



PSYCHOLOGICAL CONSULTATION BUSINESS

BY

LINLIN WEI

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

COPYRIGHT OF SOUTHEAST ASIA UNIVERSITY



PSYCHOLOGICAL CONSULTATION BUSINESS

BY

LINLIN WEI

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

COPYRIGHT OF SOUTHEAST ASIA UNIVERSITY

Independent Study Title Psychological Consultation Business
Author Linlin Wei
Program Master of Business Administration (International Program)
Advisor(s) Prof. Jun Zhao, Ph.D.


Graduate School, Southeast Asia University, was approved as partial fulfillment of the requirements for the degree of Master of Business Administration. (International Program)

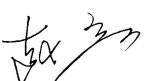
 Dean, Graduate School
(Puttithorn Jirayus, Ph.D.)

 Director, Master of Business Administration
(Assoc.Prof. Napaporn Khantanapha, Ph.D.) (International Program)

Independent Study Committees

 Chairman
(Assoc.Prof. Siwarit Pongsakornrungrungsilp, Ph.D.)

 Committee
(Assoc.Prof. Napaporn Khantanapha, Ph.D.)

 Advisor
(Prof. Jun Zhao, Ph.D.)

Independent Study Title	Psychological Consultation Business
Number of pages	50 pages
Author	Linlin Wei
Program	Master of Business Administration (International Program)
Advisor	Prof. Jun Zhao, Ph.D.
Academic Year	2022

Abstract

Emotion Relief Post Psychological Consulting Company is an organization focusing on providing mental health services for young people and children. The company is positioned to provide professional psychological counseling, play therapy, psychological evaluation, campus psychological activities and other comprehensive services for young people and children. To provide consumers with characteristic space experience and free talk service, that is, to quote advanced interior characteristic space design and decoration, to provide various participatory emotional perception, experiential space effect experience, and free talk mood exchange services, to guide customers with various pressures and emotions in an equal and targeted manner, so as to timely psychological intervention, so that customers can recover their normal mentality in a short time to face learning, work and life. The project integrates social value and economic value, creating huge economic benefits while realizing social benefits, and maintaining the long-term sustainable operation of the project.

Keywords: teenagers, physical and mental health, psychological counseling

Acknowledgement

In the process of my writing, all the teachers have given great help and guidance. Thank you very much!

On the completion of the thesis, we first asked Dr Puttithorn Jirayus, Assoc. Prof. Dr.: Napaporn Khantanapha, Prof. Dr. Jun Zhao and Mr. Li extend their sincere thanks. I would like to express my sincere thanks to all the teachers for their meticulous guidance and help in each link of the topic selection, information query, topic opening, theoretical analysis, research, and final review and finalization of the paper!

At the same time, I would like to express my deep gratitude to my family, friends and colleagues. During the study period, the care and support of my family, friends and colleagues are the driving force for me to study hard, and also enable me to successfully complete my graduation thesis. I will continue to work hard, be positive and forge ahead in the future study and work and live up to the hope and cultivation of the college and all teachers.

Linlin Wei

Table of Contents

Abstract.....	IV
Acknowledgement.....	V
Table of Contents.....	VI
Section 1 Executive Summary.....	1
Section 2 Company Description.....	3
Section 3 Industry Analysis.....	11
Section 4 Marketing Plan	26
Section 5 Management Team and Company Structure	39
Section 6 Operations and Production Plan.....	46
Section 7 Financial Projections.....	68
References.....	80
Biography	83

Section 1

Executive Summary

In China, mental health services for young people began in the 1980s. Since the 1990s, mental health services for young people have been mainly provided by the medical system and the education system. However, what does not correspond to the growing demand of the mental health market is that the domestic mental health service industry in China has a late start, weak foundation, chaotic industry management, few professional forces, single service means, low dependence on information technology, weak public awareness and low awareness of mental illness, and many other problems that need to be solved.

From the perspective of marketization and business operation, mental health services and mental health services have not yet formed a clear business model, and there are many problems. The youth physical and mental health emotion relief project is a physical and mental health training service project for young people to be developed by the company. Through planned, organized and systematic training services, the psychological problems of teenagers can be improved comprehensively, and help teenagers get good physical and psychological training assistance and care during the critical growth period, so as to promote the improvement of teenagers' social adaptability, learning ability and communication ability, and make contributions to the education of sunshine teenagers in China.

The business plan of the emotional relief post psychological consulting company includes the following specific contents:

(1) A brief introduction of the project, describing the background and basis for the establishment of the business plan, and introducing the characteristics and types of the project based on the characteristics of the employment planning and psychological consulting industry itself.

(2) The company's overall plan is described, the specific customer groups faced by the emotional relief post psychological consulting company and the main product services provided are analyzed, and the customer evaluation procedures of the consulting room are formulated.

(3) On the basis of market research and analysis, the current specific situation of the market is studied by quoting relevant data, and the market prospect is predicted.

(4) According to the characteristics of the current market and the situation of the consulting room itself, formulate the marketing strategy and strategic planning of the consulting room. Promote the consulting room through reasonable marketing methods and realize the benign development of the consulting room according to better planning.

(5) Establish an effective management mode and management method of the emotional relief post psychological consulting company, standardize the daily work of the members of the consulting room with a sound system, and promote the enthusiasm of each member of the consulting room through reasonable incentive policies.

(6) Analyze and evaluate the overall financial situation of the consulting room and predict the investment and income of the consulting room.

(7) Based on the analysis of the previous chapters, the company's development prospects are concluded, and relevant opinions or suggestions are put forward according to the possible problems of the company.

Section 2

Company Description

2.1 Company description

With the rapid development of China's social economy, the aspirations of the Chinese people have changed from "achieving food and clothing" to "leaping over a well-off society". The achievements of social development are implemented in all aspects of people's lives, especially when the material life is rich and carefree, making people happier and healthier has become the common goal pursued by the people.

At the same time, the national report clearly proposes to implement the "Healthy China Strategy" to provide people with all-round and full cycle health services. Since the founding of New China, great progress has been made in the field of national medical and health services, and most people have paid attention to physical health; However, mental health is still in the primary stage of development. This time, the "Healthy China Strategy" was launched to promote mental health to the same height as physical health. How to build a standardized, scientific and highly popular social and psychological service system has become an important national proposition in the new era.

In the face of the future, the world, the society and China's next aging society, whether Chinese teenagers can have a more healthy physical and mental quality, good interpersonal skills and social responsibility ability, how to let Chinese teenagers get good care and guidance for their physical and mental health growth in the critical period of life, how to cultivate a more inclusive, innovative and responsible spirit China's sunshine teenagers who are more in line with the times have become the promoters of China's social progress, which is required by the general trend.

Unlike the United States, which has a deep foundation in social and mental health services, China still lags behind the United States and other developed countries due to its large population, late start of the industry, uneven economic

development and other reasons. In particular, the training of professional teachers, government investment and support, the soundness of the system and regulations, the guarantee and incentive mechanism for the operation of the system, the promotion efforts of the media and the government, and the awareness and acceptance of the masses lag behind the developed countries. However, in recent years, the central and local governments have increasingly attached importance to mental health services, and various system construction work is catching up with each other to build a social psychological service system. At present, the mental health services for adolescents and children in China have been explored in some regions and cities. Therefore, it is necessary for the central government and all regions to continue to explore a mental health service model for young people that is suitable for China's local conditions and the development of all regions.

After seeing these phenomena, the three partners and I were ready to make some changes in the psychological consulting industry in Xi'an and start our business. Under the background of full attention of the international community and the national government, create a youth training project to further meet the needs of young people's physical and mental health growth, establish a sound training service system and management mechanism, create a high-quality youth training service brand and service platform, and further solve and restore the psychological problems of the majority of young people, taking it as the responsibility to cooperate with the national government to promote youth education.

2.2 Mission statement

The company team is composed of a group of partners who love and cherish life and are committed to helping young people and children live a happy life. The growing psychological problems of young people and children have gradually evolved into social problems that must be paid attention to. Therefore, we hope to build a set of mental health service system for young people and children. The service content is comprehensive, systematic, multi-dimensional and low price, so that every child can really feel the support and help of social psychological services.

Therefore, the positioning of this project is: "an educational paradise for the growth of young people and children, and a safe home for parents with no trace of heart", to provide accurate and differentiated products for the three parties.

Project mission: young people and children's mental health service provider.

Project concept: Paying attention to the mental health of Chinese people is not only a concern for the healthy survival and development of a nation, but also a social responsibility that the educated young people should shoulder. Adhering to the business philosophy of "youth starts here", the Emotion Relieving Posthouse undertakes the mission of "let every student spend every day happily and fully, and work hard to realize their dreams", communicating with heart, and caring for the healthy growth of the young generation with love. • •

Project vision: Let every child feel love and tolerance and make themselves better.

2.3 Products and services

The team members have close contact with all primary and secondary schools, education departments at all levels and Youth League committees, and have a deep understanding of the pain points encountered in mental health education in all schools; At the same time, more than 80% of the clients in the daily psychological counseling business are minors and their parents, so they have a good understanding of the common psychological problems of teenagers and children and the mentality of their parents. Therefore, it is considered to integrate the needs of all parties, form a systematic service project, meet the needs of schools, students and parents, and build a set of mental health service system, which not only meets the development requirements of the country and society, but also meets the pain points of users.

The "Emotional Relief Posthouse" project effectively combines environmental decoration, scientific and technological exhibition, psychological counseling and other means to relieve the pressure of young people, so as to enhance the mental health awareness of Chinese people and promote the development of mental health undertakings. Through the way of joint operation with schools and communities, we will provide featured space experience and free talk services for

high pressure teenagers, that is, we will introduce advanced interior featured space design and decoration, provide various participatory emotional perception, experiential space effect experience, and free talk mood communication services, and provide professional and targeted guidance for various pressures and emotions, so as to timely psychological intervention and enable children to During the short time of the rest day, the normal attitude will be restored to face the study life.

The project service is comprehensive, professional, public welfare and profitable. The service object is more popular, and the service mode is more popular. It is a transitional psychological counseling place with high health indicators and innovation.

The project takes space, sensory experience, sports, conversation, hints and other special services as its business content, assists with special design, and adopts flexible service methods to provide customers with a healthy place for rest and psychological guidance. The specific ways of service include:

Space experience: in the multi-sensory display scene of the professionally designed characteristic independent space, such as sight, hearing, smell, touch, etc., pressure relief sports equipment is provided to ease the mood and pressure, and the process of psychological suggestion is carried out, so that children can freely release their emotions under private conditions;

Emotional communication: In the open talk hall in the public area, psychological professional instructors (volunteers) chat with young people equally and randomly;

Team training: psychological training, outdoor expansion and other projects will be carried out irregularly according to different pressure causes and needs.

2.4 Current Status

The company is joined by professionals with practical experience in psychological counseling, who have participated in many arts exhibition experiences and have mastered the financial background. Each person is responsible for relevant research in his/her own professional field. We also recruit enthusiastic undergraduates and postgraduates to form a one-to-one project implementation team, which is responsible for specific implementation. In this way, the team has

great advantages in terms of energy, experience and cost.

At the same time, there are psychological and economic aspects of college teachers to actively guide. In terms of project financing, enterprises and NGOs can cooperate in the form of venture capital.

Various social signs confirm that the survival rate and growth of enterprises founded by entrepreneurial teams will be significantly higher than that of individual proprietors. One person counts the short, two count the long, three or more people form a group, with a common goal to become a team. For this reason, in our assumption, the "Emotional Relief Posthouse" psychological consulting team should not have too many partners at the initial stage of entrepreneurship. Too many partners are difficult to reach consensus, and too few partners lack team advantages. At present, there are four partners who are also shareholders of the company.

At present, the company is in the stage of investigation and establishment. The company is preparing for registration and operation, and it is still in the early stage of entrepreneurship. At this stage, the team is weak and dependent. As we are in the initial stage of entrepreneurship, we are short of resources and have not yet established ourselves in the market, so the team will also seek support from all aspects and more partners in the development process to improve the operation mode and service quality to meet the requirements of the company's survival.

The main service of the company is psychological consultation. According to the current market situation of Xi'an psychological consultation industry, the company's business strategy is to study the shortcomings and deficiencies of various psychological consultation companies and specialized hospitals in the business process, as well as the needs of customers in the segmented market. During the development of the company, appropriate business strategies are adopted to fill the market gap and meet more customer needs.

2.5 Legal status and ownership

Emotional Relief Post Company will be a limited liability company registered in mainland China according to the Company Law of the People's Republic of China, and its behavior will be governed by Chinese laws and regulations. The Market

Supervision Administration is the competent department of the Company.

According to the Provisional Regulations of the People's Republic of China on Value added Tax and the Detailed Rules for the Implementation of the Provisional Regulations of the People's Republic of China on Value added Tax, the Company is a small-scale VAT taxpayer, with a VAT rate of 3% and an income tax rate of 25%.

According to our assumption, the company will be operated by the enterprise as the legal person, and the legal representative will be Ren Zhiqiang, the partner with the largest capital contribution and the most experience.

2.6 Selecting the name for Business

The company has initially set itself as the "emotional relief station", whose main mission is to provide considerate services to people and protect high-quality and healthy life.

Through planned, organized and systematic training services, people's physical fitness, physical shape and psychological problems can be comprehensively improved, and patients' physical and psychological problems can be well assisted and cared for, so as to promote the social adaptability, learning ability and communication ability of young people and make contributions to the education of sunny young people in China.

2.7 Primary Consideration in Naming a Business

In today's society, not only individuals attach importance to names, but also enterprises attach more importance to names. For enterprises, name is brand and brand are productivity. It is very important to have a good name for the product. If the name is good and everyone likes it, it is easy for consumers to remember it. If they do a good job in production and operation, they will become famous brands.

With the theme of research on brand and sales effect, Crossman, an authoritative survey agency in the United States, conducted an in-depth survey of 500 brands among hundreds of thousands of brands in the local market and found that 36% of brand names cause serious harm to sales, and 12% of brands can support sales. On the one hand, this shows that entrepreneurs still have a lot of work to do to optimize and develop the company name. At the same time, research shows that many companies have invested more and more energy in this

area: in the American business community, the average number of people who "change their names" or "change their names" every year is at least 45 or more, and the number of people who are forced to change their names is not among them.

For startups, a good company name is more important. For start-ups, the company name in the project is a very important part, which is not only an identity name, but also can help companies quickly distinguish from other competitors at the beginning of the project.

The scientific and reasonable naming will enable the overall investment of the enterprise to play a limit benefit. First of all, the naming of enterprises should be in line with the positioning of products. Different words will give people different hints. These will affect the positioning of the product, and the appropriate concept should be selected according to the applicable population of the product. Secondly, the brand should be easy to identify. The brand is easy to remember and identify, which is conducive to deepening the impression of consumers and facilitating the sales of products; On the contrary, it is easy to submerge their own brands in many brands, and without their own characteristics, there will be no obvious effect. At the same time, the brand should be conducive to communication. Whether the brand is conducive to creating public praise and whether it is easy to design wonderful advertising copy and brand slogans is one of the issues that should be considered in brand design. Otherwise, it will greatly increase the cost of brand communication and create barriers to product sales.

