



LOVE EMPLOYMENT BUSINESS

BY

JIAJIA RAO

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

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Abstract

This research is qualitative research. The objective is startup business. Love Employment Platform now mainly uses the small program as the platform trial operation point, using the platform to build a bridge between the disabled, enterprises, training institutions, social organizations to help the disabled and other parties. The main sections of the platform include job recruitment section, love friend circle, shopping mall, volunteer recruitment section, and sub-interface functions including business services and activity reservation. The platform features a full range of services for people with disabilities, including "employment + life".

Keywords: Love, employment, platform

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Jiajia Rao

Table of Contents

Abstract.....	IV
Acknowledgement.....	V
Table of Contents.....	VI
Section 1 Executive Summary.....	1
Section 2 Company Description.....	9
Section 3 Industry Analysis.....	14
Section 4 Marketing Plan	29
Section 5 Management Team and Company Structure	40
Section 6 Operations and Production Plan.....	44
Section 7 Financial Projections.....	46
References.....	63
Biography	64

Executive summary

The number of people with disabilities in China is 82.96 million, accounting for 6.34% of the country's total population. The number of people determines the market demand index, and with a huge population base, people with disabilities have a large demand, including physical needs, psychological needs, respect needs, companionship needs and self-worth needs. Although enterprises are currently recruiting employees with disabilities, it is difficult to match the job requirements of enterprises with persons with disabilities, and it is difficult for persons with disabilities to find out about job openings because they are limited to their own circle of persons with disabilities.

The platform now mainly uses the small program as the platform trial operation point, using the platform to build a bridge between the disabled, enterprises, training institutions, social organizations for the disabled and other parties. The main sections of the platform include job recruitment section, love friend circle, shopping mall, volunteer recruitment section, and sub-interface functions including business services and activity reservation. The platform features a full range of services for people with disabilities, including "employment + life".

The platform supports the formation of college and university disability service associations and makes use of volunteer resources of college students to provide offline services for people with disabilities to make up for the inability of the online platform.

The online applet is convenient for people with disabilities and our clients to use our applet anytime and anywhere, and it is easy to carry on top of WeChat. The offline volunteer service organization is relatively flexible and can reach disabled people and enterprises.

The products sold in our online shop are all handicraft items made by people with disabilities, or daily life items consigned by social caring people and university students.

The only services we provide are online second-hand unused items need to do promotions, specific will be in the small program port will do promotions in the

form of free orders for new users, full reductions, coupons and so on.

Most of our staffs come from colleges and universities. Volunteers from colleges and universities not only have a lot of corporate resources but also know the current situation of people with disabilities very well.

We understand the current situation of people with disabilities and then match with enterprises, and some people with strong skills are guided to direct employment and sign agreements with enterprises to help people with disabilities find employment.

We will wear uniform shirts and T-shirts with our logo, as well as our office supplies (pens, notebooks, mugs, etc.) including our small program page will be displayed in our college offices and company offices.

The company is currently established in Longyan City, Fujian Province, and is expected to open an offline store at 123 Xixi Street, Longyan City, and also sell our products and services on WeChat mini-programs.

The initial investment of the employment project is 1 million RMB, and the average EBITDA is expected to be 343,000 RMB per year for the next 5 years according to the aforementioned calculation, and the total EBITDA is 1.7150 million RMB, the calculated ROI is 34.3%, the payback period is 3.65 years, and the IRR is 27%, which shows that the project has a good level of investment return.

According to the comprehensive analysis of the relevant data derived from the planning of the use of start-up capital, investment budget of fixed assets, detailed statement of capital operation, cost and expense budget, personnel salary statement, balance sheet, cash flow statement and project income statement, the market scale is expanding, the business volume is increasing, the team development strategy is steadily realized, the development in the next five years is on an upward trend, the operating income is growing significantly, the net profit is increasing, the operating income is higher than the operating cost, which indicates that the cost can be controlled, the project development is sustainable, the prospect is favorable, and there is great market potential.

Section 1

Company Description

1.1 Basic information of the company

"The 14th Five-Year Plan for the Protection and Development of Persons with Disabilities also clearly indicates that in the new journey of comprehensively building a modern socialist country, persons with disabilities must not be left behind, while continuing to accelerate the development of the cause of persons with disabilities, uniting and leading persons with disabilities, together with the whole nation, to actively participate in the great practice of comprehensively building a modern socialist country, and to build share a happier and better life. The Notice on the Key Work of the Government's Purchase of Services Reform in 2022 issued by the Ministry of Finance of the People's Republic of China highlights that the government should give a high degree of support in social public services, make full use of the government's purchase of services, and encourage service matters that are suitable for market-based methods to be provided to social forces. The disability service industry is expected to break through to new heights, and it is the best time to enter the industry. At the same time, our team saw the many pain points faced by people with disabilities today, so we founded Longyan "Love" Employment Company.

