, but lack experience in baby care and menstruation, and only need professional staff to provide scientific and professional menstruation services. Those who lack experience and professional knowledge in menstruation and babysitting, who want to get scientific and professional menstruation services, and who have certain economic strengths are our real customers and potential customers.

3、 "Moonbuddy Bay" monthly club mainly deals with postpartum repair and monthly club services, as well as sister-in-law (dispatch) and maternal and infant care.

The "Moonbuddy Bay" monthly club mainly focuses on the business form of the club, while implementing the multi-channel business model of network + door-to-door + club. Customers can choose the network method or door-to-door service or come to the club to receive services.

4、 The products of "Happy Mother" are not single, we have developed a variety of product packages for different consumer groups, different economic strengths, and consumption preferences to give each customer the most suitable and value-for-money services.

5、 The specific business items of the "Moonbay" monthly club are as follows.

1. Accommodation: provide individual independent suites, individual bathrooms and independent air conditioning systems, individual bathrooms, and

other equipment. Provide a full set of toiletries and postnatal hygiene products.

2. Dietary aspects: nutritious meals: there will be a professional nutritionist to prepare meals (menstrual meals) and complete maternity boarding services.

3. Health care: A full-time obstetrician and gynecologist, a pediatrician, and a Chinese medicine doctor will be employed to visit the clinic. Specially set up baby spa center.

4、 Beauty care: Postpartum beauty care: Provide special postpartum beauty care and body shaping for mothers.

5、 For the different needs of each customer, "Moonbaby Bay" has developed various product packages, and strives to bring the most professional, intimate, and affordable services to customers during the monthly period.

## 1.2 Analysis of current situation

### 1.2.1 SWOT analysis

Opportunity (O)	Risk (T)
<p>1. The center will enter the market as a new industry with few identical competitive objects; 2. With the gradual increase in people's income level and the change of traditional concepts, as well as the awareness of the importance of scientific care will gradually increase; 3. The state's emphasis on national physical quality and increased investment in public medical care; 4. The urgency of people's pursuit of health and shape; 5. The defects of other related care; 6. The gradual relaxation of state control</p>	<p>1. The speed of follow-up of similar care centers; 2. the high amount of initial financing; 3. the restrictions of national laws on related medical drugs; 4. the price affects some of the service recipients to a certain extent; 5. in the early stage of the business, there is a certain amount of financial risk, management risk. 6. the establishment of the initial source of customers is not stable.</p>

<p>over medical and drug-related industries; 7. The birth of babies in China will remain relatively stable for quite some time in the future. With the accelerated progress of urbanization, the birth rate of urban babies in China will increase.</p>	
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Solutions.

- (1) Increase the advertising campaign.
- (2) Enhance understanding of relevant laws and regulations.
- (3) Establish an efficient nursing transport team.
- (4) Improve management efficiency and reduce cost costs.

Strengths (S)	Weaknesses (W)
<p>1. more diversified services; 2. unique and novel services; 3. more reasonable costs; 4. professional practitioners; 5. better hardware facilities and healing environment; 6. unique nutritional formula; 7. scientific care.</p>	<p>1. relatively less flexibility; 2. higher cost compared to home health centers; 3. relatively remote location compared to health centers.</p>

Solutions:

(1) Increasing order to improve the competitiveness of the Center and other alternative industries, the Center will work closely with relevant institutions and companies to seek relevant technical, legal, and management support.

Relevant collaborators.

- (1) Technical support: The Center will work with relevant universities and hire

them to develop the technology needed for the Center and to provide guidance on the Center's care methods.

(2) Legal support: The center will establish contact with law firms and hire lawyers as legal advisors to provide legal guidance.

(3) Management support: The Center will hire experts from relevant universities and research units to serve as independent directors and management consultants to provide guidance on the management and finances of the Center. see the advertising campaign.

(2) Enhance understanding of relevant laws and regulations.

(3) Establish an efficient nursing transport team.

(4) Improve management efficiency and reduce cost costs.

### **1.2.2 PESTEL analysis**

#### 1. Political Environment Analysis (P)

With the introduction of new regulatory initiatives by national and local governments in recent years, relevant standards and norms have been established to ensure the healthy development of the maternal and infant care services industry. With the continuous improvement of the regulatory system, the supply side will advance the expansion in a standardized and orderly manner, and the maternal and infant care service industry will enter a stage of rapid development. In November 2015, the Maternal and Child Health Care Association highlighted the rights and interests of mothers and infants, and defined in detail the organizational structure, service system, and operational internal spring of maternal and infant rehabilitation protection institutions; clarified the frequency of postnatal maternal and infant monitoring and the process management of newborn trace element supplementation; added In May 2017, the General Administration of Quality Supervision, Inspection and Quarantine and the National Standards Committee, based on the characteristics of the domestic maternal and infant health management industry, made requirements for the services provided by maternal and infant health management enterprises in four major aspects: safety, hygiene, professionalism, and comfort. Specific policies are as follows.

**Policies related to the industry of the moon child center**

Time	Policy	Develop department	Related content
September 2013	About the promotion of health Service Industry Development Certain Opinions	State Department	The document states that the development of maternal and child care services should be regulated.
July 2015	Home care services mother and child Life care service quality Quality Standards	National Standards Committee	The service institutions, personnel, services, content and requirements, file management, and service quality evaluation of maternal and child life care services are uniformly regulated.
November 2015	Postnatal Maternal and Child Rehabilitation Industry Management and Service Guidelines	Maternal and Child Health Association	The rights and interests of mothers and infants are highlighted, and the organizational structure, service system, and operation of maternal and infant rehabilitation institutions are defined in detail; the frequency of postpartum maternal and infant monitoring and the process management of microelements supplementation for newborns are clarified; new standards for the assessment of breast

			swelling and the establishment of medical offices in postpartum maternal and infant rehabilitation institutions are added.
June 2016	Shanghai Women and Children's Development Thirteen Five-Year Plan for the Development of Children in Shanghai "The 13th Five-Year Plan	Shanghai Municipal People's Government	Propose to improve the family service system, study and develop the industry norms of the monthly child club, and promote the healthy development of the new industry.
May 2017	General requirements for maternal and child health service sites	General Administration of Quality Supervision, Inspection and Quarantine, National Standards Committee	Based on the characteristics of the domestic maternal and infant health management industry, the General Requirements for Maternal and Infant Health Care Service Sites set requirements for the services provided by maternal and infant health management companies in four major areas: safety, hygiene, professionalism, and comfort. From now on, there are national standards for maternal and infant health management institutions such as menstrual centers.

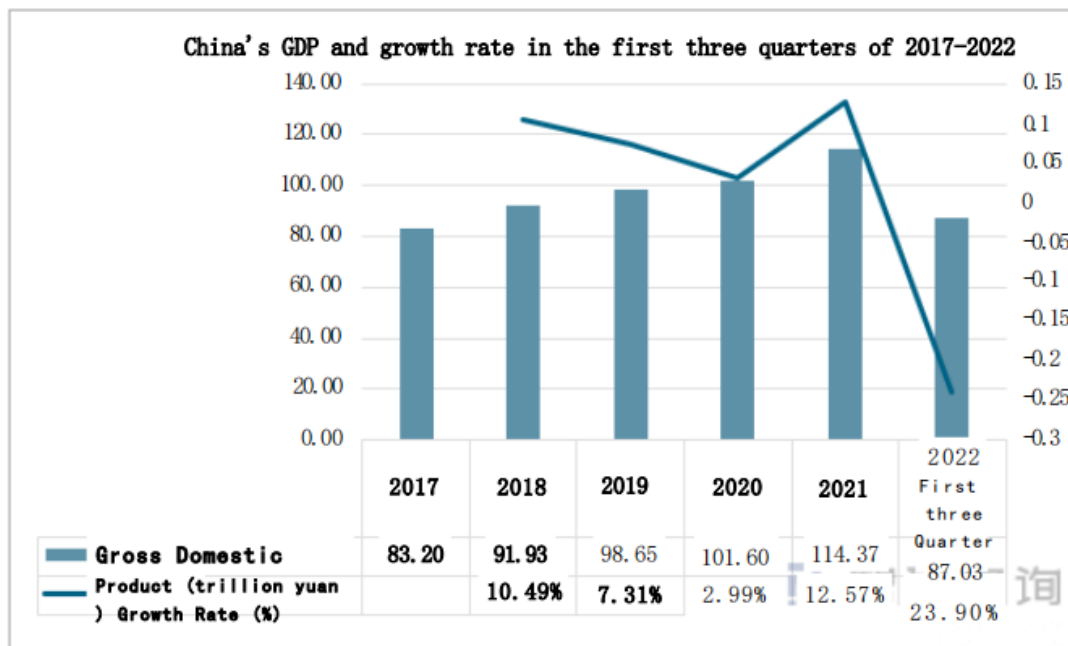
January 2018	Monthly center services Quality standards	Department of Human Resources and Commerce of Jiangxi Province	The business qualification of the moon child center (including the moon child club, mother and baby club, etc.) is clarified. Opening conditions, the environment and equipment requirements for the pile of basic unified requirements for management personnel, professional services, logistics personnel, such as the conditions of service requirements.
November 2019	Moonlighting Center Services Team Standards	Shanghai Municipal People's Government	to promote the moon child center industry towards standardization and standardization
June 2020	About Optimizing Fertility policy to promote long-term population Decision on Optimizing Fertility Policy for Long-term Balanced Population Development Decision	State Department	Implement the policy that a couple can have three children, and abolish restrictions such as social support fees, clean up and abolish relevant penalties, and implement supporting measures for active childbirth
October 2021	Maternal and Child Safety	State Department	Further improve the level of maternal and child health