Based on the above considerations, we propose the name of the enterprise as Emotional Relief Post Psychological Consulting Service Company. The name of the company clearly explained to consumers that the business scope of the enterprise is psychological consultation. Secondly, it is easier to distance ourselves from consumers by using the name of "emotional relief station". We are a company that provides consumers with emotional relief, rather than directly informing consumers of their psychological problems. It is hoped that our products can enable enterprises to enter the lives of consumers, and at the same time, let this brand enter the hearts of consumers, and continue to be passed on.

2.8 Legal Issues

In the process of operation, the Company shall comply with the Regulations of the People's Republic of China on the Administration of Company Registration, which is formulated in accordance with the Company Law of the People's Republic of China in order to confirm the corporate capacity of the Company and regulate the registration of the Company.

The company should have its own goodwill, and also register trademarks for its products or services. When naming or registering trademarks, the Emotion Relief Post Psychological Consulting Company needs to involve the Trademark Law, and must ensure the compliance of enterprise product trademarks.

The company cannot operate without people. As an employer, the Emotion Relief Post Psychological Consulting Company must abide by the Labor Law, the Labor Contract Law and relevant supporting laws and regulations and pay various social insurances for workers.

At the same time, based on the operation assumption, part of the company's business projects are psychological consulting platforms created on WeChat, so the platform is subject to the E-commerce Law of the People's Republic of China.

Section 3

Industry Analysis

Recently, the national policy paid attention to the mental health of enterprises and schools, which is a good opportunity for the implementation of the project. At the same time, the project development environment will be more perfect due to the irreversible development trend of the society and the increasing awareness of relevant groups.¹

3.1 Industry Size, Growth Rate and Sale, projections

According to relevant reports, most threats to human beings in the 21st century come from mental health problems. Various unhealthy mental problems bring great challenges to people's lives and affect their lives in some ways. How to have a healthy psychological state and cultivate a mature personality is a problem that every social person must face today.

With the general improvement of people's wealth, the quality of life has improved significantly. Compared with the past, the external environment in which people live is changing more rapidly, the competition is fiercer, and the requirements for psychological quality are also more intense. Under such an external environment, self-cognition and self-consciousness, which are not stable enough, are vulnerable to strong shocks from the outside world. As individuals, it is difficult to maintain an objective and fair understanding of external shocks, thereby affecting the mentality, and it is difficult to maintain a good psychological state, this has led to a great practical need for mental health. At the same time, people's awareness of mental health has been improved, and the concept of people-oriented has made people pay more attention to the needs of physical and mental health. The psychological consulting industry has attracted more and more attention. The demand of residents for psychological counseling continued to grow, driving the industry market to expand significantly. At present, China's psychological counseling industry has begun to take shape.

Statistics show that in 2017, the market size of China's psychological

counseling industry was 33.45 billion yuan, and in 2021, the market size of China's psychological counseling industry was 53.367 billion yuan, with a year-on-year growth of 10.97%. The market size of China's psychological counseling industry in 2017-2022 is as follows:

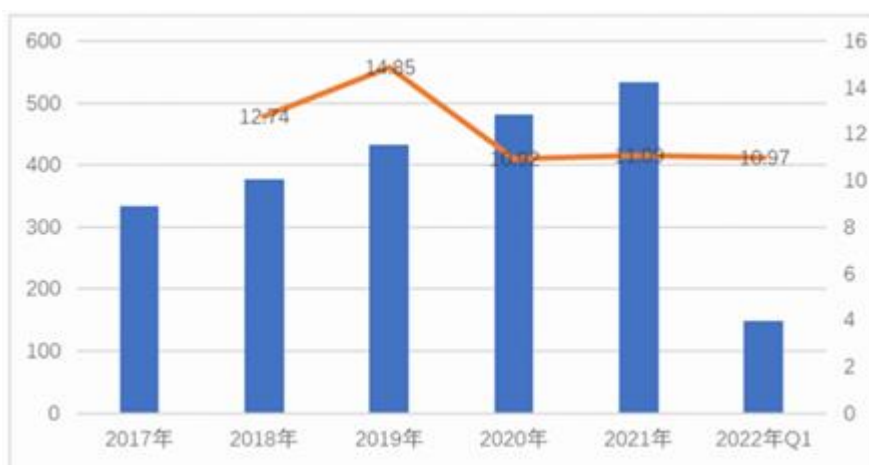


Figure 1 Market size of China's psychological counseling industry in 2017-2021

In 2017, 22 departments, including the National Health and Family Planning Commission and the Propaganda Department of the CPC Central Committee, issued the Guiding Opinions on Strengthening Mental Health Services, which proposed the requirements and objectives of vigorously developing various mental health services, building a service system, and strengthening the training of mental health service talents; In July 2019, the Health China Action (2019-2030), formulated by the National Health Commission, pointed out that the prevalence of mood disorders and anxiety disorders dominated by barriers in China is on the rise, and the psychological counseling industry has won huge development opportunities. According to the statistics of the World Health Organization, the per capita mental health expenditure in China is less than \$2, while in high-income countries such as the United States, it has reached about \$50. With the attention of relevant national departments and the introduction of policies, the psychological counseling industry in China is rising. The 2019 White Paper on Depression in China pointed out that the number of non-public psychiatric hospitals has increased sharply since 2014. Before 2001, non-public psychiatric hospitals were only in single digits. After 2002, they showed a steady development trend. By 2014, the number of registered psychiatric hospitals had increased sharply, as shown in Figure 3-2.

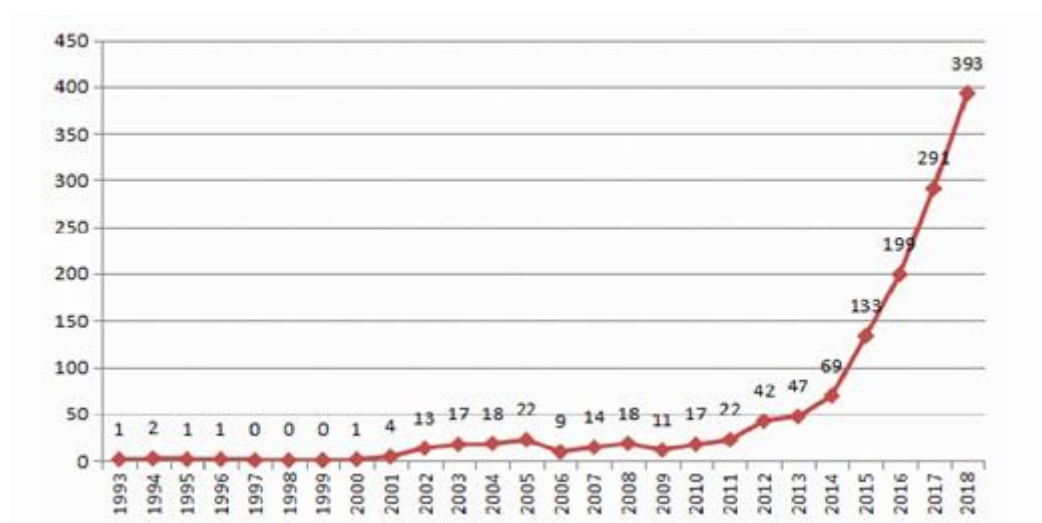


Figure 2 Growth chart of the number of non-public psychiatric hospitals registered from 1993 to 2018

In China, every family regard child as the future of the family, and parents pay more attention to children's mental health problems. The child psychological counseling industry has been born. Children grow up in a society with fierce competition and abundant materials. In the process of growth, they have spiritual needs, problems of playing games, grumpiness, lack of concentration, dropping out of school due to high learning pressure, puppy love, interpersonal relationships, parenthood, etc. Because the product attribute of psychological counseling is the high-quality spiritual company of consultants, which gives individuals a high degree of attention and one-to-one service. Professional children's psychological counseling can help children to alleviate their mental and emotional problems. In the case of demand, children's psychological counseling needs have gradually developed into universal needs.

At the present stage, the business psychological consulting industry in China is in the embryonic stage of development. It is an emerging industry. There are not many well-known and real psychological consulting institutions. In addition, Chinese people have a prejudice against psychological consulting, and they think that they go to see a doctor only when they are sick. At present, most of the psychological commercial consulting institutions or companies are small, and the rising demand for psychological consulting business does not match the actual business

psychological consulting services.

3.2 Industry Characteristics

From the perspective of the external macro environment, the project does have many influencing factors.

In recent years, the state has vigorously promoted the policy guidance of campus mental health services and prepared for the subsequent comprehensive deployment of campus mental health services by conducting model exploration and summarizing experience in pilot areas. In 2017, the Publicity Department of the CPC Central Committee, the Health Commission and other departments jointly issued the Guiding Opinions on Strengthening Mental Health Services; In the same year, the Central Propaganda Department, the Health Commission and other departments jointly issued the Guiding Opinions on Strengthening Mental Health Services; In December 2019, 12 ministries and commissions jointly issued the Notice on Printing and Distributing the Healthy China Action Plan for Children and Adolescents' Mental Health (2019-2022). It is easy to see from the introduction of these policies that the state has constantly encouraged and guided the psychological counseling industry from the macro policy aspect.

Compared with other industries, the cognitive development of China's psychological consulting industry is too slow compared with that of foreign countries. The psychological research and counseling system in developed countries will be much better than that in China. Take the United States, an economic power, for example. The number of psychological consultants in the United States is far higher than that in China. In China, it is difficult for ordinary people to go to see a psychologist for a long time. The cycle of psychological counseling for many diseases is counted by year. If the frequency of counseling is weekly, the cost of each counseling is about 200-500 yuan. If there is no reimbursement mechanism, the cost is at least tens of thousands a year, which is not a small amount for ordinary people. Although psychological counseling is urgently needed by the society, the development of the psychological counseling industry is also hindered by the influence of price factors. In order to open up the market of psychological counseling industry, its development mode still needs to be explored.

In China, the psychological consulting industry also shows the following characteristics:

1. High customer concentration

At this stage, with the rapid development of China's economy, people's living standards have been improved correspondingly. For urban residents, the family income and consumption level have been further improved, and the purchasing power has also begun to be improved, which to a certain extent has guaranteed the stable development of the children's psychological counseling industry. Consumers are constantly improving their individual mental health requirements, which makes the development of children's psychological counseling industry have broad prospects for development. At the same time, most of the consumers in the psychological counseling industry are students who live in schools and children whose family environment is not harmonious. Therefore, the project implementation site is convenient for selection. At the same time, customers' demand for services is relatively centralized, which is convenient for centralized treatment.

2. Low degree of specialization

The threshold of the youth counseling industry is not high, mainly because the requirements for practitioners and institutions are not high. Before 2017, the implementation of psychological counseling required a national psychological counselor professional certificate, but it was not difficult to obtain the certificate. Now the certificate has been cancelled, which cannot constitute the entry threshold for practitioners in the psychological counseling industry.

In contrast, the United States, Germany, and other developed countries have very high requirements for psychological consultants. For example, the United States requires psychological consultants to have a doctor's degree in clinical psychology, with 2-3 years of internship experience, and there will be continuous assessment after employment. Compared with the high standard requirements of psychological counseling institutions in developed countries, the current domestic requirements for institutions engaged in adolescent psychological counseling are also relatively low. The psychological counselors themselves can only apply for the

establishment of psychological counseling rooms through the registration and approval of the local industry and commerce bureau, without the permission of the health department. China has no strict requirements on this aspect, leading to the lack of unified thinking in the market of the adolescent psychological counseling industry, Lack of healthy social benefits and scientific theoretical guidance. Therefore, more scientific and reasonable methods can be favored for the consumption preference of high-quality customers.

3. Wide prospect

A survey conducted by the 2008 Xi'an University Students' Psychological Quality Education Research Group shows that "students with psychological barriers are increasing at an alarming rate". In view of the large environment of rapid social development, customer demand and industry development prospects are good.

According to the report data of the 21st Century Mental Health Education Symposium in the mainland, Hong Kong and Taiwan, the proportion of students with mental health problems increased by about 5%; At present, the proportion is still increasing. Xi'an is known as a strong cultural province. It has always adhered to the core concept of "taking the lead in morality and education, and people-oriented". They actively carry out quality education and teaching. In this context, the development of relevant psychological counseling services in line with the development of social children's psychological counseling has great potential.

3.3 Industry Trends

3.3.1 Development Trend of Psychological Counseling Industry

Since the beginning of the new century, with the continuous development of domestic social economy and the accelerating pace of national life, the pressure of national life, study and work has been increasing, many contradictions have been emerging, and a variety of psychological problems have also emerged. As a keyway to solve psychological problems, psychological counseling has been expanding in recent years. According to the 2022 Global Psychological Consulting Industry Market Research Report released by the New Thinking Industry Research Center, the scale of China's psychological counseling market in 2021 will be about 54.53 billion yuan, up 11.9% year on year.

Mental health is an important basis to ensure the stable development of national life and work. In recent years, the attention and recognition of mental health has been rising. With the increasing demand of the psychological counseling market, the number of psychological counseling enterprises has been increasing. In 2021, there will be more than 100000 psychological counseling institutions in China.

At present, there are a large number of psychological counseling institutions, but the regional development is uneven, and the number of economically developed cities is large. For example, Guangdong Province will have nearly 27000 psychological counseling institutions in 2021, Shanghai will have about 36000, and Jiangsu Province will have about 13000. The three regions together account for 76% of the total number of psychological counseling institutions in China. In general, the penetration rate of the domestic psychological counseling market is still relatively low, and the industry still has huge development space and potential in the future.

In China, mental health services for young people began in the 1980s. Since the 1990s, mental health services for young people have been mainly provided by the medical system and the education system. However, what does not correspond to the growing demand of the mental health market is that the domestic mental health service industry in China has a late start, weak foundation, chaotic industry management, few professional forces, single service means, low dependence on information technology, weak public awareness and low awareness of mental illness, and many other problems that need to be solved. From the perspective of marketization and business operation, mental health services and mental health services have not yet formed a clear business model, and there are many problems.

1. In the medical system, general hospitals and psychiatric hospitals are responsible for the diagnosis, treatment and rehabilitation of major mental diseases and serious psychological problems. However, due to the large number of outpatient services for psychiatric patients and the serious scarcity of psychiatrists, individual consultation time is greatly compressed, and many deep psychological problems cannot be exposed and handled. For ordinary psychological problems, those involving personal development and personalized needs cannot be solved by the medical system. However, the single and inflexible diagnosis and treatment

mode in the medical system makes children and adolescents feel very bad about treatment experience and fails to deal with psychological problems "people-oriented", so it is criticized by the society.

2. In the education system, mental health services are mainly provided by primary and secondary schools that are mainly responsible for educational functions. At present, there are still many misunderstandings in school mental health education in China; First, the concept of mental health education is not clear, secondly, the importance of mental health education is not enough, thirdly, the understanding of mental health education is not comprehensive, fourthly, the "moral education" of mental health education, and fifthly, the basic investment in software and hardware of mental health education is small. For most schools, the first choice of teachers to undertake services is the head teacher or part-time psychological teacher of the students' class; At present, most schools in China are not equipped with teachers with professional psychological background, especially in the third, fourth and fifth line schools and rural areas, which fail to effectively organize and carry out mental health education activities; For those who have carried out mental health teaching, the teaching content is mere formality, too prominent in theoretical concepts, and the content is boring, which makes it difficult to meet the needs of middle school students; The textbooks that have been used are not grounded, and fail to effectively analyze and answer students' inner needs and practical problems, which makes it more difficult to play a role in promoting mental health.