1.2 Mission Statement

The company supports the formation of college love disability service clubs, using the volunteer resources of college students to provide offline services for people with disabilities and make up for what the online platform cannot cover, with the intention of meeting the needs of people with disabilities and creating great love during obstacles. By integrating the resources of all parties, we aim to create a better tomorrow for people with disabilities.

The company takes "helping to realize the self-worth of disabled people" as its goal, "providing comprehensive services for disabled people" as its tenet, and adheres to

the enterprise spirit of "brave to fight and brave to break through", and will By integrating social resources and acting as a green channel for the disabled, the company creates a better tomorrow for the disabled by taking "Love creates no hindrance" and promoting the style of helping the disabled" as its slogan.

Project LOGO:

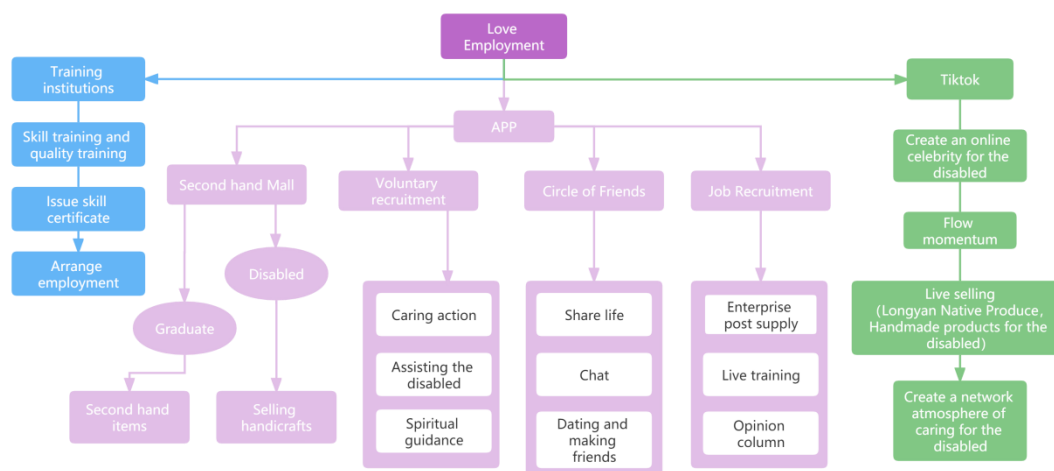


(1-1 project logo)

The green color means hope and vitality, representing that the public welfare platform brings hope to people with disabilities and provides a stage for people with disabilities to realize their self-worth and revive their vitality. "The logo represents the goal of the team, representing that "Love" is the most faithful partner of disabled people. "employment platform will be the most loyal partner of disabled people.

1.3 Products and Services

The platform now mainly uses the small program as the platform trial operation point, using the platform to build a bridge between the disabled, enterprises, training institutions, social organizations to help the disabled and other parties to communicate. The main sections of the platform include job recruitment section, love friend circle, shopping mall, volunteer recruitment section, and sub-interface functions including business services and activity reservation. The platform features a full range of services for people with disabilities, including "employment + life".



1.4 Current Status

The company is preparing for incorporation, the company's members, including the founding team (Jiajia Rao, Siwei Wang, Lili Zhao, Yutai Huang, Yan Wang, Datong Lu) and investment institutions

1. Office location is tentatively set at: No. 178, Provincial Heart Street, Shanghang County, Longyan City, Fujian Province, China.
2. Specific situation: currently raising funds to find investors and then go to the local industry and commerce bureau to register the company.

Longyan "hindrance" employment company proposed to register capital of 10 million yuan, has not yet completed the business registration. The company is committed to providing a full range of services for people with disabilities, featuring an online and offline parallel service model, i.e., building an "Internet + disability" platform to provide employment, skills training, mental health, love and friendship circle and many other services for people with disabilities, with a total of 7 team members, 3 expert consultants in various fields, Quanzhou City Volunteer Workers Association The team currently has 7 members, 3 expert advisors in various fields, Quanzhou City Association of Volunteer Workers, Longyan City Shanghang County Association of Volunteer Workers, Zhangzhou City Red Earth Red Culture Development Center and other social organizations to provide technical guidance for enterprises, the University Soft Industry Association to build a small program platform for enterprises, and dozens of enterprises in Xiamen City reached

cooperation intentions.