	Initiative Upgrading Plan (2021- 2025)		services, improve the critical maternal and newborn treatment system, provide safe, effective, convenient and warm high-quality maternal and child health services for women and children, so that the people's sense of achievement becomes more adequate, happiness is more sustainable, and safety and health are more secure.
March 2022	Maternal and Child Health Law of the People's Republic of China	State Department	Maternal and infant health care work is centered on health care, aimed at ensuring reproductive health, implementing a combination of health care and clinical, group-oriented, grassroots-oriented and prevention-oriented approach.

## 2、 Economic environment analysis (E)

The steady development of the domestic economy provides economic support for the moon child center, the relevant data from the National Bureau of Statistics show that China's GDP increased year by year from 2017 to 2021, and China's GDP in 2021 was 114.37 trillion yuan, an increase of 12.57% compared with 2020, and in the first three quarters of 2022, China's GDP reached 87.03 trillion yuan, the economic steady development provides support for the development of various undertakings in China.

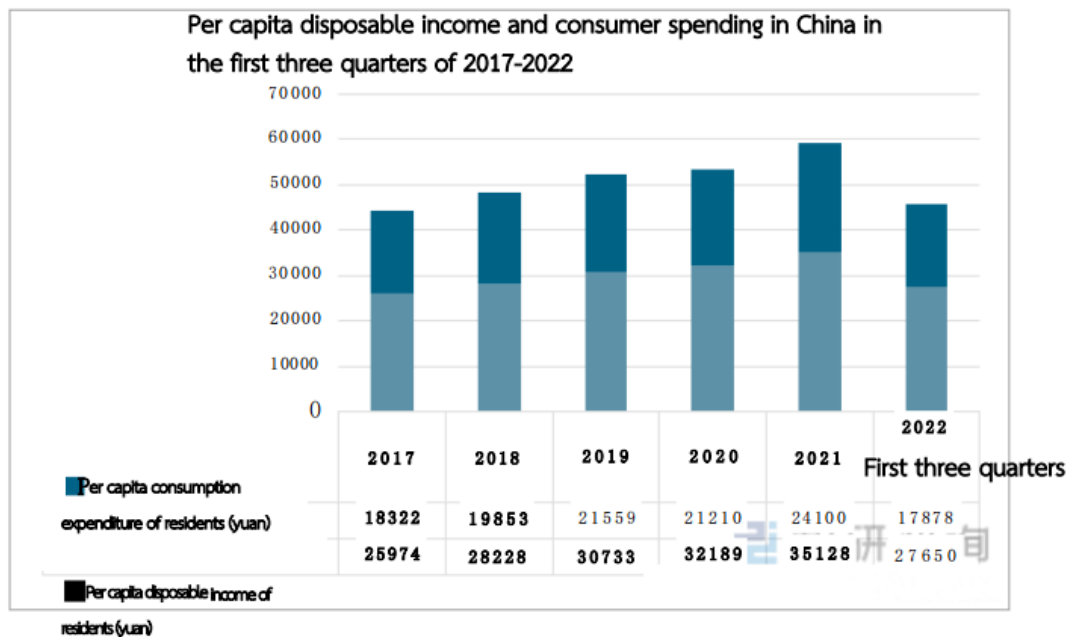
China's GDP and growth rate in the first three quarters of 2017-2022



China's GDP and growth rate in the first three quarters of 2017-2022

The increase in per capita disposable income has given impetus to the development of the moon child center. From 2017 to 2021, the per capita disposable income and consumption expenditure of Chinese residents increased year by year, and the per capita disposable income of Chinese residents in 2021 was 35,100 yuan, an increase of 9.13% compared with 2020, and the consumption expenditure of residents in 2021 was 24,100 yuan, an increase of 13.63% compared with 2020. The significant increase in national consumption power drives the national consumption concept and the upgrade of consumption structure, women pay more and more attention to the management of health and choose more powerful postnatal care institutions to sit for the month, and especially women after 90 to 95 are already the main force of health service consumption.

Per capita disposable income and consumer spending in China in the first three quarters of 2015-2022

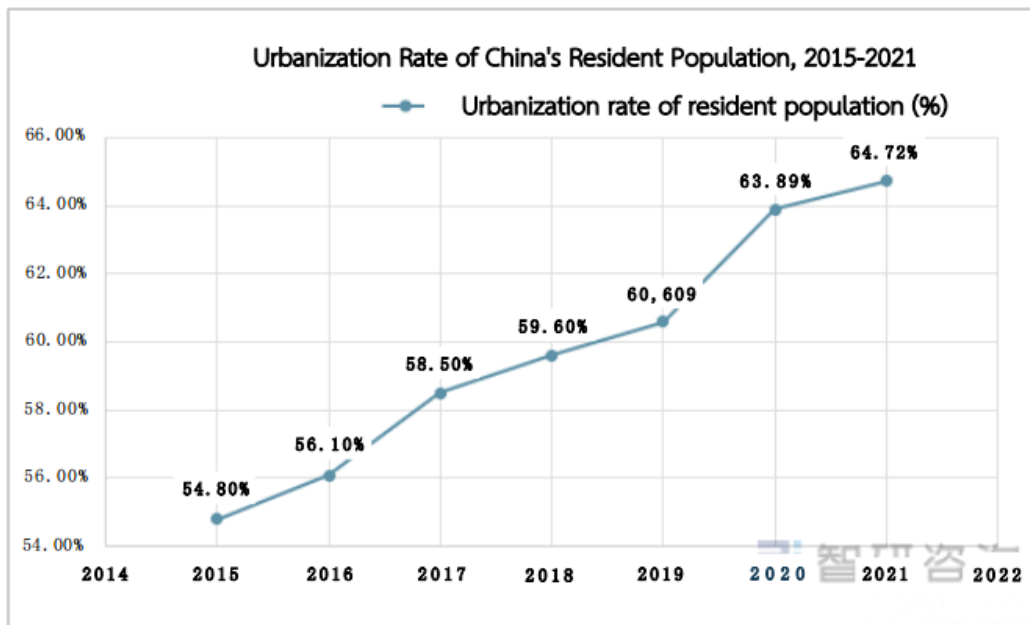


Related Report: "China Monthly Center Industry Market Panoramic Survey and Investment Prospect Analysis Report, 2023-2029