3. Professional psychological counseling institutions and psychological service institutions for children and adolescents have grown rapidly in recent years, including various offline physical institutions and online Internet psychological service institutions, which undertake services for sub healthy people, personalized groups and individuals. However, due to the low access threshold, weak management and control, the uneven quality of consultants, and disregard of industry ethics, the child and adolescent mental health service industry as a whole is in a state of barbaric growth and unbalanced development, which seriously restricts the healthy and sustainable development of the industry.

Therefore, on the one hand, there is an increasing demand for mental health services for young people and children, and on the other hand, there are service providers that are out of touch with the market and inconsistent with consumer needs, which makes it difficult to form an effective mental health service industry chain.

China is now in a stage of rapid development, which is also an era of emotional burden. This era has caused many psychological discomfort, emotional disorders and even mental diseases. The society is pursuing high technology, people are seeking high emotion, the society is developing towards greater integration, and people need more individuality. In contradiction and conflict, some are superficial, while others are hidden. Contemporary people need not only physical health, but also psychological health. In this era, psychological counseling has become an inevitable product of social development. However, in China, psychological counseling is still in its infancy, especially in the underdeveloped areas in the central and western regions. The development time is relatively short, and there is still a big gap compared with the western developed countries. Therefore, psychological counseling has great market potential in China's future development.

3.3.2 SWOT analysis

According to the customer demand analysis in the previous section, we can draw a conclusion that there is a relatively large market demand from service users (schools) and service consumers (parents) in Xi'an.

In view of this market demand, this section focuses on how to develop the core competitiveness of the project, build the core management ability of competitive advantage, so as to make the strategic positioning of the project and make clear the strategic management decisions.

When implementing this project, the core should focus on the advantages and resources of the project itself, and develop strategies based on certain competitive advantages. When the strategy implementation can bring more value returns to customers, competitors are difficult to copy or the cost of copying is high, it will gradually form a moat of the enterprise's unique strategy, so as to build a clearer strategic advantage and competitive barriers.

Generally, strategic management needs to consider three stages: strategic input, strategic planning and strategic implementation. When a company successfully develops and implements a value creation strategy, it will gain strategic competitiveness. A variety of strategic management analysis tools will be used in this section. For the overall strategic research of the project, SWOT is used to analyze the industrial competitive advantages in the region. SWOT stands for S (advantage), W (disadvantage), O (opportunity) and T (threat) respectively.

Advantage analysis

1. Company team advantages

At present, there are few mental health service institutions with a certain scale and strength in Xi'an, and most of them are individual psychological consultants, which has not formed a certain scale of service. The entrepreneurial team is composed of professionals from all sectors, and the core is four partners with business management experience, good professional ability and service reputation in education and psychology.

The author is responsible for the overall operation of the company, top-level design of the scheme, brand and market, public relations outreach and other major functions. I have more than ten years of experience in the operation and management of four Fortune 500 or listed companies and have good corporate management capabilities; One of the partners is responsible for the design and development of the mental health business. He has 10 years of experience in the education industry and 10 years of experience in the psychological industry service, and has good service reputation and professional skills in the region; Another partner teacher, who has handled various types of psychological group counseling activities, has the experience of many psychological service institutions in the Pearl River Delta, and is familiar with the construction and operation of the campus psychological service system; It is matched with a team of professional new media operation specialists, network engineers, more than 3 full-time psychological consultants, 10 part-time psychological consultants, and several activity teaching assistants; It has a relatively complete mental health service team.

2. The company's professional service advantages

The team plans to form a strategic partnership with the psychological service institutions under Shaanxi Normal University, which can carry out professional campus psychological assessment, student psychological crisis screening, establish a crisis early warning database, provide school psychological software and hardware equipment and other specific businesses. As a transformation unit of scientific research achievements run by Shaanxi Normal University, psychological service institutions have been responsible for the commercial transformation of research achievements of Shaanxi Normal University for many years, and they are domestic first-class psychological health service providers.

Disadvantage analysis

As a mental health service institution, it is different from traditional psychological counseling institutions. In particular, the psychological education consulting project is not based on waiting for customers to come and do psychological consulting services. Instead, it aims to build a mental health service model, reach cooperation with more schools, and promote the establishment of the campus mental health service system. At the same time, through online services on the platform, it enables online to offline and provides integrated comprehensive services. However, this service mode is still in the exploratory stage in the region.

1. Whether the education authorities and schools can accept such service projects needs further verification. From the perspective of the competent education department, the current funding is limited, which makes it difficult to support the school to introduce third-party professional institutions for services; In the early communication process with many schools, the school generally believed that the current work of the school's psychological education section was not perfect, but the school's own funds were limited, and it was difficult to cooperate with third-party professional institutions alone; However, if schools charge parents a certain amount of money, there is also a certain risk of policy supervision. Especially under the nine-year compulsory education, primary schools and junior high schools will worry about parents' criticism.

2. The company is still in the initial stage and its capital base is relatively

weak. For example, when promoting campus mental health services, the school cannot guarantee the project profits, and may provide services by reducing the service content, reducing the project operating profits, and reducing the income of service personnel, but it is not a long-term plan, which may lead to the decline of service quality, instability of service team members, and even unsustainable project operation.

Opportunity analysis

The Red Sea is full of challenges and opportunities. There are some psychological counseling institutions near the target market, but they are all small-scale operations. There are problems in the environment, facilities and teachers, mainly relying on geographical advantages and short supply. There is no large psychological counseling institution stationed, so the market challenge is not big, which is conducive to the rapid occupation of the market and brand building of the institution.

Secondly, the education market is easy to identify, and students and parents have a strong rigid demand for it. They are willing to pay for it, which can bring sustainable profits. Through policy guidance and capital investment, the government ensures that schools and communities have certain funds to introduce professional institutions for services. Professional institutions can directly customize the service content for schools and communities to form various service projects.

At the same time, in the era of mobile Internet, it is possible to achieve mental health services through various information, intelligent and platform-based tools. According to the official introduction of OneMentality, there are more than 20 million registered users on OneMentality platform. Online psychological courses, online psychological counseling, psychological evaluation, psychological audio therapy programs, online psychological meditation products and other products are popular with users. The use of Internet technology to provide mental health services has a technical foundation. With the emergence of platform products for mental health services, it is possible to establish an integrated model of online psychological assessment, filing analysis, and data connection, and to establish a curve for the development of mental health and ability of young people and

children.

Threat analysis

The implementation of mental health services for adolescents and children in Xi'an is currently threatened by certain industries and external threats, which will restrict the development of the current industry to some extent. There are also some smaller local psychological counseling institutions and social work service institutions capable of entering this field.

As there is no systematic model of campus mental health service in China, and many schools in Xi'an do not know how to build a mental health service system, as long as they can provide certain psychological teachers, apply mental health courses and mental group activities for primary and secondary students, and introduce some mental health assessment tools, they will also have the ability to provide preliminary mental health services. As this is a segmented blank market, potential competitors have more room to play, which can bring new content, new technology and new resources to the industry. If you can master the contacts in some regions and the cost of services is lower, you can quickly occupy the local market and quickly expand the market share. However, this will inevitably lead to a significant reduction in the profitability of the campus mental health service industry in the region. From the perspective of industry development, it will lead to the competition of low-cost strategies, and the value of professional teachers will be seriously underestimated, thus reducing the value of the industry, making it more difficult for the entire industry to develop.

3.4 Long-Term Prospects

Education is the foundation of rejuvenating the country. With the continuous development and upgrading of the industry, psychological education in the future will also further become prosperous and mature. The psychological education industry will further prosper and develop in a more rational direction with the entry of all kinds of capital. Under the continuous promotion of policies, high-quality and differentiated psychological education products that truly conform to the nature of education will usher in new opportunities. Comprehensive education that can not only meet the needs of students' psychological health, but also meet the needs of

contemporary parents is the main development model in the future.

Education is the foundation of rejuvenating the country. With the continuous development and upgrading of the industry, psychological education in the future will also further become prosperous and mature. The psychological education industry will further prosper and develop in a more rational direction with the entry of all kinds of capital. Under the continuous promotion of policies, high-quality and differentiated psychological education products that truly conform to the nature of education will usher in new opportunities. Comprehensive education that can not only meet the needs of students' psychological health, but also meet the needs of contemporary parents is the main development model in the future.

In recent years, the central and local governments have increasingly attached importance to mental health services, and various system construction efforts are catching up to build a social psychological service system. In particular, it is the focus of the next step to refer to the psychological service network structure integrating family, community, school and professional institutions in the United States. At present, the mental health services for adolescents and children in China have been explored in some regions and cities.

The Psychological Service Center for Minors in Suzhou, co-sponsored by Suzhou Civilization Office, Suzhou Municipal Education Bureau and the School of Education of Suzhou University, cooperates with several departments and units to provide mental health services for minors in the city. It has several branches, which are responsible for psychological counseling, campus services, rights protection for young people and children, famous teacher studios, psychological education research and other work.

Nanjing Psychological Assistance Center for Primary and Middle School Students, also known as "Teacher Tao" Studio, was established by the Institute of Mental Health of Nanjing Xiaozhuang Normal University to provide psychological assistance to primary and middle school students and their families throughout the city. Including a series of special topics such as mental health services, psychological crisis intervention, psychological counseling hotline, public welfare training lectures, and campus psychological health tours.

Shijiazhuang Juvenile Psychological Maintenance Center was established on the basis of the original team and site of Shijiazhuang Psychological Consultation and Training Center, and then co-financed by Hebei Civilization Office, Shijiazhuang Municipal Party Committee Propaganda Department, Shijiazhuang Municipal Education Bureau and other departments to upgrade the facilities and equipment of the project, forming a special fund support.

Therefore, it is necessary for the central government and all regions to continue to explore a mental health service model for young people that is suitable for China's local conditions and the development of all regions.

Section 4

Market Analysis

4.1 Market Segmentation and Target Market Selection

For any family, the physical and mental health development of teenagers directly affects the happiness of a family. As parents, they are willing to invest in children's education as long as they have certain economic capacity. After preliminary research, we found that there is a large psychological consultation market in Xi'an. However, how to survive in the fierce market competition, we need to analyze the advantages and disadvantages of entrepreneurial teams, identify their own market segments, and consolidate their advantages. Therefore, defining the market content in the business plan needs to be analyzed based on SWOT.

The advantage of this project is that the entrepreneurial team is composed of professionals from all sectors, and the core is four partners with business management experience, good professional ability and service reputation in the educational and psychological circles. At the same time, the team plans to form a strategic partnership with the psychological service institutions under Shaanxi Normal University to strengthen the company's subsequent business level and ability. All these provide guarantee for the company's professional recognition, which is the basis for the company's survival. At the same time, we have to admit that start-ups have common disadvantages. As the company is still in the initial stage, its capital base is relatively weak in the early stage, and there is also a shortage of personnel, the company team still needs to run in, so the company can only operate in one or two locations in the early stage, and cannot conduct large-scale expansion. At the same time, it needs to be more careful in selecting locations, and it needs to investigate the local market to ensure that the company can survive and make profits in the early stage. What are the company's development opportunities? At the company's development level, it should ensure that there are enough customers near the target market to support the company's

expansion. At the same time, we should avoid competition with large psychological counseling institutions and reduce market challenges, which is conducive to our early rapid seize of the market and brand building. The threat of the company's development is that there is no small gap in the campus psychological consultation market for the Xi'an market, and potential competitors have more room to play, which can bring new content, new technology, and new resources to the industry. If you can master the contacts in some regions, and the service cost is lower, you can quickly occupy the local market and quickly expand the market share.

Therefore, in this project, combined with the current situation of regionalization and the SWOT analysis content of the project, the STP analysis tool of marketing management will be used to analyze the marketing positioning of the youth and children's mental health service market in the region. The first is market segmentation, which divides the consumer market into groups and outlines the overall user market situation; Second, determine the target market and cut into specific areas as the strategic development direction; Third, clear positioning, build the company's brand and service brand, and form a deep impression in the minds of consumers.

4.1.1 Market segmentation

In this project, market segments are mainly considered according to several dimensions:

1. To B end school property rights, such as private schools and public schools. The main difference is that most private school students and their parents have strong consumption capacity, and they can mainly promote the service portfolio with higher prices when promoting cooperation projects.

2. The types of TO B end schools are differentiated according to the students' age and educational background, such as middle school, primary school, technical secondary school, etc. This is due to the different content combinations of mental health products provided by adolescents and children of different ages due to their different levels of mental development; Due to different training systems, secondary technical schools will be more involved in the curriculum and evaluation services of career planning, while high schools will

provide subject selection planning, academic planning, examination pressure and other special courses, with slightly different curriculum settings and service contents.

3. The TO C terminal is divided into teachers, primary school students, junior high school students, senior high school students, technical secondary school students, parents, etc. according to different types of customers. Through the online service platform, integrate popular science knowledge, audio and video courses, products of online shopping malls, offline activity display and registration that are suitable for all groups; At the same time, there will be different marketing promotion strategies according to different objects, different income levels, and different parents' education levels.

4.1.2 Market target selection

According to the segmentation of market objects, we can see that there are a large number of objects in the youth and children section; Due to the need to cooperate with the school in the early stage, and the school's own conditions are different, especially not every school can accept this kind of mental health service model for young people and children, so it is necessary to focus on work, select appropriate target objects, and take certain strategies to effectively improve the efficiency of project operation and project expansion.

Therefore, for the selection of target market objects, in combination with the project's own competitive advantages and market segments, the analysis and planning are as follows:

1. The early stage of this project relies on the minors' mental health counseling station platform under the District Youth League Committee. Through the relationship network, we can first reach cooperation with several well-known public schools in the district at the lowest price project standard, form preliminary mode exploration and successful cooperation cases, and ensure that the basic project flow and work, and the online platform have preliminary flow introduction.

2. Through the cooperation with well-known public schools, we will negotiate with well-known private schools in downtown Xi'an and surrounding districts and counties with the content of the cooperation model. The content combination will be improved to improve the customer price.

3. In order to build the project brand and enhance the popularity, we cooperated with a well-known reading club in Xi'an to regularly hold public lectures on family education, which were mainly taught by a full-time and part-time psychological consultant team. The conference site will enter the public welfare family education group and register online platform users on site through QR code scanning, so as to attract registered users for the platform by means of public welfare.

To sum up, this market target choice, to cooperate with public schools, is to obtain certain project cooperation cases at a low price; Cooperation with private schools lies in that high priced projects have a certain profit margin and increase profitability; The family education lecture jointly launched with the Reading Association aims to enhance the recognition of the company's brand in the hearts of citizens; The cooperation with the official competent authority is to obtain certain official cooperation endorsement, so as to increase the background strength for the subsequent project expansion.

4.1.3 Market positioning

In order to know the parents' understanding of the students' psychological situation and the mental health service of the school where the children live, the author, with the help of the school resources around, distributed 650 questionnaires to the parents of the children in A/B/C Primary School in Xi'an, of which 410 were valid.

About 85% of parents said they attached great importance to their children's mental health.

Option	Subtotal	Proportion
Very Much	306	85.00%
Little	54	15.00%
Number of valid persons	360	

Figure 3 85% of parents said they attached great importance to their children's mental health

According to the feedback of many parents, they will pay attention to their children's inner thoughts. But when asked about the communication with their children, nearly 40% of parents said that the communication with their children was "average or little".