1.5 Legal status and ownership

The company is a public benefit enterprise, and ownership is based on the actual shareholder's percentage. The limited partnership consists of general partners and limited partners, and the general partners bear unlimited joint and several liability for the debts of the partnership, and the limited partners are liable for the debts of the partnership up to the amount of their capital contributions.

The nature of the company belongs to the enterprises that rescue disasters, relieve poverty, help disabled people and other difficult social groups and individuals; non-profit enterprises with the main direction of education, science, culture, health and sports; enterprises related to environmental protection and construction of social public facilities.

1.6 The reason for the company's name

Longyan Employment wants to solve the biggest core problem of the socially disadvantaged, which is employment income. We want to bring hope to the disabled and provide them with a stage to realize their self-worth and rejuvenate their lives. The word "hinder" has a harmonic effect with love, and hinder is a barrier-free access, which indicates that "Love" employment platform is a green channel for disabled people's employment. It represents the goal of the team and the most faithful partner of the disabled.

1.7 The first consideration for naming a business

The first element of naming a business is to see if it conforms to the local legal environment. We will set up our business name according to Chinese laws and regulations in accordance with the law and will not violate Chinese laws and regulations. We will set up our business within the scope of the law and will not show any illegal content and its words.

1.8 Legal issues

According to Chinese laws, public welfare organizations need to follow the following requirements

Article 1 In order to regulate disaster relief donations, strengthen the management of disaster relief donations, to protect the legitimate rights and interests of donors,

disaster relief donation recipients and beneficiaries in disaster areas, according to the "Public Welfare Donation Law of the People's Republic of China", the development of these measures.

Article II In the event of a natural disaster, natural persons, legal persons or other organizations to disaster relief donations donated property to support the disaster area, to help the victims, these measures shall apply.

Article III of the disaster relief donations referred to in these measures grantees include.

(A) the civil affairs department of the people's government at or above the county level.

(B) by the civil affairs department of the people's government at or above the county level identified with disaster relief purposes of public welfare groups. Except as otherwise provided in laws and administrative regulations.

Article IV of disaster relief donations should be voluntary and gratuitous, prohibit forced apportionment or disguised apportionment, shall not be engaged in profit-making activities in the name of donation.

Section 2

Industry Analysis

2.1 The overall status of the industry

2.1.1 The industry is overly dependent on government support

Most of the enterprises or organizations in the industry are supported by the government, but because of the lack of reasonable organizational structure and the lack of timely market insight, coupled with the fact that the scope of business is too single, there are problems such as obvious short-term benefits but insufficient long-term benefits and contradictions between the services provided and the needs of people with disabilities, etc. They are overly dependent on government and social funding support and do not have strong blood-making capacity, making it difficult to cope with the growing needs of people with disabilities. The supply of services to meet the growing needs of people with disabilities for a better life.



(Figure 2-1 National introduction of relevant policies)

There are also self-sufficient enterprises in the industry, which have strong blood-making ability, but their operation modes are limited to "Internet+employment" or

"Internet+travel" mode or "Internet+volunteering for the disabled" mode. However, their operation models are limited to "Internet+employment" or "Internet+travel" or "Internet+volunteerism for the disabled", and there are no enterprises with the operation model of "Internet+helping the disabled", which are specialized in providing comprehensive services for the disabled, in order to meet the diverse needs of the disabled and develop in the service industry of the disabled in the long term.

2.1.2 The growing needs of people with disabilities for a better life have not been met

The phenomenon of employment discrimination against people with disabilities is common, and the jobs offered to people with disabilities due to their physiological defects are lower than the normal wage level, thus creating a situation where it is difficult for people with disabilities to be employed and for enterprises to recruit workers. The needs of people with disabilities are not only this, but their psychological needs are also in need of financial support due to the low disposable funds of people with disabilities, the difficulty of relieving low self-esteem due to social discrimination and the problem of tutoring for children's courses in family needs, etc. However, the current society belongs to the era of paid supply, and there are fewer public welfare supply organizations, coupled with the weak economic strength of grass-roots disability associations, it is difficult to meet the huge needs of people with disabilities.