### 3、 Social Environment Analysis(S)

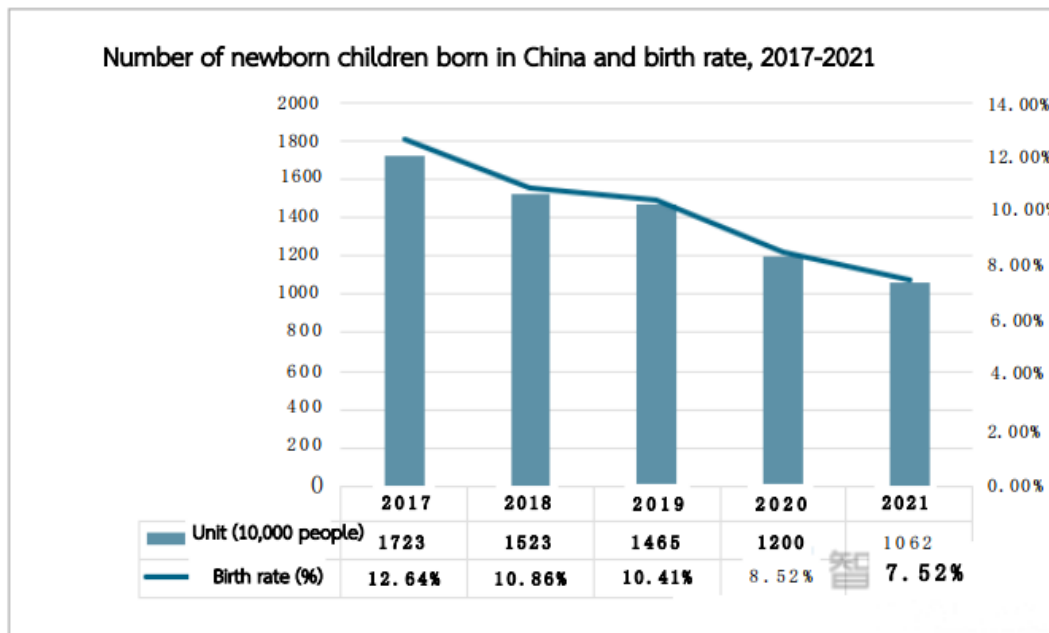
According to statistics, the urbanization rate of China's resident population was 64.72% in 2021, up 1.3% from 2020, urban consumers are highly educated and generally focus on the science of postpartum recovery, the traditional method of sitting on the moon is not only without scientific basis, but also causes various physical restrictions on postpartum mothers, which will increase their physical as well as mental pressure to a certain extent, the moon center with its professional service With their professional services and comfort, menstruation centers are favored by consumers.

Urbanization Rate of China's Resident Population, 2015-2021



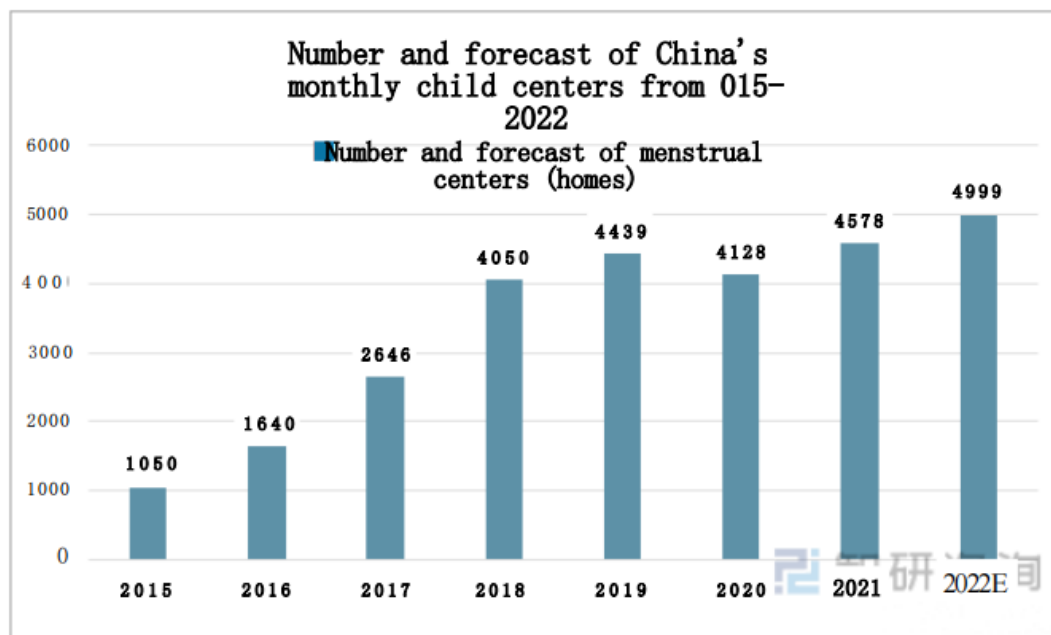
On May 31, 2021, China implemented the three-child policy, which is conducive to improving China's population structure, implementing the national strategy to actively cope with population aging, and maintaining the advantages of China's human resource endowment. 2021, the number of newborns born in China is 10.62 million, down 11.5% compared to 2020, and the birth rate in 2021 decreases to 7.52%, although the number of newborns born in China in recent years. Although the number of newborns in China has declined in recent years, the overall number remains above 10 million, and with the opening of the three-child policy and the consideration of three children are mostly people with strong economic power, with a high demand for maternal and child care services and strong spending power, so they are more inclined to choose the monthly child care center services.

The number of newborn children born in China and the birth rate from 2017-2021



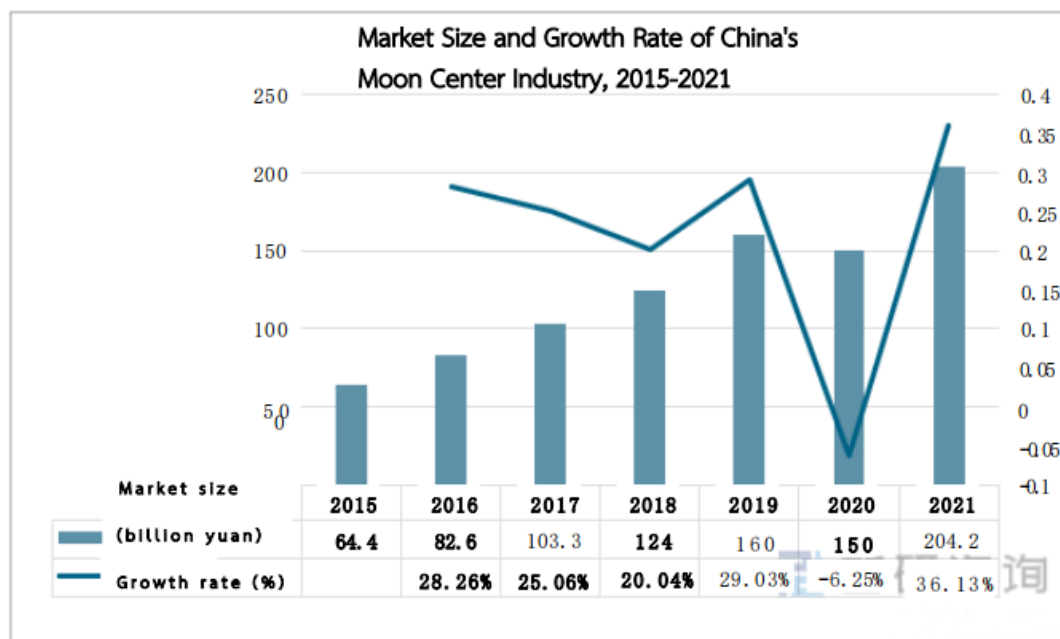
Nowadays, consumers are paying more attention to health, and the service capacity of menstrual centers is stronger and more targeted. In addition, some menstrual centers will provide postpartum body repair programs for mothers to meet the demand of some mothers to quickly recover to their prenatal state. According to data, the number of China's menstrual center stores reached 4,578 in 2021, up 10.9% from 2020, and is expected to reach 4,999 in 2022.

Number and forecast of China's menstrual centers from 2015-2022



The per capita disposable income of Chinese residents is rising year by year. Although the epidemic has had an impact on residents' income and consumption, the consumer attitude of the mother and baby group is still positive and generates more consumer demand during the epidemic. The consumer demand for maternal and baby health care services and products has grown significantly, and the market demand and development potential of the moon child center industry, as a subdivision type of the mother and baby industry, is huge. Benefiting from the change in China's consumers' consumption concept and the continuous maturity of the moon child center development model, the In recent years, the market scale of China's moon child center has been rapidly expanded. Data show that the market size of China's moon child center increased year by year from 2015-2021, with a downward trend in 2020 due to the epidemic, and the market size of China's moon child center was 20.42 billion yuan in 2021, up 36.13% from 2020.