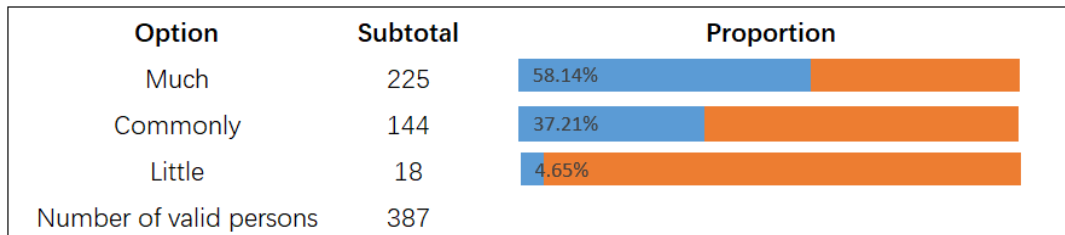


Figure 4 There are not so many parents who can really communicate with their children

Do parents know their children's inner world and their true thoughts? Only 30% of the parents' feedback is very clear, while most parents do not know or understand in depth.

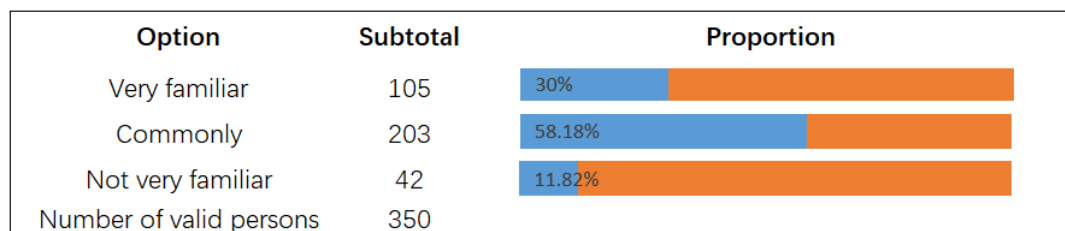


Figure 5 Many parents don't really understand their children's true thoughts

When parents encounter behavior problems, emotional problems and psychological problems of children, most parents will choose to use the method of persuasion to deal with them, but in fact, they think deeply that when parents do not understand the children's inner thoughts, they may not be able to go deep into their children's hearts with a rational way, especially when children step into adolescence, they are more disgusted with parents' preaching; Some parents deal with problems by beating, scolding, punishing and downplaying, but actually they can't achieve good results; Only about 15% of the parents said they would ask the school teachers for help, and only 11% - 14% would ask the psychological experts, indicating that many parents are not good at dealing with their children's problems with external help.

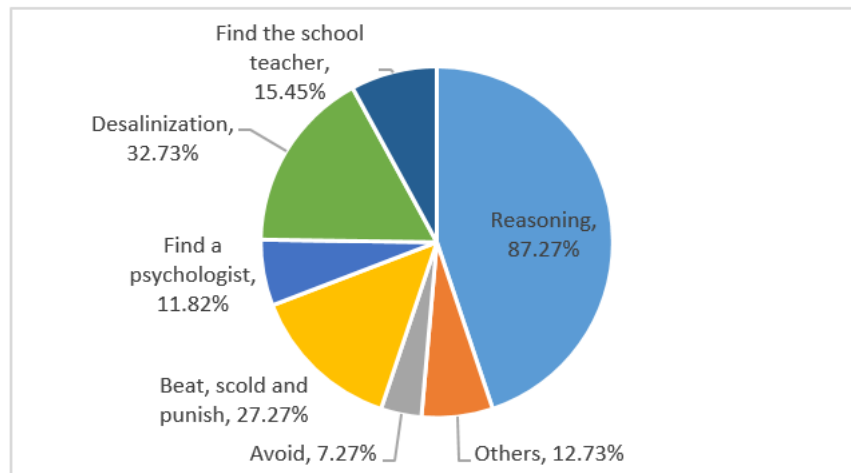


Figure 6 Children are impulsive, angry and violent, and parents usually persuade them with reason

In terms of willingness to pay and payment support, only about 10% of parents do not want to spend money on mental health services for their children, and most parents will pay according to the situation. More than 70% of parents are willing to pay more than 100 yuan annually for their children's mental health services.

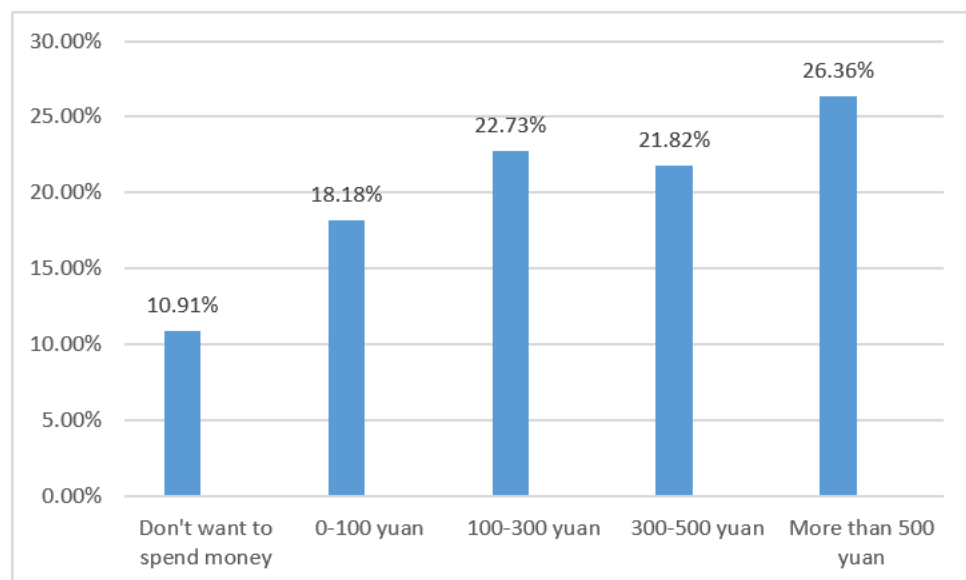


Figure 7 Most parents' willingness to invest in their children's mental health is relatively high

It is not difficult to see from the above questionnaire that, first, parents generally know little about the school's psychological education work; second, parents have not been able to have a good connection with their children's

psychological education; third, most parents are willing to invest in and pay for their children's mental health.

As there are not many institutions specialized in providing mental health services for young people in Xi'an, this field is currently in the blank of the regional market, so this project is positioned to cut into this field and become a professional service institution; Professional teachers are used to provide offline psychological consultation, psychological courses, psychological activities, psychological evaluation and other services, while building an online service platform to build an integrated online and offline service capability. To become a comprehensive mental health service provider that helps young people and children and their families, and provides mental health services, ability development guidance, family education guidance, and psychological self-service.

4.2 Buyer Behavior

Although psychology started late in China, it traces back to history, and its various ideas and discourses are deeply rooted in China's long traditional culture, such as the unity of heaven and man, contentment and happiness, spiritual cultivation and so on. Psychology originated in the West and is a branch of philosophy, while Chinese literati quality attaches most importance to people's philosophical thinking. However, compared with the open and expressive culture of Westerners, the oriental people are reserved and introverted. Psychological counseling, which is a straightforward way of telling people face to face, seems a little acclimatized.

However, in recent years, with the rapid development of mobile Internet, the dissemination and learning of mental health science and scientific child care knowledge become more rapid; At the same time, many post-80s and post-90s parents pay close attention to campus safety and students' mental health due to the endless campus tragedies of teenagers and children.

Teenagers are a very special group. They are at a turning point in their lives. Many people's values and worldviews began to take shape in this period. Today, students, who are mostly only children, have their own personality characteristics. For parents, it is very important to let children maintain their own personality

characteristics in this special stage and form a rational attitude to correctly understand and face problems.

Many students have not developed the ability of independent thinking since primary school. From primary school, middle school to university, parents are basically responsible for everything. Students have no clear life plan and goal of struggle. The basic line is to follow the trend. In the process of cultivating children, most parents are busy with their work, and it is difficult to realize the seriousness of these problems. When parents realize this, they will be a little late. How to make parents aware of this problem, conduct psychological counseling and family therapy for their children, and begin to change the past education methods, adjust the structure of family relations, and change their personal ideas and ideas are the most urgent concerns of parents at present.

4.3 Competitor Analysis

The implementation of mental health services for adolescents and children in Xi'an is currently threatened by certain industries and external threats, which will restrict the development of the current industry to some extent. The most important is to analyze the competitiveness of the company in the industry. Here, Porter's Five Forces Model is used to analyze the competitiveness of projects in Xi'an.

1. Competitiveness of industry competitors

At present, there is no strong competitor in the field of mental health services for adolescents and children in Xi'an. However, in terms of a wider range of psychological service institutions, there are two institutions with stronger scale and revenue level. One is NYY psychological counseling center, which is attached to a mental health center of a university, and has become its psychological outpatient service and service unit. It has a close cooperation relationship with the medical resources of the mental health center of the university; One is TH Psychological Center, which is an institution undertaking the relevant mental health services of the Municipal Civilized Office. It has special funds and is operated by special personnel. Many primary and secondary school psychological teachers in Xi'an have held public lectures here. The two psychological service institutions have a certain

official background and operating foundation, have a relatively rich faculty and operating team, and have strong capital strength, and both have government procurement services.

enterprise	Product Content	scope of business	remarks
NYC Psychological Counseling Center	Mainly provide psychological diagnosis and service for college students	Mainly offline	Narrow service scope, mainly for college students
TH Psychological Center	Focus on psychological counseling and science popularization	Mainly online	More popular science

However, for the development of the regional mental health service system for adolescents and children, the two have not been involved or have not yet formed the ability to provide systematic services. The industry competitors outside Xi'an have not expanded their business to Xi'an, so there is no competitor in this field.

2. Ability of potential competitors to enter

There are also some smaller local psychological counseling institutions and social work service institutions capable of entering this field. As there is no systematic model of campus mental health service in China, and many schools in Xi'an do not know how to build a mental health service system, as long as they can provide certain psychological teachers, apply mental health courses and mental group activities for primary and secondary students, and introduce some mental health assessment tools, they will also have the ability to provide preliminary mental health services.

As this is a segmented blank market, potential competitors have more room to play, which can bring new content, new technology and new resources to the industry. If you can master the contacts in some regions and the cost of services is lower, you can quickly occupy the local market and quickly expand the market share. However, this will inevitably lead to a significant reduction in the profitability of the campus mental health service industry in the region. From the perspective of industry development, it will lead to the competition of low-cost strategies, and the value of professional teachers will be seriously underestimated, thus reducing the

value of the industry, making it more difficult for the entire industry to develop.

3. Threat of alternatives

Two companies in the same industry or different industries may provide different products or services, but they can compete with each other and compete for the market, thus changing the current situation of the industry.

For example, for schools, assuming that the Municipal Education Bureau will build an online mental health service platform based on the "E-school" platform in the future, and launch core service functions such as mental health courses, psychological evaluation, and psychological counseling, it will have an impact on offline mental health services.

On many online education platforms, there have been a series of psychological or pan psychological courses such as psychological health science popularization, parent-child education lectures, family education lectures, etc. There are also many institutions that develop "light psychology" products, such as sleep self-help APP, meditation and relaxation applet, which can meet the needs of parents and students for psychological products in some areas.

4. Bargaining ability of upstream service providers

At present, upstream service providers are mainly divided into three categories.

First, professional teachers who provide mental health services. For example, the part-time or external cooperative psychological teachers of the organization will affect the competitiveness and profitability of the entire project by improving the cooperative course pay and reducing the service quality and ability; When they do not meet their requirements, they can set up their own portal or require other institutions as partners.

Second, suppliers of evaluation platform, system software, hardware equipment, etc. The evaluation platform mainly refers to the suppliers of the psychological evaluation platform, the psychological service institutions and the online evaluation platform of One Psychology; Jingshi Boren has been the exclusive agent of the region. The campus psychological evaluation system cooperates by paying the system purchase fee once and the management fee every year, which

will not affect the project temporarily; First, the online evaluation of psychology will cooperate through the channel sharing mode, and all revenues will be shared by 50%, which will not occupy the operating costs and will not affect the project; Then, the introduced system and hardware equipment required for the online service platform development will be continued. As the upstream manufacturers have a large choice, the bargaining power of the upstream manufacturers is not high.

The third is online psychological courses and products, mainly including recorded psychological courses, psychological books introduced through cooperation, psychological software and hardware equipment, psychological toys and other products. There is a certain risk of price fluctuation in this part. The recorded course may affect the cooperation price due to the adjustment of the cooperation mode, while the physical product may reduce the overall competitiveness of the project due to the supplier's increasing price or reducing product supply.

5. Bargaining ability of downstream consumers

At present, downstream consumers are mainly TO B-end schools. When the school traffic portal is opened, they will directly connect with C-end customers through other services of the platform, that is, parents and students.

On the school side, it will limit the overall price and profit level of the project by lowering the service price, cutting down the service content and improving the service quality. For many public schools, the main operating funds come from the education planning fees paid back by the Education Bureau, including more than 500 yuan/person/year for primary school students and more than 900 yuan/person/year for secondary school students. Therefore, when the number of schools is small, many schools give priority to spending on hardware maintenance and daily operation. After many expenditure items, the expenses that can be used for mental health education are relatively small; However, private schools are relatively free in charge and have a relatively large price cooperation range.

When the school traffic entrance is opened, the bargaining power of C-end

consumption will be relatively weak, and comprehensive services such as psychological consultation, psychological evaluation, psychological courses, psychological books and product sales can be carried out according to the regional industry price.

4.4 Estimate of Annual Sales and Market Share

In 2019, the Evoque big data released the 2019 Research Report on K12 Education User Group. The main object of this report is the parents of students from kindergarten to senior high school. The characteristics of this group are revealed in dimensions such as K12 education user portraits. The core view is that examination scores are no longer the only aspect that parents pay attention to. Some families with higher incomes will pay more attention to the quality development, physical and mental health and moral cultivation of their children, instead of paying too much attention to scores.

With the economic development, China has emerged a large number of consumers with high income who pay attention to quality of life and mental health. In the junior high school and senior high school, it is the demand stage for mental health support. According to the survey, the number of people in this part of the market is about 2 million in Xi'an. According to the average family of one child, the total market potential of children's psychology reaches about RMB 1-2 billion. With the economic development, people's income level will continue to rise, they will pay more attention to children's mental health, and the potential market for children's psychology will become larger and larger. Due to the large number of students, the development prospect of this project is promising.

At the initial stage of the project, the orientation of the enterprise is to ensure survival first, and then expand to surrounding schools under the condition of stabilizing its own foundation. In the first year, the company first took root in Xi'an, targeted to cooperate with 5 schools, serving more than 10000 people, and simultaneously ensured that the online platform formed basic service functions in the first year. The estimated income of the project in the first year is 1 million yuan, but due to the large initial investment and other reasons, the positive income cannot be formed in the first year. In the first two to three years, the company will

try its best to cooperate with 20 schools in Xi'an and its surrounding areas based on the urban area of Xi'an, with a total of 40000 people served, and the expected income of the project should reach about 5 million yuan. In the fourth to fifth years, the cooperation exceeded 60 schools, serving more than 100000 primary and secondary school students, technical secondary school students; The number of registered users of the platform is guaranteed to exceed 100000, the company occupies 10% of the market share in Xi'an and surrounding areas, and the sales volume is guaranteed to be about 15 million.