Most of the services provided by the existing enterprises or organizations in the industry for people with disabilities are mainly employment services provided by online recruitment websites, such as: Ru Chang Group, Piggyback.com, Mutual Help.com, etc.; or services for people with disabilities such as rehabilitation and rehabilitation, vocational skills training, etc., such as: Longyan Disabled Persons Welfare Foundation, Love Help Disabled Platform, Longyan Bo Win Vocational Skills Training School, etc. The services are highly targeted and of high quality, but for However, they are not involved in other aspects of the needs of people with disabilities, which is a service gap, and there is an urgent need for the emergence of related service enterprises or enterprises that provide a full range of services.

2.2 Industry characteristics

According to the four-year data from 2018-2021 released by the China Disabled Persons' Federation, the number of disabled people in China is increasing by millions every year, and there will be more than 85 million disabled people in 2021. The Party Central Committee and the State Council attach great importance to the development of the cause of persons with disabilities and pay extra care and attention to them. During the "13th Five-Year Plan" period, the cause of persons with disabilities has made significant achievements, and the goal of "building a moderately prosperous society in all aspects, with no one with disabilities left behind" has been achieved on schedule. 7.1 million rural people with disabilities have been lifted out of poverty, 1.808 million new people with disabilities have been employed in urban and rural areas, and 1.078 million people with disabilities have been employed. The number of people with disabilities in difficulty has been included in the scope of minimum living security, 12.126 million people with disabilities in difficulty have received living allowances, and 14.738 million people with severe disabilities have received care allowances. The coverage rate of basic rehabilitation services for persons with disabilities has reached 80%, and the fitting rate of assistive devices has reached 80%. The proportion of children and teenagers with disabilities receiving compulsory education has reached 95%, and more than 50,000 students with disabilities are enrolled in institutions of higher learning. People with disabilities have now been fully lifted out of poverty, but the risk of returning to poverty is high due to the special characteristics of people with disabilities, and the effective way to prevent returning to poverty is employment, so the employment demand of people with disabilities has surged.

2.2.1 Industry pest analysis

Policy Environment (P)

In order to implement the important instructions of General Secretary Xi Jinping on the cause of persons with disabilities, the State Council issued a notice on the "14th Five-Year Plan" for the protection and development of persons with disabilities, proposing to continue to promote and develop the cause of persons with

disabilities. Under the correct leadership of the Municipal Party Committee and the Municipal Government and the careful guidance of the Provincial Disabled Persons' Federation, the Municipal Party Committee and the Municipal Government have proposed to resolutely implement the decision and deployment of the Provincial Party Committee and the Provincial Government and the Municipal Party Committee and the Municipal Government, in line with the goal of the city's all-round high-quality development, in order to "build a modern ecological city in southwest Fujian and create a happy Longyan with temperature". For 12 years, the municipal government has included the project of helping people with disabilities in the practical affairs for the people to press and tighten the responsibility of work. The state has not only introduced many policies to consolidate and promote the cause of people with disabilities, but also introduced many preferential policies in enterprises. The state has introduced a series of preferential policies to promote enterprises to recruit people with disabilities and to promote the integration of disabled workers in enterprises. Among them, the "preferential policy of disability insurance fee reduction" is the most familiar. Although the policy is to some extent an incentive for companies to hire disabled employees, as a punitive system, it is not an incentive to maximize positive behavior, but to minimize losses, and coupled with society's charitable attitude toward disability, many companies want to make minimal efforts to complete the proportional employment quota.

The main policies of the state to promote enterprises to recruit employees with disabilities

Notice of the State Administration of Taxation of the Ministry of Finance on the Policy of Urban Land Use Tax and Other Policies for Units Placing People with Disabilities in Employment (Cai Shui [2010] No. 121)	Placement of disabled persons in employment units, urban land use tax exemption.
Annex 3 of the document "Cai Shui [2016] No. 36", "Provisions on the Transitional Policies of the Pilot Business Tax Conversion and Value-Added Tax	Parenting services provided by welfare institutions for the disabled and services provided by the disabled themselves for the community are exempt from VAT in accordance with the law.
Circular of the State Administration of Taxation of the Ministry of Finance on Preferential VAT Policies for Promoting Employment of Persons with Disabilities (Cai Shui [2016] No. 52)	For the units and individual industrial and commercial households that place disabled persons, the tax authorities shall levy and refund VAT on a quota basis according to the number of disabled persons placed by the taxpayer.
Notice of the State Administration of Taxation of the Ministry of Finance on Expanding the Scope of Preferential Income Tax Policies for Small and Slightly Profitable Enterprises (Cai Shui [2017] No. 43)	Enterprises founded by people with disabilities, annual taxable income of less than 500,000 yuan (including 500,000 yuan) and meet the conditions of small and profitable enterprises, their income is reduced by 50% of the taxable income, at a tax rate of 20% to pay corporate income tax.
Law of the People's Republic of China on Enterprise Income Tax, Regulations on the Implementation of the Law of the People's Republic of China on Enterprise Income Tax	The enterprise can deduct 100% of the wages paid to the disabled employee when calculating the taxable income on the basis of the actual deduction of the wages paid to the disabled employee.