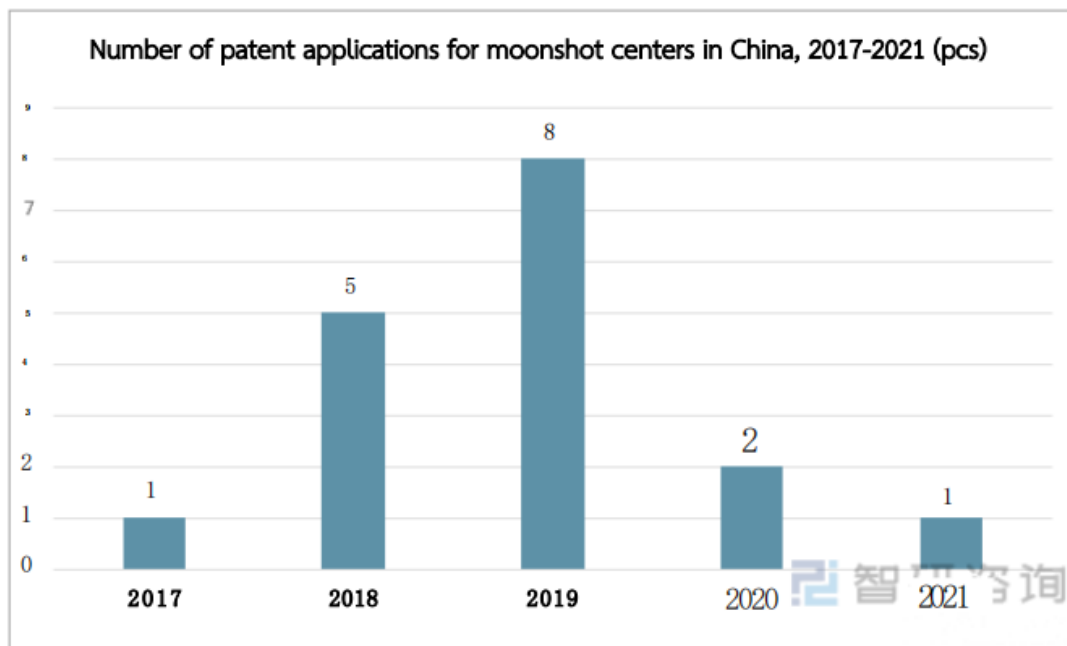
Market size and growth rate of China's menstrual center industry, 2015-2021



#### 4、 Technology environment analysis (T)

At present, as an emerging industry, the moon child center, benefiting from the three-child policy, has been developed at a high speed. According to the relevant data and information, the number of applications for patents for moon child centers in China from 2017 to 2021 shows a trend of rising first and then falling, and the number of patent applications for moon child centers in 2019 is 8, an increase of 60% compared with 2018, and the number of patent applications for moon child centers in China in 2021 is 1.

Number of patent applications for China's menstrual centers from 2017-2021



#### 5、 Environmental factors analysis(E)

With the full implementation of China's two-child and three-child policies, the total number of births will increase to a certain extent in the next few years. Meanwhile, with the increase in per capita disposable income and consumption level of urban residents, the health awareness of parents of newborns has increased, and the demand for postnatal maternal and child services has gradually increased. The new generation of maternity services is popular.

There is no absolute leader in the market, the market concentration is low and there is plenty of room for growth. The largest market share is less than one percent of the industry's size. In particular, the entry barrier to the industry is low and the review of entry qualifications is loose, so there will be an influx of moon center companies into this market in the future, given the large increase in demand. The next five years are the foundation stage for the industry pattern to be finalized. With the rising importance of the capital market to the maternal and child health service industry, there is bound to be the possibility of certain institutions running around with capital-driven to establish their brands in the future. To take advantage of the market leader first.

## 6、 Monthly center industry policy (L)

The number of menstrual centers continues to expand, and domestic menstrual center brands are more profitable. At present, the industry standard of the moon center is not strong and the entry threshold of the moon center is low, resulting in uneven service quality levels, which limits the healthy development of the moon center. In the future, some brands will have a mature service program system and form a stable profit model, and the moon center market will grow rapidly in scope from first-tier cities to second and third-tier cities. The following is a policy analysis of the moon center industry in 2022.

The market size of China's menstrual centers is gradually growing, and although the market size is reduced in 2020 by the impact of the new crown epidemic, the forecast after 2021 will still return to a normal state of development. According to the data, in 2020, the market size of China's monthly child center is 16.76 billion yuan. 2022-2027 China's monthly child center industry investment analysis and "fourteen five" development opportunities research report is expected in 2021 China's monthly child center market size will be 20.42 billion yuan, and by 2023 this scale will reach 24.33 billion yuan by 2023.

With the increase in China's national disposable income, the national demand for quality of life has also increased, and the postnatal care industry has quietly emerged. Now we analyze the policy of the moon center industry in 2022 from three major solutions proposals.

### (I) Improve the construction of relevant legal systems at the national level

At the 2018 National People's Congress, several NPC deputies and CPPCC members suggested increasing support for childcare services, suggesting that the state should put forward basic setting indicators and industry standards for maternal and infant healthcare site conditions, facilities and equipment, safety and hygiene, and personnel qualifications, and build a childcare supply system in which multiple forms co-exist and the whole society participates. Currently, the National Health Commission's "Standards for the Establishment of Infant and Child Care Services" is still under development. It is recommended that legislation be enacted as soon as possible to regulate maternal and child health care institutions such as "menstrual

centers", and that a unified administrative department in charge of the industry is identified nationwide as soon as possible. It is recommended that health care centers have a large proportion of healthcare components, including doctors, nurses, sterilization, nutrition, postpartum lactation, and first aid for common neonatal diseases, which are all part of the medical and healthcare requirements.

(B) Introduction of unified national industry standards or local industry standards

Maternal and child care involves human health, and practitioners must have certain medical knowledge and service skills. It is recommended that a unified national industry standard be introduced at the national level, or encourage some local pilot projects to introduce local industry standards that regulate the development of maternal and childcare institutions and determine the professional discipline training and the identification, evaluation, and certification of practitioners in the industry, according to the actual situation of each locality.

(C) Promote the establishment of industry associations for maternal and infant care institutions such as menstrual centers

In areas where national industry standards have not yet been introduced and local industry standards are not available, it is recommended that the government take the lead and relevant departments participate in promoting the establishment of industry associations for maternal and infant care institutions such as "menstrual centers" and guide industry associations to carry out industry self-regulation and standardize their service behavior by formulating rules and regulations and widely implementing service commitments, service conventions and service specifications. Industry service behavior.

The local market is still in its early stages, and the epidemic has accelerated the market clearance of small and medium-sized enterprises. Nowadays, with the opening of the two-child policy and the change in people's consumption concept, China's menstrual centers are rapidly expanding nationwide. After years of development, the moon center is recognized by the majority of consumers for its professionalism and systemic nature.

### 1.2.3 Porter's Five Forces Analysis

1. Supplier bargaining power: The supply side affects the profitability and product competitiveness of existing firms in the industry mainly through its ability to increase the price of input factors and reduce the quality of the unit value. The strength of supply-side power depends mainly on what input factors they provide to buyers. In terms of the industry of monthly centers, pregnant women are definitely a huge market, and because there are family planning restrictions, each customer is limited in the number of children they can have, so a single customer will not be an important customer for us.

2. Bargaining power of purchasers: Purchasers influence the profitability of existing companies in the industry mainly through their ability to press for higher prices and demand a higher quality of products or services. We provide the best quality of service to our customers with our professional services, and we demand quality service.

3. The threat of new entrants: new entrants in the industry to bring new production capacity, and new resources at the same time, will want to win a place in the market has been divided by existing enterprises, which may occur with existing enterprises and competition for raw materials and market share, ultimately leading to the industry's existing enterprises to reduce the level of profitability, and in serious cases may endanger the survival of these enterprises. Among the joint costs, that is the enterprise in the production of the leading product and can produce by-products, so that the leading product cost reduction, forces new entrants must also be able to produce by-products or will be at a disadvantage. The services provided by the monthly center in cooperation with other industries such as tutoring when the child is born and goes to school.

4. Threat of substitutes: Two companies in different industries may produce products that are substitutes for each other, thus generating competitive behavior between them. This competition stemming from substitutes can affect the competitive strategies of existing companies in the industry in various forms. This competition from substitutes can affect the competitive strategies of existing firms in the industry in various ways. Then, the substitutes for our monthly centers come from

the care of parents or relatives, or friends.