The core of this business model is to design and develop mental health service content suitable for primary and secondary schools, create an online service platform, and lead the flow of cooperative campus teachers, students and parents to the back-end online platform to become registered users and provide paid services. So as to form an integrated young people's and children's psychological service provider with offline psychological service experience and online platform multi category comprehensive services.

Section 5

Marketing Plan

5.1 Overall Marketing Strategy

After defining the marketing market positioning, the 4P theory is used to formulate the marketing mix, that is, the product, price, channel, promotion and other combination strategies, so as to initially formulate the service content, price standard, target object acquisition, promotion and publicity channels and other strategic mechanisms of the project.

Products and services need to be promoted and disseminated through marketing to meet the needs of customers, and at the same time, they can also obtain corresponding gains or returns. The American Marketing Association defines marketing management as follows. Marketing is an activity, system and process of creating, disseminating, transmitting and exchanging valuable market supplies for customers, partners and the whole society.

As the largest capital city of the five provinces in the northwest, Xi'an's development of the psychological consulting industry is also relatively lagging behind. At present, in addition to professional hospitals, there are three large psychological consulting companies in Xi'an, but none of them has formed a dominant trend. The development prospect of the psychological consulting industry is very objective. The main reason for its lagging development is that the marketing strategy has not been combined with the actual situation of the company, so as to enhance the competitiveness of the company.

The superior development space mainly comes from the policy guidance. In the Notice on Printing and Distributing the Implementation Plan of Mental Health Education in Primary and Secondary Schools of Shaanxi Province on January 19, 2021, the Department of Education of Shaanxi Province pointed out that the psychological counseling room should be built in strict accordance with the requirements of the Guidelines for the Construction of Psychological Counseling

Rooms in Primary and Secondary Schools issued by the Ministry of Education. The psychological counseling room should be built under the professional guidance of the school's mental health teachers. It can choose the name that is kind, vivid, close to the students' psychology and easy for students to accept. It should ensure the configuration of software and hardware facilities according to the requirements of documents, develop confidentiality standards, protect and respect students' privacy, and strictly manage and standardize the use. Conditional schools can expand their functional areas according to the actual situation, and implement such functions as mental health assessment, individual psychological counseling and group counseling. By 2023, all primary and secondary schools in the province should be equipped with psychological counseling rooms, and effectively play its role in improving the psychological quality of all students, preventing and solving students' psychological and behavioral problems. It can be seen from the document that Shaanxi Province attaches great importance to mental health.

After communicating with several principals and dean of educational administration, most schools believe that it is necessary to strengthen students' mental health education. However, due to the difficulties of professional teachers and funds, it is difficult to provide comprehensive, systematic and professional campus mental health services, and to effectively intervene and deal with students' psychological problems. There is an urgent need for professional institutions to support and intervene.

Therefore, as the direct partner of TO B, the school designed and developed a cost-effective campus mental health service project, which hit the school's attention and needs for the mental health of young people and children and served as the guidance for the design and development of the service content of this project.

5.2 Pricing Strategy

Price strategy is a crucial factor among various elements and is the key to cost budget and revenue scale.

The mental health service industry in China has an obvious public welfare nature. In many areas, government procurement agencies have served on campus

to promote mental health services at the grass-roots level.

However, in most areas, the public welfare funds in this part are not much. Especially in Xi'an, the relative concept is weak, the industry foundation is poor, the professional teachers are few, and there is no reasonable top-level and architecture design, which makes it unrealistic to rely on strong government support and capital investment.

Therefore, when setting the local business model and price positioning, it is necessary to combine the price affordability of the TO B end (school) and the TO C end.

In most public schools in Xi'an, it is not realistic for the school to bear the annual mental health service fees for students, because the operating funds of the school are relatively limited; However, if the project is planned by the school and paid by students' parents, the price space and range will be much larger.

In the previous survey on parents, only about 10% of parents said they did not want to pay for their children's mental health; More than 70% of parents are willing to spend more than 100 yuan per year on their children's mental health; More than a quarter of parents are willing to spend more than 500 yuan per year.

In terms of price positioning, most parents are willing to bear the service product portfolio of about 100 yuan per year. This is the key reason why this project is making a basic package of campus psychological service system, priced at 80 yuan.

Table 2 Introduction to the charges of the company's consulting projects

Serial No	Service Type	service content	Pricing (yuan/person time)	Charging method
1	lecture	Psychological science popularization and emotional pressure relief	30	According to the number of students
2	Psychological assessment	Assessment of mental health in primary and secondary schools	20	According to the number of students
3	Psychological hotline	Psychological group games and activities	10	According to the number of students
4	group activity	Psychological group	20	According to the number

		games and activities		of students
5	psychological counseling	Psychological group games and activities	300	Determined by times
Note: The first four services are mainly for cooperative schools, with a minimum of 80 yuan per student per year				

In this project, the basic service package of the campus mental health service system, which is 80 yuan to 150 yuan per person per year, can bring stable cash flow for sustainable development; However, in the long run, only by transferring some products and services online and reducing marginal costs can the overall operating costs be reduced. Therefore, the core of the model is to promote the subsequent online payment project consumption after the introduction of traffic into the online psychological service platform; At the same time, the introduction of industry famous teachers and high-quality courses can ensure the sustainable operation of the project.

5.3 Sales Process and Promotions Mix

In this project, according to the form of service, it is divided into online and offline parts. Offline is mainly for the early stage. Through cooperation with the school, various forms of psychological service activities are carried out on campus; Online service activities mainly depend on online service platforms.

According to different payment entities, there are three contents: B end, C end and G end:

1. At the B end, the sales targets are mainly public and private schools, which carry out mental health service activities for schools by establishing direct contact with schools.

2. At the C end, the sales target is mainly students and their parents, and they promote consumption through the online service platform.

3. At the G end, the sales target is mainly the relevant units. Each unit carries out service activities according to the needs of the competent unit after bidding for the mental health project of young people and children every year, forming a model of government payment, institutional services and school income.

At present, the budget for official procurement of professional services in this region is not large, so it accounts for a small proportion in this project. According to the place where the service is implemented, it can be divided into on campus

service and off campus service. On campus services are mainly services within the scope of school cooperation, while off campus services are services that parents and students do not need to participate in through the school.

According to the vision, mission and market situation of the emotional relief post psychological consulting company, the emotional relief post psychological consulting company is positioned as a trusted sub health psychological consulting expert for teenagers and children. In terms of product services, the company plans to expand and improve its business from the following aspects:

(1) Multi product and single product combination strategy

Single product: focus on one-to-one interview product development and focus on counseling services for non-spiritual help seeking problems of teenagers. This single product is the main product, and the revenue of this product should reach 60% - 70%. Children's psychological counseling can be more effective in counseling children's deep psychological problems, discovering the nature of children's psychological problems and problems that need to be solved, such as children's emotional problems, original family problems, interpersonal barriers, setbacks, and parent-child relationships should be equal.

Focus on one-to-one interview product development and focus on counseling services for non-spiritual help seeking problems of teenagers. There are standard function rooms and multimedia classrooms such as appointment waiting rooms, individual counseling rooms, emotional catharsis rooms, music relaxation rooms, sand table game rooms, etc., which provide personalized services and build a reputation for this single fist product. Accounting for 60% - 70%.

(2) Combination strategy of cost-effective products and high gross profit

It focuses on one-to-one interview product development and focuses on consulting services for non-spiritual help seeking problems of teenagers. According to the faculty of consultants, create high-level teachers high-level home visit services to create high gross profit service products. At the same time, we will create a cost-effective service, with the price of about 100 yuan to 200 yuan per hour. With the cost-effective product of long-term telephone tracking service, ordinary families can accept the price.

High gross profit products, with a unit price of 500 yuan per hour, can provide all-round services. Attract customers with cost-effective products and create profits with high gross profit products.

When the team has sufficient capital and technical strength, it can establish distribution outlets in multiple parks. When the market is mature and highly recognized by the public, we can consider the horizontal development of the company, and establish corresponding models in areas with different pressure groups (such as residential areas, near universities, and near construction sites), as well as chain stores with different pressure response methods.

5.4 Distribution and Sales

A product that is popular in the market must first be based on market demand, and then need to be recognized by consumers and establish its own product brand. Based on the current situation of start-up companies, this paper continues to develop core products, so that the company can gain market advantages in products and expand the market scale.

In this project, the promotion channels mainly include the following four aspects:

1. Relying on the platform and channels of the minors' mental health counseling station in the district, we can communicate with the primary and secondary schools, technical secondary schools in the district. In the early stage, we can obtain initial cooperation and establish contact with schools through some public welfare psychological courses, and then promote the content of this project. First, we will cooperate with well-known public schools in the region to create a model of Shantou's well-known mental health service projects, and then we will promote the model accordingly.

2. Through cooperation with the local book club, a series of family education and mental health lectures were carried out to gradually establish a reputation among parents and students, and part of the traffic was first introduced to the online service platform.

3. Through the Youth League Committee at all levels, the Education Bureau, the Red Cross, the Women's Federation, the streets and other units, a certain

project cooperation will be carried out, and the early contact with the school will be established by entering the campus, and then the content of this project will be promoted.

4. Build the company's brand publicity system, form a preliminary media matrix with the public account online service platform (display function), form a cooperative relationship with local TV stations, radio stations, newspapers, and other media, form special topics and series in brand communication, and carry out science popularization and model promotion through experts' programs.

In the promotion mix, the service content is combined:

1. In the service items, set up a combination of paid items and free items to make the payers feel "worth more".

2. Provide some public free courses for drainage, and let schools, students and parents feel the atmosphere and effects of the courses through reading clubs, official procurement services and other forms, so as to promote subsequent transformation.

3. The service has various forms and rich contents. Through the products of the online service platform, online marketing portfolio activities can be carried out, including group buying, coupons, free offline activity quota, etc.

Section 6

Management Team and Company Structure

6.1 Management Team

The establishment and future growth of the emotional relief post psychological consulting company depends on the management and operation plan adopted by the company in the dynamic psychological consulting industry environment and the organization that implements the strategy. The implementation of the strategy requires the organizational structure of the emotional relief post psychological consulting company to work together. The organizational structure is the basic condition for the implementation of the strategy. At present, the company is still in preparation, and the organizational structure mode is consistent with the current scale of the center and the current initial strategy. At the initial stage of establishment, the organization and operation structure of the Emotion Relief Post Psychological Consulting Company was linear, aiming to simplify the operation and communication procedures, improve the speed of decision-making and efficiency, and improve the rapid response to future problems and dilemmas. After five years of development, the center is expected to be adjusted to a business division system.

The content of this project has a wide range of professional backgrounds, which requires the support of professionals from all aspects. The project is centered on four shareholders and partners, with the General Manager's Office as the highest decision-making body.

The four shareholders directly participate in the operation and management, and have a clear division of labor and specific responsible sections to ensure the orderly progress of all work. It is equipped with professional line strength, professional teachers, logistics management, platform operation, brand and business to form a relatively complete functional service and business support system.

At present, the company has four shareholders who are responsible for the

daily operation and management of the company. The highest decision-making body of the Company is the General Manager's Office Meeting, where four shareholders make decisions on major business issues of the Company.

There are three functional departments and two business service departments, respectively:

General Management Department: headed by Wang Zili, it is divided into Human Administration Group and Financial Management Group.

The human resources administration group is divided into human resources management functions and administrative management functions. Human resource management functions include recruitment, training, performance management and basic personnel; The administrative management group is responsible for office materials management, institutional archives management, administrative qualification filing, etc.

The financial management group is responsible for financial management, accounting, tax planning, etc.

Information Development Department: Directed by Zhao Peng, it is divided into platform development group and platform operation group.

The platform development group is responsible for the development of various application functions and interactive functions of the online service platform, and timely adjust them according to the functional requirements of the platform.

The platform operation group is responsible for the maintenance and management of online service platforms and cooperative system platforms; When the cooperation project needs technical support, the platform operator shall be the technical support personnel.

Brand Marketing Department: headed by Liu Shuai, it is divided into brand management group and outreach business group.

The brand management team is responsible for graphic art design, activity photography, teacher course recording and editing, etc., as well as copywriting design, soft text writing, online service platform and overall operation of the public account.

The outreach business group is responsible for the school's project docking negotiation, writing project bids and competitive bids, product selection and supplier management for online shopping malls, online pre-sales and after-sales docking, etc.

Psychological Business Department: headed by Ren Zhiqiang and Liu Shuaixie, it is divided into psychological consultation group, activity research and development group and platform hotline service group.

The psychological counseling group, with Mr. Jiang as the chief psychological consultant, is responsible for the daily psychological counseling business of the organization.

The hotline service group of the platform is led by full-time psychological counselors and coordinated with part-time psychological counselors and recruited psychological volunteers to arrange shifts. The daily service time is from 10:00 a.m. to 22:00 p.m.

The activity research and development group, with Ren as the research and development core, is responsible for the construction of the campus mental health system, the development and design of psychological courses, the development and design of psychological activities, etc.; When carrying out campus activities, coordinate all resources.

5. Project Service Department: Teacher Ren is in charge of the department, connecting the campus cooperation projects that have been carried out, and coordinating the internal resources of the company to provide relevant services. The specific number of personnel is determined according to the number of cooperation projects.

The advantages of this organizational structure mainly lie in flat management, simple structure and clear responsibilities. At present, the general manager is responsible for the overall operation and management of the company, and other personnel perform their own duties, unify goals and centralize resources to achieve goals.

6.2 Board of Directors

The Emotional Relief Post Company is a limited liability company. According

to the Company Law of the People's Republic of China, the company must have a management committee consisting of three to thirteen members. As a shareholder of the Company, the founder is obliged to convene a general meeting of shareholders and elect members of the Board of Directors. All shareholders shall vote at the general meeting of shareholders and form the management committee as directors. The Board of Directors elects the Chairman of the Board of Directors, who, upon unanimous decision of the members of the Board of Directors, serves as the general director of the Company and is responsible for the daily operation and management of the Company. At present, the Company has the following partners, namely, members of the Board of Directors:

Ren Zhiqiang: He has participated in the systematic course training of Yehli Consulting and has passed the certificate of the third level examination of the National Yehli Consulting Office. Therefore, he has a certain amount of basic knowledge accumulation and contacts in his major, and can better complete basic communication, coordination and other matters. Secondly, Ren Zhiqiang is studying for an MBA degree and has some knowledge of financial analysis and enterprise management, which can better complete the establishment and management of the consulting room.

Liu Shuai: He has many years of management experience, and is good at marketing, communication and marketing. He has a degree in economics or management and other related majors, and has some knowledge of science.

Wang Zili: Financial staff, who has obtained relevant qualification certificates such as accounting cashier. The financial content involved in the emotional relief station is relatively simple, so there is no need to hire a special person.

Zhao Peng: Formulate the operation objectives of the Center, manage the HR Department and the Finance Department at the initial stage of entrepreneurship, and review the budget planning of each department. Have rich experience in building campus mental health service system and carrying out campus psychological activities. He has participated in the development and operation of a well-known psychological service website in Xi'an, and is familiar with the operation mode of online mental health services.

The recruitment of consultants is mainly focused on consultants who have engaged in psychological counseling and have relevant work experience. They should all hold the national level II psychological consultant qualification certificate and have rich professional consulting experience.

In the early one year, the company will have the chairman of the board as the general manager, which will help the center to make decisions faster and more forcefully. Ren Zhiqiang, a partner, serves as the chairman, i.e., the general manager of the company. At present, because the company is in the initial stage of entrepreneurship, and the personnel size planning is small, many functional works is carried out by everyone, and there is no corresponding department to carry out specific work.

The entrepreneurial team is a "round table" team formed by experience, expertise and common goals. In this way, the internal division of labor of the team can be fully utilized and the professional advantages can be brought into play, so that the participants have a greater voice. Therefore, the team adheres to the management concept of "consistent goals, priority of efficiency, equal responsibilities, division of labor and cooperation", and gives equal play to the talents of the team members.

6.3 Board of Advisors

1. Remuneration Committee

The Remuneration Committee is established by the Company and is a special committee of the Board of Directors of the Company. Mainly responsible for putting forward suggestions on the remuneration policy and system design of the company's senior managers, specifically reviewing the remuneration structure and level of general managers, and formulating incentive plans such as bonuses and options for managers. The Remuneration Committee is composed of four team members, including three entrepreneurial partners and one employee representative.

At the same time, in order to better promote the enthusiasm of the staff, the project team should focus on positive salary incentives. In the process of incentive, we should adhere to the principle of goal orientation. The incentive should be fair

but competitive, with both incentive and feasibility principles.

The goal-oriented principle refers to that the company requires all employees to unify their thinking, pay attention to the results, and implement a series of incentive measures on the basis of completing the overall sales target of the team. Because, only when the overall goal of the team is achieved, can the bonus of each position be realized. The principle of fairness is mainly to reflect the internal consistency, and pay remuneration for different positions and individual work abilities within the company according to the contribution of employees in the process of achieving sales goals. The principle of fairness requires that the incentive should reflect equal pay for equal work and pay more for more work.

The principle of competitiveness mainly refers to whether the team has a competitive advantage in terms of salary compared with other similar external educational institutions. Because the team is committed to providing high-quality education services, the ability requirements of teachers are higher than those of other institutions, so the average salary level of the team is higher than the average salary level of educational institutions in the region, which is about 80 percentiles. This can improve the competitiveness of the team in the industry.

The incentive principle mainly refers to the difference between salary incentive and welfare, which should be related to the realization of corresponding goals, and stimulate the initiative and enthusiasm of staff. The principle of feasibility refers to that when designing the salary system, we should fully combine the actual financial situation of the team and have a strong operability, rather than imagination.

2. Integrity and Compliance Committee

The Board of Directors of the Company reported to the Integrity Commission that the Company should pay attention to promoting the integrity and moral culture, advocating integrity values, guiding the integrity construction of enterprises, building an integrity and ecological business circle, and promoting the establishment and improvement of the integrity system of the Company. The Integrity Commission is composed of one shareholder of the Company, one employee representative from the Legal Compliance Department and one employee representative from the Marketing Department.

The Integrity and Compliance Committee will make important decisions on daily operations, staff work and other business-related parties on a regular basis. The Committee adopts a zero-tolerance attitude towards employees' violation of the Company's integrity and compliance system, and can decide to dismiss the staff involved in the work in accordance with the Company's rules and regulations and relevant laws and regulations.

6.4 Other professionals

A highly cohesive team will provide strong support for the efficient operation of the enterprise. People orientation is the core key to the successful operation of an enterprise.

With the rapid rise of individual values, the relationship between organizations and members has become very delicate, and the ability of individuals has exceeded the organizational boundaries. With this understanding, it will play a huge role for the company to adopt a flexible contract for those who have the ability to agree on their relationship with the common goal and value pursuit, fully trust their ability and the value to be created, and give them enough space and freedom. People will no longer easily solidify themselves in an organization or a role; More and more people expect freedom, autonomy and non-employment. In addition to several co entrepreneurs, our team will also hire some excellent teachers or senior practitioners who also love psychology to join the team, and will give some dividend shares to the outstanding people. They will participate in the establishment process of the organization, absorb their excellent suggestions or ideas in their work, and work together to create a better operating platform.

Mr. Liu: The teacher of Shaanxi Normal University has rich experience in psychological counseling, and is also very clear about the company's operation. It can assist in teaching curriculum management and teaching research management. Organize and formulate reasonable teaching curriculum planning according to the company's development planning and business needs to ensure the provision of effective teaching products and services. Establish a perfect product teaching evaluation system, and timely collect the dynamic information fed back during the teaching process for corresponding teaching adjustment. Be responsible for regular

teaching and research activities, put forward constructive opinions and suggestions according to the problems in the actual teaching process, and improve the teaching level of the school.

Ms. Zhou: She has rich experience in the management of teaching and education training institutions. She was once employed as the chief operating officer of a training institution. She changed this institution from a newly established institution with an area of more than 300 square meters to an education training institution with 12 franchise stores in just three years. As the director of the team exchange center, she has successively led teachers and students from many schools to study in famous schools, He is the first teacher in Xi'an to introduce drama teaching into education and training. Educational resources are relatively scarce. In the past 10 years, she has actively helped many education groups to prepare for the establishment of international schools and maintained good relations with many primary and secondary schools.

Ms. Jiang: She used to be the director of the marketing department in a large company, responsible for the company's annual marketing expense budget, and responsible for formulating and implementing the annual brand marketing strategy in the regional market according to the budget. Ms. Jiang can assist in the overall planning of office supplies, school supplies, safety matters, personnel system and recruitment planning, employee training and development planning, performance evaluation, etc. Ms. Jiang's successful experience is undoubtedly valuable for startups. In the process of development, the company should actively absorb Ms. Jiang's experience in market operation to guide the efficient operation of the company.

Section 7

Operation Plan

Xi'an, as the forefront of China's economic and cultural development, is the vanguard of China's economic development. The rapid economic development has brought about the rapid improvement of people's living standards, but the mental health problems of both young people and adults have not been followed up. What kind of mental health service system for young people and children should be built to meet the current situation and needs of the district is the focus of this project.

Reasonable operation management is the basis for providing high-quality products and services, stimulating the enthusiasm of staff, and maintaining effective operation in order to obtain reasonable return on investment and protect the environment. In general, the operation analysis of the emotional relief post psychological consulting company will complete the following contents: design and manage products, services and processes according to customer needs; Help the consulting room with lower investment and higher profit: create a good environment for the consulting room: ensure the quality of consulting service products; Keep learning and improving to adapt to the changes of market demand and environment. Then, as a psychological counseling agency, the analysis of the operating conditions of the emotional relief post should have its own characteristics.

7.1 Operations Model and Procedure

From the construction of business model to the operation and development of the company to the follow-up development of business, it is necessary to rely on the operation mechanism to maintain the operation and development, so it is very important to build an operation plan.

1. Set up company management system and maintain standardized operation.

For daily company management, standardized management systems are

introduced. From the perspective of human resource management, it involves employee attendance, salary commission, labor contract, confidentiality agreement, etc.; From the perspective of administration and financial management, including material procurement, reimbursement, travel standards, etc.; From the perspective of management norms of consultants, there are requirements for initial treatment reception, appointment records, consultation records, equipment and tools use registration, etc.; From the perspective of project services, there are campus project cooperation specifications, project development flow chart, standardized curriculum materials and activity materials, and after-school materials sorting and archiving.

Through various specific and detailed management requirements, ensure that all work is carried out to specific people, and clear responsibilities and powers, so as to maintain a more efficient company operation and lay a management foundation for the sustainable development of the subsequent company.

2. Build a brand of mental health service for young people and children, and establish a brand reputation.

By focusing on the mental health service industry for young people and children, a professional service brand has been formed in the region, and a certain industry service standard has been formed, becoming the industry service enterprise with the highest degree of professionalism, recognition and standardization in the region; The brand matrix is formed through media publicity, official public welfare, official website and other channels to carry out the company's brand publicity at multiple points.

At the same time, attention should be paid to the improvement of intangible service process in the service process.

Improve service quality. Strengthen the professional quality training of consultants, correct the service attitude, and promote the service creation of zero complaints on service acceptance, zero errors on service quality, zero distance on service methods, and zero complaints on service results. At the same time, the company will innovate the customer satisfaction evaluation mechanism and actively rectify the problems found.

Optimize the consultation process. The receptionist is required to register

vigorously to give visitors a warm feeling of spring breeze. Work hard to make visitors wait.

Strengthen supervision and inspection. We will strengthen supervision over consultants' consultation results, and replace consultants immediately for those who are slack in their work, ineffective in their work, and dissatisfied with the consultation results. Make the company's overall service work more institutionalized for employees and humanized for customers.

In the process of service, video communication can be used instead of interview, especially when it is inconvenient for customers to leave home, or at this stage, during the outbreak of the new epidemic, when it is not suitable to go out, it is not necessary to stick to interview communication, and video communication can be vigorously used for business reception.

3. Build an online and offline integrated service model to become a unique adolescent mental health service provider.

On the basis of the mental health business, we will continue to iterate the service content and service model, pay attention to the offline service form and service experience, and pay attention to the convenience and free choice of online services, so as to form a comprehensive coverage of the mental health business.

4. Possibility of realizing future chain operation

All projects can continue to develop and must have the characteristics of easy replication and low-cost expansion. The offline campus mental health service model and online service platform explored by this project are characterized by easy replication and low-cost expansion. After the smooth operation of the project mode in Xi'an, it can quickly enter the blank market of several other cities in Shaanxi, adopt the way of franchise or investment cooperation, and use the same service platform to copy the mode, effectively reducing the expansion problems caused by personnel changes, cultural differences, regional differences and other reasons.

7.2 Business Location

The positioning of the emotional relief post psychological consulting company is mainly to serve young people. Most of the clients are students at

school. In order to facilitate business development, take into account the convenience of customers, the privacy protection needs of visiting customers and other factors, the address should not be too far away from the school to facilitate the visit of consultants, but also choose some quiet places with good environment, we also need to consider the rent. Therefore, in terms of site selection, the psychological consulting company of the emotional relief post station requires:

1. Quiet and comfortable. In terms of the overall environment, we should consider that it is quiet and tidy, and also has the effect of sound insulation. We should prevent noise and other interference factors from affecting the effect of psychological counseling, and we should stay away from the market, KTV and other places:

2. Convenient to visit and unobvious access. If it is too far away from the school, it is easy to create a sense of distance. This sense of distance is not only spatial, but also psychological, which will increase the pressure on consultants. In addition, for young students in school, they may have some prejudice against psychological information counseling. They are generally reluctant to let others see that they are receiving psychological counseling, for fear of causing suspicion or misunderstanding among their peers. Therefore, site selection needs to take into account the impact of this aspect.

3. Bright and comfortable. The consulting room should be well ventilated and sunny. It is better to have green plants in the house. A good environment can easily and imperceptibly arouse the positive emotions of the consultants.

In order to give full play to the advantages of the post psychological consulting company, the site selection must conform to the company's development and management philosophy. At the same time, because according to the survey, convenient geographical location is an important factor for parents to send their children here for counseling and trusteeship. The author and partners have many business contacts with Xi'an A Primary School, and are familiar with A Primary School and its surrounding environment and other schools. Therefore, after comprehensive consideration, the project is located in a commercial building within 500 meters of Xi'an A Primary School.

In addition, the counseling room of the emotional relief post station also needs to be equipped with: counseling room, sand table room, catharsis room, relaxation room, activity training room and other functional rooms, which are conducive to the smooth development of various businesses.

7.3 Facilities and Equipment

In the process of offline psychological counseling service, this project, with a scientific service concept and a unique service process, guides young people with psychological disorders to open their hearts and release their emotions, so as to achieve the purpose of emotional relief and elimination. Therefore, offline site setting and space layout should be in line with the theme of mind release.

The project takes space, sensory experience, sports, conversation, hints and other special services as its business content, and adopts flexible service methods to provide customers with a healthy place for rest and psychological guidance, assisted by distinctive design. The project proposes that service products can be divided into independent characteristic perception area and public talk area according to space. Give the following examples:

Natural experience: in a confined space, play birds singing, volatilize flowers, and arrange the environment and light and shadow in the mountain forest, so that customers can fully integrate into the nature and shout loudly; The floor is paved with soft white sand, the warm light is played, and the sound of waves is played, so that customers can enjoy relaxing sunbathing.

Theoretical basis: relaxation therapy (meditation) in behavioral therapy can relax the nervous and anxious spirit through real experience or imagination of some refreshing natural scenery, and finally achieve the goal of silent relaxation.

The return of childlike interest: a piece of beautiful cake, put away the wrapping paper. Was it the same when I was a child?

Theoretical basis: attention shifting method: when you are anxious, you can temporarily relieve the bad mood caused by something by shifting your attention, such as doing something interesting that you like.

Free talk: find a friend (our volunteer) with a smiling face on his chest and talk freely.

Theoretical basis: Cognitive behavior therapy, namely Alice's ABC theory, is that people's emotional stress, anxiety, depression and other emotional disorders are caused by people's cognitive attitude towards events. For example, some irrational attitudes promote the generation of bad emotions. Through open talk, bystanders can help the parties to correct some inappropriate cognitive angles in order to improve their emotions.

The above is the main content of emotion relief service designed during the physical operation. We will purchase and maintain materials and equipment related to psychological counseling according to the list used in the service, such as psychological sand table, team counseling tools, etc.

7.4 Operation strategy and plans

After careful analysis of the emotional relief post consulting company, the project development plan for the next five years is considered as follows.

1. Initial stage (1 year): take root in Xi'an area, target cooperation with 5 schools, serve more than 10000 people, and conduct preliminary mode exploration; The online platform forms basic service functions. The main service is psychological counseling (psychotherapy and psychological measurement). The market strategy is to improve people's understanding of psychological counseling service by a large number of publicity means, eliminate people's concerns about psychological counseling, gradually increase the market share of people who are aware of the need for psychological counseling, give play to the advantages of entering the market first, consolidate the market, and gradually improve the network construction; Build your own brand and accumulate intangible assets; Take back the initial fixed investment, prepare to expand the consulting service project, and begin to prepare to expand and develop derivative services.

2. In the middle period (the 2nd to 3rd years), 20 schools were cooperated with Xi'an as the center, serving more than 40000 people. The campus mental health service model was mature and formed a systematic standard; Complete online platform architecture and functions; It is considered to set up more than two psychological counseling centers in all districts and counties of Xi'an in the form of cooperation or alliance, equipped with basic operators and psychological

consultants, as a trial of the subsequent chain operation mode. At the same time, we will increase the public psychology class projects, open up and initially occupy the high-end market of psychological counseling, further improve people's understanding of mental health and health, continue to improve the brand image, increase intangible assets, establish member clubs, and facilitate member exchanges to further improve and improve the service network.

3. For a long time (the fourth to fifth years), the company has cooperated with more than 60 schools in Xi'an, serving more than 100000 primary and secondary school students and technical secondary school students; In other cities, two cities are selected to open branches to form a unified management model, unified management system, and unified online service system. There are more than 20 full-time psychological consultants, 80 part-time psychological consultants in various regions, psychological volunteer service teams in various regions, and more than 100 annual public lectures; The functions of the online platform continued to be optimized and updated. The number of registered users of the platform exceeded 100000, and the daily active users exceeded 10000. The profitability of the platform continued to strengthen.