5. Competition from industry competitors: Most companies in the industry are closely linked to each other's interests. As part of the overall corporate strategy, the goal of each company's competitive strategy is to make its own company gain an advantage over its competitors, so the implementation of the phenomenon of conflict and confrontation will inevitably arise, and these conflicts and confrontations constitute the competition between existing companies. The competition between existing companies is often expressed in terms of price, advertising, product presentation, after-sales service, etc. The intensity of competition is related to many factors. As a monthly center is a service industry, the most important thing is the sanitary environment of the service and the quality of service and attitude, etc. Our company can use these aspects as promotional points to attract customers.

6. Companies can adopt means to deal with these five competitive forces by isolating their operations from competitive forces as much as possible, trying to influence the rules of industry competition from their own interests and needs, and occupying favorable market positions before launching offensive competitive actions to enhance their market position and competitive strength.

## **1.3 Feasibility Analysis**

### **1.3.1 Analysis of products and services**

#### (a) Analysis of the current situation

1. The current situation of moon care is not scientific enough.

In the mainland, engaged in moon care is mainly maternal and child health care institutions and domestic sister-in-law service centers, but two due to their own reasons, social factors, and the impact of a large defect, scientific, professional new moon care center called out.

The number of babies born in China ranks second in the world, with the improvement of people's living standards and people paying more and more attention to the science of menstruation, maternal health, and the shape of their own postpartum recovery, as well as the importance of the baby's health and other issues, the traditional sister-in-law service can not meet the high requirements of the market,

which has been one of the people's health problems on the urgent need to address.

2. the traditional moon care industry's profit space is high.

At this stage, the price of traditional menstrual care and the consumption of supplies for the daily needs of mothers and babies during the maternity month.

Maternal consumption during the menstrual period generally consists of three parts, medical costs, care costs, and daily consumption.

Medical costs: In Maanshan Maternal and Child Health Hospital, for example, the cost of maternity care during hospitalization and delivery ranges from 2,000-3,000 yuan.

Care costs: The following is a set of traditional monthly care prices published online by a domestic helper company in Nanjing.

Expatriate sister-in-law: 1800 RMB/month (24 hours) 1500 RMB/month (10 hours)

Expatriate nurse: 250 RMB/time 2500 RMB/month (12 times)

Daily consumption: According to the traditional Chinese diet and consumption habits during the menstruation period maternal and infants' daily needs during the menstruation period supplies consumption as follows: (in Maanshan for example) Chicken: 1/day, cinnamon: 250g/day, brown sugar 2.5kg/day, eggs: 8/day, rice and noodles: 250g/day, diapers: 2 pieces/day, and other daily necessities. Through the market price calculation of maternal monthly needs of mother and baby during the maternity month supplies consumption will be about 1500 yuan. It can be seen that traditional monthly care is not cheap.

3. Relevant national policies support.

According to the "Regulations of the People's Republic of China on the Management of Medical Institutions" Article 4: "The state supports the development of medical institutions and encourages the establishment of medical institutions in various forms."

(b) Service projects.

"The center will focus on the traditional Chinese concept of affection and provide a humanized care environment and high-quality care for women and babies.

At the same time, to meet the needs of women and babies at different levels and in different situations, the center is divided into centralized care and expatriate care services. The service items are as follows.

1、 Infant.

- (1) Infant and fetal physical examination.
- (2) Observation and care of newborns
- (3) Baby exercises, baby bathing.
- (4) baby touch.
- (5) infant nutrition; (6) infant nutrition and medicine
- (6) infant nutrition and medicine
- (7) infant clothing and diaper business
- (8) early infant intellectual development.
- (9) infant parenting guidance.

2、 Maternity.

- (1) prenatal maternity counseling
- (2) prenatal education, and prenatal psychological counseling.
- (3) Maternal physical examination
- (4) puerperium observation and care
- (5) Breast care, breast massage.
- (6) breastfeeding guidance
- (7) scientific maternal diet
- (8) maternal body recovery and maintenance
- (9) training of maternal and family members on childcare
- (10) maternal health care services
- (11) maternal and maternal health care drugs and supplies business.

3、 Outstation nursing services.

- (1) puerperal care
- (2) breastfeeding guidance
- (3) newborn care
- (4) Maternal and child health knowledge education

## (5) Temporary resolution of emergencies

At the same time, we will set up a mothers' club to allow more mothers to communicate and share happiness together, and the center will give regular parenting training classes to mothers and their loved ones. Club members will enjoy prenatal psychological counseling, prenatal education for babies, follow-up education and parenting counseling, postpartum psychological counseling, prevention of postpartum depression, and access to relevant materials we develop.

According to the local per capita income, consumption level, and relevant price regulations, the service prices of the center in the Yangtze River Delta region in the early stage of the business are shown in the following table.

Unit: Yuan

Type	Number of days	Bed fee	Care fees	board expenses	Day count
Standard Room		170	100	80	350
General room	Less than 15 days	120	80	75	275
General room	15 days to 25 days	95	80	75	250
General room	Greater than 25 days	70	80	75	225

## Marketing analysis

1、 Marketing concept: "People-oriented".

2、 Target market: large cities with a population of 800,000 or more nationwide. First focus on mega-cities, then choose big cities; first focus on the eastern and coastal developed areas, then choose the less developed areas in the central and western regions.

3、 Brand strategy: (1) Trademark and trade name: The center will register the trademark and trade name of "XXX" when it is established to ensure the brand strategy of the center. Specific trademarks and words will be designed by professionals and institutions, specific graphics: omitted.

(2) Through the "people-oriented" marketing concept, effective channel management and unique marketing strategy, and flexible market information feedback control system, the center will make every effort to establish the brand, so as to combine the endogenous force of the brand given by the service and the exogenous force of the brand given by the social development, and realize the service promotion brand --Brand occupies the market --Market supports the excellent brand strategy of service.

4、 Promotion strategy: (1) Price: Based on competition, cost, and the customer's own affordability level, the center will adopt a compromise pricing, that is, the price is above the home health service center and below the maternal and child health hospital; at the same time, according to the consumption level of each place for sub-location pricing, the center will pay more attention to the quality of service.

(2) Promotion: A.Promotion objectives:

① Guidance: to change people's traditional concept of sitting on the moon and make people aware of the importance of scientific sitting on the moon.

② Promotion: To raise awareness of this care center and attract potential customers through publicity.

B. Promotion strategy: Since the center's service targets are the special group of maternity and infant, the center's promotion strategy is as follows.

〈1〉 Advertising promotion.

① through professional magazines, newspapers, local TV stations, leaflets, etc. directly to customers.

② With the expansion of the company's scale, the center will increase its investment in public service advertising (health advertising).

③ Media hype, as this industry is a new industry, the center will use media hype to expand the center's visibility.

④ Establish large billboards in some prominent places such as hospitals.

〈2〉 Network marketing: The center will establish a functional large website when it is established, the website will assume the function of marketing and promotion,

but also will assume the role of center management, center branding, service promotion, customer feedback, etc. The center will adopt a membership registration system through the website to discover potential customers.

〈3〉 Personnel marketing: by professionals with professional training, through door-to-door consultation, promotion, and other ways to market to customers.

**(4) Public relations.**

① Establish partnerships with hospitals and health centers to jointly organize some health consultations and seminars for women, pregnant women, and babies.

(2) Establish good social relations with health authorities and society to strengthen basic publicity on public health, etc.

(3) Invite relevant experts to regularly visit the center for guidance and services.

(5) Post-service.

After the mothers and babies have received care, the center will train the mothers with knowledge on parenting counseling, postpartum psychological guidance, and prevention of postpartum depression by setting up a mothers' club. In this way, we will obtain customers and increase their popularity.

**1.3.3 Financial and risk analysis**

Center registered capital: 7.5 million. Equity 100%, debt 0%.

Sources of funding: 2 million yuan self-financed by the entrepreneurial team, 5.5 million yuan of venture capital.

Equity institutions are: 40% for the entrepreneurial team (including 13% with labor and technology), 60% for venture capital

The center is an emerging industry, with more opportunities than risks and large profit margins, but there are certain potential risks due to the fast follow-up. The center will prevent market risks by optimizing internal management, improving service quality, and increasing brand promotion.

**1.4 Research Objectives**

To study on “Yuebanwan” Confinement Center incase of Moon Bay Center Company, detail as follow:

- 1、 Company purpose: "People-oriented, service-oriented, scientific care".
- 2、 Company mission: "Make all mothers more beautiful, make all babies smarter, make so people healthier".
- 3、 Strategic goal: to form a dominant position in the industry within ten years.
- 4、 Development strategy: two years based on Nanjing, five years to occupy the Yangtze River Delta market, while based on the Pearl River Delta and the Bohai Bay market, within ten years to occupy the domestic mainstream market.

## Section 2

### Marketing Plan and Strategy

#### 2.1.1 Market Segmentation

Large cities with a national population of 800,000 or more. Focus on megacities first, then select large cities; focus on the developed eastern and coastal regions first, then select less developed regions in the central and western regions.

#### 2.1.2 Target market customers

The target customers of "Moonbay" are mainly postpartum mothers who pursue beauty and health, but lack experience in baby care and menstruation, and need professional staff to provide scientific and professional menstruation services. In order to better serve our customers, we conducted a random passerby survey by means of questionnaires.

#### 2.1.3 Positioning

The mid-to-high-end mother and baby market brings the best service and most memorable experience to every postpartum mother.

### 2.2 Marketing mix

#### 1. Products:

1. Accommodation: provide individual independent suites, individual bathrooms, an independent air conditioning system, an individual bathroom, and other equipment. Provide a full set of toiletries and postnatal hygiene products. The rooms have a diversity of styles, so you can choose your favorite according to your needs.

2. Diet: nutritious meals: a professional nutritionist is configured to provide nourishing teas and monthly meals, and complete maternity boarding services.

3. Health care: employ full-time obstetricians and gynecologists, pediatricians, and Chinese medicine practitioners to visit the health clinic. Specially set up baby SPA center.

4. Beauty: Postnatal beauty maintenance --- Provide special postnatal beauty maintenance and body shaping for mothers.

2. Services:

(1) Prenatal professional services: nutritional diet and counseling, psychological counseling, and de-stressing

(2) Postnatal services: (1) Professional services

Professional care: We will have a professional sister-in-law to provide professional and meticulous care and companionship for customers

Nutritional care: according to the different needs of each customer, "Moonbay" will develop various product packages

Baby care: there are baby care rooms, baby washing rooms, baby photography records

3. Pricing strategy

1, the initial pricing strategy: take prestige pricing as the main, get profit, and establish brand image.

2, medium-term pricing strategy: adopt competitive and differentiated pricing strategy to deal with competition.

3, long-term pricing should be considered from the reality of the change to make appropriate adjustments.

3. Place

Selling in Omi Chanel

4. Promotion

(1) Price.

Based on competition, cost, and the customer's own affordability level, the center will adopt a compromise pricing, that is, the price is above the home service center and below the maternal and child health hospital; meanwhile, the pricing will be divided into localities according to the consumption level of each place, and the center will pay more attention to the service quality.

(2) Promotion.

A. Promotion objectives.

① Guidance.

Change people's traditional concept of sitting on the moon and make people aware of the importance of scientific sitting on the moon.

② Promotion.

Through promotion, increase the visibility of this care center and attract potential customers.

B. Promotion strategy.

Since the service targets of this center are the special group of mothers and babies, the promotion strategy of this center is as follows.

〈1〉 Advertising promotion.

① through professional magazines, newspapers, local TV stations, leaflets, etc. directly to customers.

② with the expansion of the company's scale, the center will increase its investment in public service advertising (health advertising).

③ Media hype, as this industry is a new industry, the center will use media hype to expand the center's visibility.

④ Establish large billboards in some prominent places such as hospitals.

〈2〉 Network marketing.

The center will establish a functional large website at the time of its establishment, the website will assume the function of marketing and promotion, and will also assume the role of center management, center brand, service promotion, customer feedback, etc. The center will adopt a membership registration system through the website to discover potential customers.

〈3〉 Personnel marketing.

Through professionals with professional training, we will market to customers through door-to-door consultation and promotion.

(3) Public relations.

① Establish a cooperative relationship with hospitals and health centers to jointly organize some health consultations and seminars for women, pregnant

women, and babies.

(2) Establish good social relations with health authorities and society to strengthen basic publicity on public health, etc.

(3) Invite relevant experts to regularly visit the center for guidance and services.

(4) Post-service.

After the mothers and babies have received care, the center will train the mothers with knowledge on parenting counseling, postpartum psychological guidance, and prevention of postpartum depression by setting up a mothers' club. In this way, we will obtain customers and increase their popularity.

## Section 3

### Management and Operation Plan

#### 3.1.1 Company system and management plan.

1. Nature of the Center. was Limited liability Company.
2. Organizational framework.

According to the special characteristics of the Center, the Center

According to the Company Law of the People's Republic of China and other laws and regulations, the center will establish party organizations and labor unions, and other related organizations.

#### 3、 Departmental functions.

##### (1) Board of Directors.

① Formulate the strategic plan of the center.

② Formulate the annual financial budget plan and final account plan of the company.

(3) Formulate the company's profit distribution plan and the plan to make up for losses.

④ Decide on the setting of internal management bodies of the company.

⑤ Deciding on the appointment or dismissal of the manager of the company and his remuneration, and deciding on the appointment or dismissal of the deputy manager and the financial officer of the company and their remuneration according to the nomination of the manager.

(6) To formulate the basic management system of the Company.

(7) Other powers and functions.

##### (2) Director.

① Preside over the operation and management of the company and organize the implementation of the resolutions of the Board of Directors.

② Organize and implement the company's annual operation plan and investment program.

(3) The formulation of the company's internal management structure setting program.

④ Formulate the basic management system of the company.

⑤ To formulate specific regulations for the company.

⑥ To request the appointment or dismissal of the deputy manager and financial officer of the company.

(7) Deciding to appoint or dismiss the responsible management personnel other than those to be appointed or dismissed by the Board of Directors' decision.

(8) Other powers and functions granted by the Board of Directors.

(3) Finance Department.

Responsible for the financial management and accounting of the "Center".

(4) Personnel Department.

Responsible for coordinating the internal human resources of the "Center" and the recruitment of company personnel, as well as the organization of related documents and the handling of personnel files.

(5) Marketing Department.

Responsible for the promotion of the company's brand, the marketing of services, the collection of market information, and the processing of customer feedback, and has a service hotline, responsible for business consulting, customer complaints, and other information processing.

(6) Service Department.

Adhere to the principle of "people-oriented, quality first; comfortable and happy together, healing and affection coexist" to provide customers with a variety of professional services, such as "prenatal consultation, nutritional diet, body recovery" and so on. We strive to let every customer return satisfied.

(7) Legal Affairs Department.

① Make the articles of incorporation according to the law.

② Provide legal consultation, advice, and guidance for the company's management and protection of customers' rights and interests.

③ Provide timely information on the latest relevant laws, regulations, and

policies.

④ Maintain contact and communication with the government and departments of relevant enterprises and institutions to ensure the company's legal operation.

#### 4、 Management innovation.

(1) The organizational design of the center can be seen through the setting of the departmental structure, which is both like a new modern enterprise and close to the organizational setting of a hospital. The center sets up a unique organizational framework through its own characteristics, and through the combination of the two organizational types, it implements network management for the whole enterprise based on data and information to achieve an effective combination and efficient operation between the whole center and various departments and constantly pursues high service, high quality, and high efficiency. The center will also make full use of network technology to establish a complete information service chain.

(2) Establish a scientific talent recruitment and human resource evaluation system. The center will establish a talent cooperation program with medical colleges and other universities to ensure the number of center employees and the quality of employees. The center will also establish a complete talent assessment system to achieve efficient and formalized management of the center's human resources through quantitative and qualitative analysis.

(3) The center will establish a motivational and learning organization in the development process. Make each employee's personal goals consistent with the center's goals and cultivate a sense of belonging among employees.

#### 5、 Corporate culture.

The center pays special attention to its own corporate culture, through a practical corporate culture to cultivate the staff's corporate values and sense of belonging, improve the overall quality of the staff, and promote the healthy, stable, and upward development of the center.

## 6、 Employee requirements.

### (1) Managers.

Requirement of relevant education and certain work experience, a strong sense of enterprise, and professionalism.