At the same time, the organization was extended horizontally, published and sold books and magazines related to psychological counseling, and increased professional training courses for psychological counselors to guide technology.

Section 8

Production Design and Development Plan

8.1 Development status and task

The development of the emotional relief post psychological consulting company will move towards the goal of specialization and refinement, that is, professional mental health education and precise target positioning. At the same time, the best mode for the expansion of psychological counseling institutions is the chain operation mode, which requires the institutions to achieve specialization, standardization, systematization and standardization to ensure the smooth operation of the institutions.

We should implement innovative management, standardize processes, and achieve standard and standardized business methods; Because good enterprises want to be bigger and stronger, they must have good systems and standardization flow to maintain. Standardized operation is a necessary prerequisite for the further development and growth of the organization, so as to further enhance brand awareness and enhance brand value; We need to keep learning, making progress, standardizing and innovating, and make our own unique standardized teaching and operation mode that is difficult to be replaced through scientific planning.

When choosing a psychological counseling institution or psychological training content, most parents or students just want to choose a big brand psychological counseling institution for their children if they do not have a clear goal. Therefore, we have to constantly improve ourselves, constantly optimize products, expand customer groups, and constantly strengthen the reputation of the organization, so as to develop from quality and scale to brand. Therefore, building a strong brand is our goal.

Under the premise of ensuring its unique standardized operation mode, standardize the operation process and realize the chain operation. Because only chain operation can better spread the brand awareness and the teaching concept of

psychological training; To develop and strengthen the brand; We will also actively develop online courses to better spread good courses to parents and children.

8.2 Challenges and risks

Entrepreneurship is a process of growing through experience, and risks are common. Under the condition of market economy, the operation and development of any company will inevitably face risks, which is more inevitable in the process of entrepreneurship. Therefore, managers must be aware of risks, have countermeasures to resist risks, and be prepared to face various opportunities and challenges, otherwise they will fail. • •

The investment in the psychological consulting industry is a project with low-risk coefficient and stable return, but as an investment project, it also faces potential risks. As a psychological consulting industry, the emotional relief post psychological consulting company should face up to potential risks and prepare for various coping measures.

The potential risks faced by the emotional relief station are as follows:

1. How to occupy a certain share in the fierce market competition and attract a certain customer group? In recent years, psychological counseling institutions have mushroomed in the Xi'an market, and psychological counseling institutions of various sizes have occupied a certain share of the Xi'an market. To make profits, we need to develop, to develop, we need to innovate, and to innovate, there are risks. How to build and develop the emotional relief post psychological consulting company into a consulting room with a certain influence in the market and attract a fixed customer base is the primary task facing the consulting room, and also a potential business risk. • •

2. The professional skills and qualities of consultants are another potential risk faced by the consulting room in the development process. Excellent consultants are an important support for the development of the consulting room. The development of the consulting room depends on the skill level and influence of consultants. Therefore, the reasonable introduction of consultants and the strengthening of the training of consultants are related to the sustainable

development prospects of the consulting room.

3. Consumers' acceptance of psychological consulting services and the whole consulting industry. Although psychological counseling has been increasingly accepted by people in recent years, people in Xi'an and its surrounding markets still have a relatively low degree of recognition of psychological counseling. The concept of planning counseling for employment has not kept up with the trend of the times, and the understanding of psychological counseling is still relatively narrow. Most people think that psychological counseling is to be educated and enlightened. Any normal person can complete this work, and the fees are still so high that they cannot understand. These views hinder the normal development of the psychological counseling industry.

4. The development and expansion of the psychological counseling training market is complicated and difficult. To win a place in many psychological counseling and training institutions, the requirements for marketing skills are relatively high.

5. The threat of alternatives and complements. The customer group of the emotional relief station is young students. Because there are many psychological problems among students in today's society, various events caused by psychological problems have attracted great attention from the society and the educational community. Psychological consultation rooms have been set up in all colleges and universities, which are generally free of charge. In addition, some colleges and universities have also set up courses related to psychology, which is an impact on the development of emotional relief stations.

At the same time, the following measures should be taken to deal with the risks:

1. Focus on policy orientation. We should timely understand the laws, regulations and macro policies related to the consulting industry, update our concepts, pay close attention to the national and local macroeconomic policy trends and industrial structure policy guidance, and make timely adjustments to business strategies according to the guidelines and policies.

2. Actively build a good brand image of the company in the eyes of consumers, implement brand strategy, improve the popularity and reputation of the

post station by marketing means, achieve the goal of driving sales with brands, develop new customers while maintaining good service for old customers, improve customer satisfaction and trust, and achieve stable growth in market scale development.

3. Establish a market feedback mechanism, timely and effectively understand the market dynamics, adjust the marketing strategy as soon as possible according to the market demand, and improve the competitiveness and profitability of the consulting room.

4. It is necessary to enhance the core competitiveness of the emotional relief station in the industry, increase staff training, establish an employee-oriented management culture, and strengthen the competitive soft power of the emotional relief station.

5. In view of the low recognition of psychological counseling and vocational counseling, we walked into schools and communities, actively popularized psychological knowledge, held psychological training lectures, publicized the development of psychological counseling and the career prospects of Chinese registered psychological consultants, and carried out a series of volunteer activities such as case analysis of common psychological problems to guide people to truly understand the actual content of psychological counseling, Expand the company's influence.

8.3 Costs

The project adopts centralized investment management, and the investment is divided into fixed asset investment and operation investment.

Fixed assets include the purchase of hardware equipment, space design and decoration costs. The consulting agency of the emotional relief post station needs to rent an office building with a total size of 150 square meters, four rooms and one hall as the office space of the consulting room, which includes the reception room, psychological counseling room, relaxation room, psychological activity training room and office. The reception room, office and psychological activity training room are separated by half screen.

The periodic investment includes the monthly rent, depreciation cost, water

and electricity cost, drinks cost of the chat room, salaries of staff, office and other management costs. According to the strategic development plan for the next five years, the costs involved are described as follows:

1. Business cost: mainly refers to the site related expenses for business development, purchase of office equipment and consumables, investment in business related software and platforms, and the consultant commission that accounts for the largest proportion.

Site. In the first year, the office area is 150m, and in the third year, each consulting center has an area of 150m due to the addition of two district/county consulting centers; In the fourth to fifth years, two psychological counseling centers will be opened in two other cities, with each venue of 200m; The above is 1000m in total; Calculate the annual rent and property cost based on the rent per square meter property charge of 40 yuan; Water and electricity fees, broadband fees, intermediary fees, etc. are all included here.

Office equipment consumables. Due to the development and operation of collective projects, the psychological counseling center needs to purchase computers, servers and other hardware configurations, and the cost of purchasing and updating is relatively large. In the first year, it is planned to invest 300000 yuan; Other branches mainly undertake psychological counseling, business reception and offline activities in the region. Office equipment is relatively simple, and each branch invests 50000 yuan in hardware equipment; It is estimated that an organization needs 30000 yuan of consumables for equipment maintenance every year.

Investment in business related software and platforms. At the initial stage, it is the cost of cooperation or purchase of psychological evaluation system, public account, official website, etc. From the second year, increase the platform investment according to the platform function development needs.

2. Administrative expenses: including employee salary and welfare, employee bonus.

Employee wages are calculated according to the preparation plan; Salary setting: except the monthly salary of core shareholders of 8000 yuan, the salary of other employees is 5000 yuan - 7000 yuan/month (before tax); Bonus is set at 8% of

sales revenue.

3. Sales expenses: including business travel expenses, transportation expenses, business entertainment expenses, advertising expenses, marketing expenses, etc.

Travel expense, transportation expense and business reception expense are set according to the service scale and revenue scale of the project, of which the travel expense and transportation expense are set as 1.5% of the operating revenue; The business reception fee is increasing year by year, especially in the cross regional development stage, giving relatively high business public relations fees.

Advertising expenses and marketing expenses are set at 1.5% of operating revenue. The advertising expenses are mainly used for online and offline advertising promotion and material design and production. The marketing expenses are mainly used for offline public lectures, public courses, public welfare group activities, and cooperation with some industry platforms.

3. Tax rate calculation: mainly refers to business tax and enterprise income tax.

The business tax and other additional taxes are calculated by 6%, and the enterprise income tax is calculated by 25%.

In consideration of the above expenses for site leasing and decoration, personnel salaries, market expansion, public relations and publicity, the initial investment of the project is expected to be 1.3 million yuan for the development of the company.

8.4 Intellectual Property

Because the project itself has no patent protection, it is easy to find imitators. At the same time, existing competitors can adjust the positioning of products and services to compete effectively. In this respect, the risk coefficient is large. Therefore, it is necessary to implement the "five" unified management mode (i.e., unified image design, unified publicity materials, unified membership card sales, unified marketing management, and unified service) to establish its own brand. Improving service quality and accurately mastering market conditions are also ways to enhance competitiveness.

At the same time, in the process of development, enterprises need to prevent trademark infringement. Trademark registration is required at the beginning of the establishment of the company. Nowadays, rush registration of trademarks is rampant. Enterprises need to establish awareness of trademark protection and build barriers to trademarks in a planned way.

Section 9

Financial Projections

9.1 Source and Use of Funds Statement

At the initial stage of its establishment, the Emotion Alleviation Post Psychological Consulting Company planned to invest 1.3 million yuan with its own funds to establish the first psychological counseling and education center featuring psychological counseling and assistance in A Primary School area of Xi'an City. The start-up capital consists of four parts: site equipment construction cost, marketing cost, labor cost and petty cash, totaling 1.3 million yuan. The start-up capital is invested jointly by the company's founding shareholders and external venture investors.

During the first three-year plan period of the company, the key investment direction will be rationally limited to effectively relieve pressure and relax mentality, enhance psychological defense and adjust mentality for young people.

In the first three-year plan of the company, the use and investment projects of funds include:

- Company management expenses (including employee training expenses and salaries);

- Rental expenses of the company's house;

- Invest in the R&D, cooperation and sales of fitness equipment company products;

- Invest in promotion and cooperation of decoration design companies;

- Invest in sales and cooperative production of health food companies;

- Market development, public relations publicity, advertising and other expenses.

9.2 Assumptions Sheet

The forecast of financial data in this chapter is based on several basic assumptions:

1. The country and region will provide a macro policy environment conducive to the development of the industry, and there are no uncontrollable factors leading to the sudden termination of the project.

2. Based on the consistent development goals and the optimistic outlook of the industry, the project shareholders agreed to charge only wages and related commissions during the five-year development period, and do not enjoy profit dividends.

3. The core team of the company is stable, and there is no fault in business development.

4. In order to simplify the calculation process, business tax and enterprise income tax are mainly used in the tax rate calculation, in which business tax and other additional taxes are calculated by 6% and enterprise income tax is calculated by 25%. Depreciation expense is calculated by 8%. Insurance, utilities and all other costs are expected to increase by 3 per cent due to inflation and other cost factors.

Table 3 Assumption data sheet in the company's financial calculation

project	
Sales Tax	6%
corporate income tax	25%
Depreciation expense	10%
Inflation and other expenses	3%

9.3 Pro forma Income Statements

According to the project operation plan, revenue and cost estimation, it is estimated that in the first and second years of project operation, the overall profit of the project will be negative, with a profit loss of more than 1.3 million yuan in the first year and a profit loss of 250000 yuan in the second year; However, the operation foundation of the project is good, and the net profit can reach 1.84 million yuan from the third year, increasing year by year, and the net interest rate increases year by year.

Table 4 Trial profit and loss statement of the Company for the first year

Unit: yuan

Item	Jan	Feb	Mar	Apr	May	Jun
Sales (all on	89077	93942	98807	104	110	116
Operating cost						
Labor cost	92490	92490	92490	92490	92490	92490
Office operating	80900	90770	80901	90771	80902	90772
Cost of sales	9000	10670	12340	14010	15680	17350
Depreciation	2000	2000	2000	2000	2000	2000
Total operating	184390	195930	187731	199271	191072	202612
Operating	-95313	-101988	-88924	-94599	-80535	-86210
Interest expense	0	0	0	0	0	0
Income before	-95313	-101988	-88924	-94599	-80535	-86210
Income tax	0	0	0	0	0	0
Net income after	-95313	-101988	-88924	-94599	-80535	-86210
Sales (all on	Jul	Aug	Sep	Oct	Nov	Dec
Operating cost						
Labor cost	92490	92490	92490	92490	92490	92490
Office operating	80903	90773	80904	90774	100644	235386
Cost of sales	19020	20690	22360	24030	25700	48750
Depreciation	2000	2000	2000	2000	2000	2000
Total operating	194413	205953	197754	209294	220834	378626
Operating	-72146	-80821	-69757	-78432	-87107	-352048
Interest expense	0	0	0	0	0	0
Income before	-72146	-80821	-69757	-78432	-87107	-352048
Income tax	0	0	0	0	0	0
Net income after	-72146	-80821	-69757	-78432	-87107	-352048

Table 5 Trial profit and loss statement of the Company for the year ended December 31, 2027

					Unit: yuan
Item	2023	2024	2025	2026	2027
Sales (all on credit)	1,280,000	4,634,000	10,510,000	17,870,000	25,929,000
Operating cost					
Labor cost	1,109,900	1,876,100	2,796,700	4,897,100	6,196,100
Office operating	1,194,400	2,458,720	4,116,800	5,905,600	7,101,600
Cost of sales	239,600	494,380	1,065,700	1,780,900	2,554,400
Depreciation	36,800	58,040	70,600	93,200	116,200
Total operating	2,580,700	4,887,240	8,049,800	12,676,800	15,968,300
Operating income	-	-253,240	2,460,200	5,193,200	9,960,700
Interest expense	0	0	0	0	0
Income before taxes	-	-253,240	2,460,200	5,193,200	9,960,700
Income tax expense	0	0	615,050	1,298,300	2,490,175
Net income after taxes	-	-253,240	1,845,150	3,894,900	7,470,525
Earnings per share (Based on 100,000 shares)	-13.007	-2.5324	18.4515	38.949	74.70525

9.4 Pro forma Balance Sheet

The table below is the balance sheet forecast for the past five years

Table 6 Pro forma Balance Sheet

					Unit: yuan
Item	2023	2024	2025	2026	2027
Assets					
Current assets					
Cash	745,300	2,501,140	7,549,600	11,146,800	15,866,100
Accounts receivable	341,500	965,400	1,148,500	3,478,400	7,414,600
Total current assets	1,086,800	3,466,540	8,698,100	14,625,200	23,280,700
Fixed Assets					

Equipment	460,000	725,500	882,500	1,165,000	1,452,500
Depreciation	36,800	58,040	70,600	93,200	116,200
Total fixed assets	423,200	667,460	811,900	1,071,800	1,336,300
Total	1,510,000	4,134,000	9,510,000	15,697,000	24,617,000
Liabilities and Owner's					
Liabilities					
Accounts payable	255,300	306,500	705,300	915,300	1,532,600
Bills payable	213,520	242,520	334,520	685,520	816,520
Total current liabilities	468,820	549,020	1,039,820	1,600,820	2,349,120
Owners' equity					
Corporate partner	644,200	985,980	1,870,180	3,504,980	5,727,880
Unallocated equity	396,980	2,599,000	6,600,000	10,591,200	16,540,000
Total owner's equity	1,041,180	3,584,980	8,470,180	14,096,180	22,267,880
Total	1,510,000	4,134,000	9,510,000	15,697,000	24,617,000

9.5 Pro forma Cash Flow

Profit quality is an important indicator to reflect the quality of profits, that is, the correlation between reported profits and enterprise performance. If the profit can faithfully reflect the enterprise's performance, it indicates that the profit quality is high. Otherwise, the profit quality is low. The traditional profit analysis method has some defects. Under the accrual system, the profit indicators shown in the profit statement cannot truly reflect the profit quality of the enterprise.