### (2) Requirements of service personnel.

The personnel employed by the center are required to be three: "professional", "quality", "and experience".

A. Specialization, that is, the nursing staff employed by the center are from related industries.

B. Qualification, that is, the nursing staff employed by the center must reach the relevant education.

C. Experienced, that is, the nursing staff employed by the Center must undergo certain training and accumulate a certain degree of experience before they can be employed.

(3) The professional caregivers of the Center must be certified by the corresponding national institutions: (Specifically, as follows)

State-certified baby-sitters, state-certified nutritionists, state-certified licensed doctors, state-certified fitness instructors, nurses who have passed professional examinations, professionally trained nursing staff, etc.

(4) In order to ensure the clientele of the center, the center will employ some obstetricians and gynecologists as part-time doctors.

(5) In order to eliminate the occurrence of related accidents, the center will establish a set of the perfect management system and strictly enforce it, and implement the responsibility to the people.

## 3.2 Production plan

(1) During pregnancy, customers can log on to the center's website to register as a member or reserve a bed, and the center will improve its counseling, prenatal education, psychological counseling, and other related services.

(2) The center sends a shuttle bus to receive the mother and baby to the center, medical examination for admission procedures, the establishment of files, selection

of rooms and beds and selection of the main nursing nurse, establishment of a post system, and implementation of relevant responsible persons.

(3) According to the specific conditions of the mother and the baby, we will provide nutrition and meals for the mother and the baby, and the fitness trainer will guide the mother to recover her body.

(4) Doctors conduct regular checkups for mothers and infants and explain childcare knowledge to mothers and families.

(5) When customers pass the nursing period, actively handle the discharge procedures for them and let them return satisfied, and regularly raise relevant information to customers and accept their related inquiries.

### **3.3 Operation plan**

(1) Establish stable and effective material procurement channels, and ensure the quality of medical equipment and related items through various methods, so that customers can "rest assured".

(2) Establish good cooperation with local hospitals and medical institutions, and hire experts to provide technical guidance to the relevant departments of the center, so that customers can "save their minds".

(3) The center makes every effort to highlight the characteristics and serve the customers wholeheartedly so that the customers can "feel at ease".

(4) The center has a "Pretty Moms" club, and interested parties can apply for membership, the club regularly holds a variety of content, and meaningful activities and the purpose is to exchange "mother" experience, develop "baby The purpose of the club is to exchange the "mother's" experience, develop the "baby's" intelligence, and make the mother and child "happy".

(5) The center plans to pass the international ISO2000 service quality system certification within five years of operation, so as to improve the center's service quality and visibility.

(6) Hardware facilities requirements.

The center's hardware facilities must be strictly required as a way to ensure the quality of service. The choice of the center's geographical location must be required to be reasonable; the geographical location should be chosen in an area with

convenient transportation, a quiet environment, and fresh air. Medical care facilities must meet the relevant national requirements. The rooms and beds are at a three-star level, providing the appropriate care implementation according to different requirements. The center will create a warm and comfortable nursing environment to give the mother, baby, and their families a sense of home and create a harmonious family atmosphere together.

## Section 4

### Financial Projection

#### 4.1 Financial Statements

(i) Sources of funds, use, and investment.

Registered capital: 7.5 million. Equity 100%, debt 0%.

Sources of funds: 2 million Yuan self-financed by the entrepreneurial team, 5.5 million Yuan of venture capital.

Equity institutions: 40% of the entrepreneurial team (including 13% of shares with labor and technology), 60% of venture capital. Use of funds: 12 million to purchase and build fixed assets (fixed assets are acquired through installment payments, 4 million down, 3.2 million to purchase equipment. 300,000 for working capital)

The following assumptions are made based on relevant data and information.

The first center receives 5 mothers and infants per day, and the care period for each mother and child pair is 20 days, then the daily long-term daily care volume of the center is 100 people, and the flat daily care cost per mother and child pair is \$200.

The number and structure of the first center staff according to the daily care volume is 20 nurses, 10 nursing assistants, 5 doctors, 10 managers, 15 expatriate nurses, 2 maintenance staff, 5 security guards, 15 babysitters, fitness trainers, nutritionists, and 2 others. The center expands to four in five years.

(ii.) Accounting statements.

Table 4.1 Income Statement of Moon Bay Center Company

Projects	2023	2024	2025	2026	2027
I. Revenue from main business	11237000	13317700	16866335	24742154	39153931.7
Less: Cost of main operations	4477900	4746600	6159180	9362351	13587339.3
Taxes and surcharges on main business	617550	723473.5	927648.825	1360818	2153466.47
II. Profit from main business	6140450	7838626.5	9922206.54	15376061	23413123.9
Operating expenses	900000	600000	1300000	2000000	2865000
Overhead	918000	898900	1285845	2008357	3176185.73
Finance costs	496800	447120	645840	881820	888030
III. Total profit	3825650	5892606.5	6690521.58	9312279	16483908.2
Less: Income tax	0	1001743.02	209491.532	263267.8	4209753.12
Net profit	3825650	4890863.48	4595377.58	6679606	12274155.1

## 4.2 Cash Flow

Cash flow statement projection (1-5 years)

Table 1 Projection 5 year cash flow of Moon Bay Center Company

Year	2023 (Yuan)	2024 (Yuan)	2025 (Yuan)	2026 (Yuan)	2027 (Yuan)
Revenue	3,825,650	4,890,863	4,595,377	6,679,606	12,274,155
Discount rate 12%)	0.893	0.797	0.712	0.636	0.567
Revenue (PV)	3,416,305	3,898,017	3,308,671	4,248,229	4,959,445
Accumulate Revenue (PV)	3,416,305	7,314,322	10,622,993	14,871,222	19,830,667

According to table 1

The initial investment = 1,000,000 Yuan

ROI per year =  $3,966,133 / 10,000,000 \times 100 = 39.66\%$

NPV =  $19,830,667 - 10,000,000 = 9,830,667$  Yuan

IRR = 26.79%

Breakeven point or Payback Period = 2 years and 2.5 months

## 4.3 Interview results

Interview purpose: To understand the views of women of different ages on the monthly center and to popularize the knowledge of childbirth Interview method:

In-person interview

Interviewees: 8 female members of different ages (4 women in their 30's and 4 women in their 20's) who have a card at the Yoga Club Interview results: Young people are more receptive to the services of the menstruation center, and more demanding of a cost-effective menstruation service club or hiring a sister-in-law to help take care of them at home. 30-something women are more demanding of the services and professionalism of the menstruation center, and more considering quality services and a complete recovery plan. The interview questionnaire is as follows.

## Section 5

### Conclusion and Recommendations

#### 5.1 Conclusion

China has nearly 1.3 billion people, and according to the birth rate of 1.38% at this stage, it can be concluded that there are nearly 1.7 million babies born every year, which means that nearly 1.7 million women in China will experience the special experience of sitting on the moon every year. Assuming that each woman spends an average of 2,000 RMB during the menstruation period, China will spend 1.7 million \* 2,000 = 34 billion RMB per year on the menstruation industry. However, traditional menstruation is not scientific although it is valued. Traditional menstruation, due to the lack of professional knowledge and experience of mothers and caregivers, often causes many unscientific places for mothers and babies during menstruation, causing adverse effects on the later life of mothers and the development and growth of babies. The "Moonbaby Bay" mother and baby care center is seized in this traditional shortage as the entrance, through the scientific care and child care methods to win the majority of customers, for the maternal and baby to provide professional, characteristic, high-quality services. At the same time, as a new industry, the market potential of the new type of maternity care center is huge.

#### 5.2 Recommendations

Conduct risk management and capital exit. The center may face three risks in the early stage of the business.

##### 1. Market risk

Rapidly entering and occupying the market is undoubtedly the key to the center's success or failure. Although the overall environment is now very favorable to the center the actual operation may encounter related problems, such as the problem of customer source in the early stage of the business, the follow-up of potential competitors, etc. The center's strategy is to increase advertising and hire part-time obstetricians and gynecologists at the center to ensure the clientele. For potential competitors, the center still has a large room for the price reduction, while the center

will respond with brand, efficient management, and quality service.

### 2、 Management risk

Due to experience, a complex environment, and other unfixed factors, the center will have management risks in the early stage of the business. The strategy of the center is to formulate detailed rules and regulations, set detailed business goals by the board of directors at the beginning of the year, and strictly follow the management plan while pursuing management innovation and hiring relevant experts for guidance.