In the practice of Chinese enterprises, it is common that cash inflow lags behind profit recognition. If the profits recognized on the accrual basis cannot be converted into cash, the traditional profit indicator analysis will not accurately reflect the company's operation. When profit analysis is conducted from the perspective of cash flow, when the potential accrued cash inflow is converted into cash, it can indicate the true realization of enterprise income and the real

acquisition of owner's wealth. Therefore, compared with traditional methods, cash flow analysis can more effectively and truly reflect the business performance of enterprises.

According to the capital investment and profit forecast statement, the financial profit analysis is as follows:

Table 7 Pro forma Cash Flows Ended first year

Unit: yuan						
Item	Jan	Feb	Mar	Apr	May	Jun
Operating Activities						
Net income	-110240	-110677	-111014	-111351	-104238	-104375
Increase in accounts	16565	16128	15691	15254	14817	15471
Increase in inventory	0	0	0	0	0	0
Operating Net cash	-93675	-94549	-95323	-96097	-89421	-88904
Investing Activities	0	0	0	0	0	0
Financing Activities						
Investment by owner	10125	10068	10011	9954	9897	9921
Net increase in cash	-83550	-84481	-85312	-86143	-79524	-78983
Item	Jul	Aug	Sep	Oct	Nov	Dec
Operating Activities						
Net income	-110237	-111107	-111977	-112847	-113717	-88,920
Increase in accounts	16125	16779	17433	18087	18741	38,909
Increase in inventory	0	0	0	0	0	0
Operating Net cash	-94112	-94328	-94544	-94760	-94976	-50011
Investing Activities	0	0	0	0	0	0
Financing Activities						
Investment by owner	9945	9969	9993	10017	10341	10,759
Net increase in cash	-84167	-84359	-84551	-84743	-84635	-39252

Table 8 Pro forma Cash Flows Ended December 31,2027

	Unit: yuan				
Item	2023	2024	2025	2026	2027
Operating Activities					
Net income	-	-253,240	1,845,150	3,894,900	7,470,525
Increase in accounts	220,000	350,000	525,000	689,000	912,000
Increase in inventory	0	0	0	0	0
Operating Net cash	-	96,760	2,370,150	4,583,900	8,382,525
Investing Activities					
	0	0	0	0	0
Financing Activities					
Investment by owner	121,000	150,600	254,300	663,200	1,145,600
Net increase in cash	-959,700	247,360	2,624,450	5,247,100	9,528,125
Cash at the beginning of	0	0	0	0	0
.....					
Cash at the end of year	-959,700	247,360	2,624,450	5,247,100	9,528,125

9.5 Ratio Analysis

After the fifth year of project operation, analyze the profitability ratio and liquidity ratio of the project:

1. Profitability ratio

Return on assets (ROA)=net income/average total assets=7470525/24617000=30.3%

Return on sales (ROS)=net income/net sales=7470525/25929000=28.8%

2. Liquidity ratio

Current ratio=current assets/current liabilities=23280700/2349120=9.91

3. Overall financial stability ratio

Debt ratio=total liabilities/total assets=2349120/24617000=9.54%

APPENDICES

Tables

Table 1 Suggested discussion agenda

Table 2 Introduction to the Company's Consulting Project Fees

Table 3 Assumptions in the Company's financial calculation

Table 4 Trial profit and loss statement of the Company for the first year

Table 5 Trial profit and loss statement of the Company for the year ended December 31, 2027

Table 6 Estimated Balance Sheet of the Company

Table 7 Pro forma Cash Flows Ended first year

Table 8 Pro forma Cash Flows Ended December 31,2027

Figures

Figure 1 Market scale of China's psychological consulting industry from 2017 to 2021

Figure 2 Growth chart of the number of non-public psychiatric hospitals registered from 1993 to 2018

Figure 3 85% of parents attach great importance to their children's mental health

Figure 4 Not so many parents can really communicate with their children

Figure 5 Many parents do not know their children's true thoughts

Figure 6 Children are impulsive, angry and violent, and parents usually persuade them

Figure 7 Most parents' willingness to invest in their children's mental health is relatively high

Feasibility Summary

NPV refers to the difference between the present value of future capital inflows and the present value of future capital flows. It is the basic indicator of NPV method in project evaluation. Considering market conditions and bank interest rate, the discount rate is assumed to be 5%.

PV of future capital inflow:

$$PV = F \times (P/F, i, n) = (-959,700 \times P/F, i = 5\%, n = 1) + (247,360 \times P/F, i = 5\%, n = 2) + (262,4450 \times P/F, i = 5\%, n = 3) + (5,247,100 \times P/F, i = 5\%, n = 4) + (9,528,125 \times P/F, i = 5\%, n = 5) = 13,359,800$$

NPV is the difference between present value and cost, so NPV of this project is about 12000000 yuan. Since the cash flow of the first year of the project is -914000, the cash flow of the second year is 224363, and the cash flow of the third year is 2267098, the cost of the project can be recovered within three years. Therefore, the PBP of the project is 2 years and 10 months.

The internal rate of return is the discount rate when the total present value of capital inflows equals the total value of capital flows and the net present value equals zero. After calculation, if the internal rate of return is 70%, the net value in the first year is -560000 yuan, the net value in the second year is 80000 yuan, the net value in the third year is 520000 yuan, the net value in the fourth year is 610000 yuan, and the net value in the fifth year is 650000 yuan. At this time, the net present value in the five years is 1.3 million yuan, and the total present value of capital inflows is equal to the total value of capital flows. Therefore, the internal rate of return of the project is 70%.

The psychological counseling industry is relatively special. Basically, parents pay first and the company provides services, so it has great advantages in the recovery of funds. Moreover, investing in children's education, safety and health is a cost that every family is willing to pay, so there is no problem in the recovery of funds. Therefore, it can be concluded from the above that this project is worth investing.

Dear parents!

We are a mental health research team from SF University, aiming to understand the mental health status of primary and secondary school students in Xi'an and campus mental health services, so as to help improve the construction of campus mental health service system in the region and develop more effective service measures. This survey is only used for academic research and is recorded anonymously. It will take you about 3 minutes to fill in. Thank you for your support for Xi'an's mental health service!

(1) Gender of the interviewee?

Options: male and female

(2) The age of the interviewee --- one year old.

(3) Are you a child?

Options: Father, Mother

(4) Do you have a good relationship with your child?

Option: often talk about intimate topics; They are harmonious and can actively communicate with each other; Generally, there are few contradictions; Not very harmonious, difficult communication

(5) Do you think the child has entered a period of rebellion?

Options: Yes, No

(6) Is your child Xiang willing to listen to you?

Options: Yes, No

(7) Your child's mental health at ordinary times.

Option: attach great importance to, not pay too much attention to

(8) How much communication do you usually have with your children?

Options: many, average, few

(9) Do you know what your child really thinks?

Option: very familiar, average, not very familiar

(10) Recently, whether your child has obvious changes in character and mood without obvious reasons (such as the situation that has always been quiet and become suddenly active, usually lively and suddenly silent, originally calm and suddenly irritable, moody, etc.).

Options: Yes, No

(11) Recently, does your child lose interest, feel pain and despair, and show helplessness and hopelessness

Options: Yes, No

(12) Recently, does your child feel that he or she is a burden to others, and shows that he or she is far away from relatives and friends, self sealing and other behaviors.

Options: Yes, No

(13) Recently, did your child express the idea of suicide through words or words in his/her daily study life or social network, such as "I don't want to live or I want to leave, I hope you live well."

Options: Yes, No

(14) Whether your child has committed serious violence recently.

Options: Yes, No

(15) Whether your child has serious self harm behavior recently.

Options: Yes, No

(16) Through your understanding of the child, you think he

Option: withdrawn, not fond of meeting strangers, cheerful, willing to make friends, kind-hearted, sensible

(17) Is there less and less common language between your child and you?

Option: Yes, but I can't help it; Not found; Yes, try to integrate him

(18) Does the child take the initiative to communicate with you?

Option: Frequent communication, effective; The ditch passes through, but the effect is not good; With ditch

(19) Do you often speak loudly in children?

Option: often, occasionally, never

(20) Do you and your wife/husband quarrel in front of the children?

Option: Never, occasionally

(21) If your child is impulsive, violent, and does not listen to dissuasion, you will take () measures (multiple choices):

Options: Avoid and avoid, beat, scold, punish, dilute, seek help, persuade with reason, seek school teachers, seek psychological experts, and others

(22) If your child is sentimental, prone to crying and fussing, depressed and restless, you will take () measures (multiple choices):

Options: Avoid and avoid, beat, scold, punish, dilute, seek help, persuade with reason, seek school teachers, seek psychological experts, and others

(23) In addition to mental health courses, are there any other mental health science popularization or education activities in the school? (Multiple choices)

Options: psychological group counseling or games, psychological counseling room, psychological theme essay, heart education festival, others

(24) If the school needs to increase the investment in children's mental health, such as teachers, courses, evaluation and other service systems, how much are you willing to pay for children each year?

Options: unwilling to spend, 0–100-yuan, 100–300-yuan, 300–500-yuan, 500 yuan or more

(25) What aspects do you think the school should strengthen students' mental health services? (Q&A)

References

- [1] Zhong Y. . (2020). *The realization framework and path of coordinated supply of community mental health services under the "Healthy China Strategy"* *China Health Policy Research* (08), 8-14
- [2] Fu X. & Zhang K. & Chen X. & Chen Z. . (2021). *China National Mental Health Development Report Beijing: Social Science Literature Press*, 1-33; 188-202; 143-164.
- [3] Chinese government website. (January 2017) *Guiding Opinions on Strengthening Mental Health Services*. From the Internet: <http://www.gov.cn>
- [4] Chinese government website. (2019, July) *Healthy China Action (2019-2030)*. From the Internet: <http://www.gov.cn>
- [5] Zhongyang. com. (2017). *In depth analysis and future trend forecast report of the Chinese psychological consulting industry market*. From the Internet: <https://www.chinairm.com/>
- [6] Kan F. . (2022). *On the implementation strategy of mental health education in kindergartens* *Tiantianai Science (Teaching Research)* (10), 155-157
- [7] Xu P. F. . (2022). *A new focus solution model for the curriculum of Mental Health Education in higher vocational colleges* *Shanxi Youth* (19), 193-195
- [8] Yang D. H. , Wang Q. H. & Zhai H. . (2016). *Investigation report on the mental health of disadvantaged students in primary school academic development* *Chinese Journal of Health Psychology* (05), 791-795
- [9] (2022) *Mental Health Education in Xiangyin County No. 1 Middle School, Hunan Province* *Mental Health Education in Primary and Secondary Schools* (28), 81-82
- [10] Gao M. . (2022). *It is urgent to strengthen the mental health education of teenagers* *Shaanxi Education (Comprehensive Edition)* (09), 51
- [11] Li X. F. . (2022). *The influence of family function on the growth of young people and educational suggestions* *Mental Health Education in Primary and Secondary Schools* (27), 78-80
- [12] Han N. . (2022) *Pay attention to the mental health of children and adolescents*

- and improve music education in primary schools Adolescent Health* (18), 34-35
- [13] Liu L. & Li N. *Safety* (08), 58-63. doi: 10.19737/j.cnki.issn1002-3631.2022.08.009
- [14] Ni B. & Xiang F. X. . (2022). *Analysis on the current situation and risk factors of adolescent sexual mental health in Guangyuan Chinese Sexual Sciences* (06), 153-157
- [15] Lu C. Y. . (2022). *Analysis of the impact of the Internet on adolescent mental health education in the new media era Journal of Hubei Open Vocational College* (11), 108-110
- [16] Bian R. R. & Cong X. Y. . (2022). *Mental Health and Personality Analysis of Teenagers in Psychological Clinic Jiangsu Pharmaceutical* (05), 499-502+506. doi: 10.19460/j.cnki.0253-3685.2022.05.018
- [17] Zhou X. D. & Chen X. H. . (2022). *The shackles and conflicts of intelligent traps on adolescents' mental health and sports behavior Psychological Monthly* (10), 210-213. doi: 10.19738/j.cnki.psy.2022.10.062
- [18] Wang Y. H. . (2022). *Analysis on the promotion of social media and adolescent mental health abroad China School Health* (05), 696-700. doi: 10.16835/j.cnki.1000-9817.2022.05.013
- [19] Zhang Q. & Xi X. *China School Health* (05), 653-657+662. doi: 10.16835/j.cnki.1000-9817.2022.05.004
- [20] Zhou Y. & Sun Y. . *China School Health* (05), 676-678+684. doi: 10.16835/j.cnki.1000-9817.2022.05.009
- [21] Zhang Y.H. . (2022). *The impact of "Internet" on adolescents' mental health and countermeasures Heihe Academic Journal* (03), 40-44+70. doi: 10.14054/j.cnki.cn23-1120/c.2022.03.008
- [22] Li Y. H. . (2022). *The application value of health education and psychological intervention in the prevention of tuberculosis in adolescents Chinese Clinical Pharmacology and Therapeutics* (03), 361
- [23] Fu Z. H. & Zheng H. . (2022). *Study on the risk and protective factors of children and adolescents' mental health changes during the normalization of epidemic situation Journal of Pharmaceutical Forum* (03), 73-76

- [24] He L. H. & Shu Y.P. (2022). *Survey on the Mental Health Status of Social Workers of Youth Affairs in Guizhou Province* *Hainan Medical Science* (02), 254-256
- [25] Yu G. & Xu F. Z. *Chinese Journal of Health Management* (01), 43-46
- [26] Ding J. . (2022). *Research on the Influence of Family Education on Adolescent Mental Health* *Journal of Heilongjiang Teachers' Development College* (01), 111-113
- [27] Fan Z.T. & Wang K.. (2021). *Research progress on unhealthy weight control behavior of adolescents* *Chinese Journal of Health Management* (06), 602-605
- [28] Mao P. & Guo J.. (2021). *Mental health status and influencing factors of adolescents with bad childhood experiences* *Journal of Central South University (Medical Edition)* (11), 1298-1305

Biography

Name-surname	Linlin Wei Linlin Wei, studied in China before my postgraduate studies, and started working after graduation. After working for a few years, I knowed that my ability needs to be improved, so applied for the postgraduate study of business administration in Southeast Asia University, and continuously improved ability in studies. After more than a year of hard work, it is finally time to graduate. I would like to sincerely thank the teachers for their help in my study.
Position	-
Education	MBA Southeast Asia University



THE ICBTS 2022

International Academic Multidisciplines Research Conference London 2022

*London, United Kingdom
15 – 17 November, 2022*

CERTIFICATE OF PRESENTATION

Handed to

Linlin Wei

For outstanding research paper presentation

PSYCHOLOGICAL CONSULTATION BUSINESS

**Organized by ICBTS Conference Center & IJBTS International Journal of Business
Tourism & Apply Sciences at London UK**



**Professor Dr. Kai Heuer
Academic Program Chair**