### 3、 Capital exit

Since this industry is a new industry with a relatively bright future, we do not intend to exit in the short term. In the long term, we will dilute our equity by absorbing new investors into it.

## Appendix

### Questionnaire for Moonlighting Center Services

Hello! Thank you for taking the time out of your busy schedule to fill out this questionnaire. The information obtained from this questionnaire is purely for academic purposes and the information provided by you is absolutely confidential, so please feel free to fill it out. In order to ensure the accuracy of the survey results, please answer all questions truthfully. Your answers are important for us to draw the right conclusions, and we hope to have your cooperation and support.

1. Do you have any children\* (required, single choice)

Yes

No

2. Do you have any childbirth plan in the past two years\* (required, single choice)

Yes

No

Pregnant

Not sure

3. Do you know the importance of the menstruation period for a woman's life?

\*(Required, single choice)

Very important

Not important

Don't care

Don't know

4. Have you ever heard of monthly services? \*(Required, single choice)

Have heard of it and have some understanding

Have heard of it, but don't know

Don't know at all

5. What is your preferred way of sitting on the moon? \*(Required, single choice)

Be taken care of by parents at home

Hiring an experienced sister-in-law

Go to a menstruation center to enjoy full care

6. What kind of services do you want the menstruation center to provide? (Multiple choice)\*(required, multiple choice)

Prenatal services for pregnant mothers

Psychological consultation and counseling for pregnant mothers before and after childbirth Fashion matching for pregnant mothers

Mommy makeup styling

Body slimming for pregnant mothers

Health care for mother and baby

Maternal nutrition meals

7. What are the main factors you consider if you choose a menstrual clinic? \*(Required, multiple choice)

Professional and comfortable service

Avoiding troubles of mother-in-law and daughter-in-law

Don't want to bother family members

8. If you could do it all over again, as a mother-to-be, would you choose a menstruation center for your baby? (This question is for mothers who have given birth)(Single choice)

Yes

No

Not necessarily

Regulations on the management of medical institutions

Article IV of the State to support the development of medical institutions, to

encourage the establishment of a variety of forms of medical institutions.

Rules for the Implementation of the Regulations on the Administration of Medical Institutions

Article 15 Article 10 of the regulations submitted to set up the feasibility study includes the following.

(A) the name of the applicant unit, basic information and the applicant's name, age, professional biography, ID number.

(B) the general demographic, economic and social development of the area where it is located.

(C) the health status of the population and disease prevalence in the area and the prevalence of the disease in question.

(D) the distribution of medical resources in the region and the analysis of demand for medical services.

(E) the name, location, function, mission, service radius of the proposed medical institution

(F) the proposed medical institution's mode of service, time, treatment subjects and bed establishment.

(vii) the proposed medical institution's organizational structure, staffing.

(H) the proposed medical institutions instruments, equipment; (I) the proposed medical institutions and medical institutions.

(ix) the proposed medical institutions and other medical institutions in the service radius of the relationship and impact.

(J) the proposed medical institution's sewage, sewage, fecal treatment program.

(k) the proposed medical institution of communication, power supply, water and sewerage, fire fighting facilities.

(xii) the source of funds, investment mode, total investment, registered capital (capital)

(xiii) the proposed medical institution's investment budget.

Questionnaire for Moonlighting Center Services

Hello! Thank you for taking the time out of your busy schedule to fill out this

questionnaire. The information obtained from this questionnaire is purely for academic purposes and the information provided by you is absolutely confidential, so please feel free to fill it out. In order to ensure the accuracy of the survey results, please answer all questions truthfully. Your answers are important for us to draw the right conclusions, and we hope to have your cooperation and support.

1. Do you have any children\* (required, single choice)

Yes

No

2. Do you have any childbirth plan in the past two years\* (required, single choice)

Yes

No

Pregnant

Not sure

3. Do you know the importance of the menstruation period for a woman's life?

\*(Required, single choice)

Very important

Not important

Don't care

Don't know

4. Have you ever heard of monthly services? \*(Required, single choice)

Have heard of it and have some understanding

Have heard of it, but don't know

Don't know at all

5. What is your preferred way of sitting on the moon? \*(Required, single choice)

Be taken care of by parents at home

- Hiring an experienced sister-in-law
- Go to a menstruation center to enjoy full care

6. What kind of services do you want the menstruation center to provide? (Multiple choice)\*(required, multiple choice)

- Prenatal services for pregnant mothers
- Psychological consultation and counseling for pregnant mothers before and after childbirth
- Fashion matching for pregnant mothers
- Mommy makeup styling
- Body slimming for pregnant mothers
- Health care for mother and baby
- Maternal nutrition meals

7. What are the main factors you consider if you choose a menstrual clinic? \*(Required, multiple choice)

- Professional and comfortable service
- Avoiding troubles of mother-in-law and daughter-in-law
- Don't want to bother family members

8. If you could do it all over again, as a mother-to-be, would you choose a menstruation center for your baby? (This question is for mothers who have given birth)(Single choice)

- Yes
- No
- Not necessarily

\*5. What do you think is the most important thing about the Moon Center in order?

- A. Whether the environment is comfortable and quiet
- B. Necessary facilities and conditions
- C. The professional standard of medical care
- D. Whether there is a large hospital to rely on
- E. The quality and attitude of the medical staff
- F. The combination of diet
- G. Good care for the mother and baby
- H. The center is luxuriously decorated

\*6. What kind of services would you like to receive at the menstruation center?

- A. Successful breastfeeding after delivery
  - B. timely access to pelvic floor repair
  - C. more adequate recuperation and body recovery
  - D. Access to baby-sitting training
  - E. Delicious and tasty menstrual meals
  - F. Baby bathing, passive exercise and swimming therapy
  - G. Medicine bath, foot bath and physical therapy for mother
  - H. Mother gets good breast care
  - L. Professional check-ups by specialists in obstetrics, pediatrics and Chinese medicine
  - J. Nutritional assessment by professional nutritionists
  - K. Postnatal psychological counseling
  - L. The whole process of quality service
-

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  - F. The combination of diet
  - G. Good care for the mother and baby
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  - J. Nutritional assessment by professional nutritionists
  - K. Postnatal psychological counseling
  - L. The whole process of quality service
-

\*7. The menstrual center will develop a complete recovery plan based on the physical condition of the mother, do you think this plan should include.

- A. Nutritious diet
- B. Balanced conditioning
- C. Postnatal rehabilitation
- D. Baby enlightenment
- E. Baby care guidance

\*8. In which price range can you accept the price of the monthly center?

- A. 30-40,000
- B. 40-50,000
- C. 50-60 thousand
- D. 60-70,000
- E. 70-80,000
- F. 80,000 or more

\*5. What do you think is the most important thing about the Moon Center in order?

- A. Whether the environment is comfortable and quiet
- B. Necessary facilities and conditions
- C. The professional standard of medical care
- D. Whether there is a large hospital to rely on
- E. The quality and attitude of the medical staff
- F. The combination of diet
- G. Good care for the mother and baby
- H. The center is luxuriously decorated

\*6. What kind of services would you like to receive at the menstruation center?

- A. Successful breastfeeding after delivery
  - B. timely access to pelvic floor repair
  - C. more adequate recuperation and body recovery
  - D. Access to baby-sitting training
  - E. Delicious and tasty menstrual meals
  - F. Baby bathing, passive exercise and swimming therapy
  - G. Medicine bath, foot bath and physical therapy for mother
  - H. Mother gets good breast care
  - L. Professional check-ups by specialists in obstetrics, pediatrics and Chinese medicine
  - J. Nutritional assessment by professional nutritionists
  - K. Postnatal psychological counseling
  - L. The whole process of quality service
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\*1. Your gender

- A. Male
- B. Female

\*2. Do you think it is important to sit on the moon after giving birth?

- A. Very important
- B. Important
- C. General
- D. Doesn't matter

\*3. What kind of monthly childbirth method will you choose?

- A. Mother-in-law's care, the more traditional way of sitting on the moon
- B. Ask your sister-in-law to help take care of you at home
- C. Want to go to a professional menstruation center for professional mother and baby care

\*4. Have you considered choosing a menstruation center?

- Needed, being selected
- Under consideration
- Not required

## References

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# CERTIFICATE

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