Data source: Ministry of Finance of the People's Republic of China

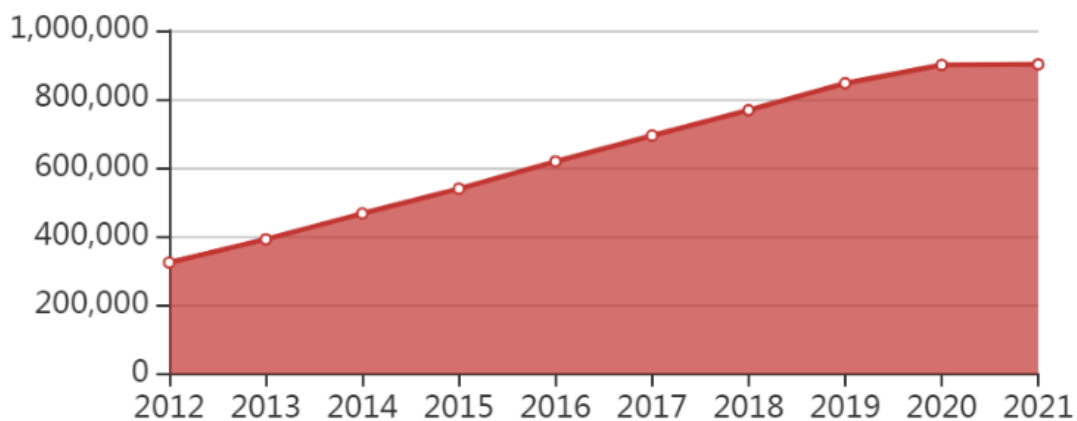
Economic Environment (E)

From the overall economic situation: In 2021, in the face of the complex and severe international environment and domestic epidemic distribution and other multiple tests, under the strong leadership of the Party Central Committee, adhering to the general keynote of seeking progress in a stable manner, scientifically coordinating epidemic prevention and control and economic and social development, solidly doing a good job of "six stable" work, and fully implementing the "According to preliminary estimates, the annual GDP was RMB 1,143,670 billion, an increase of 8.1% over the previous year at constant prices, with an average growth of 5.1% in two years. By quarter, the first quarter grew by 18.3%, the second quarter by 7.9%, the third quarter by 4.9% and the fourth quarter by 4.0%. From the Longyan region, the GDP within the region in 2021 will be 308.178 billion yuan, a 2.4% increase over the same period of one year. The continued healthy development from the national economy and Longyan economy provides a strong economic guarantee for the cause of promoting the development of people with disabilities.

Social Environment(S)

1. Public welfare organizations are flourishing

Data from China Social Organization Network shows that the number of social organizations in China has been growing momentum year after year. 2012, the total number of social organizations in China was only 320,000; in 2013, it reached 390,000; in 2014, it reached 460,000; in 2015, it reached 530,000; in 2016, it reached 610,000; in 2017, it reached 690,000; in 2018, it reached 760,000; in 2019, it reached 840,000; more than 890,000 in 2020; and exceed 900,000 at the beginning of 2021. At this rate of growth, it is expected that by 2022, the number of social organizations in China will exceed the 1 million marks.



2. The formation of a social culture of enthusiasm for public welfare and social responsibility

Under the active advocacy of governments at all levels, the concept of voluntary giving and equal mutual assistance has been firmly established in society, and enterprises and social groups with the will and ability to do so are also guided and encouraged to devote themselves to charity and give back to society. From different registration levels, ministerial-level foundations focus on more ambitious issues, such as scientific research, culture, security and disaster relief, international affairs, etc.

Technical Environment (T)

The decade since the 18th Party Congress has been the decade of the greatest progress in science and technology and the fastest improvement in scientific and technological strength in China. China's science and technology undertakings have undergone historical, overall and pattern changes. According to the latest data show the number of Chinese science and technology enterprises increased rapidly, over the past decade, an average of 17,000 new high-tech enterprises each year, China's high-tech enterprises have exceeded 275,000, the total number of R & D personnel is expected to reach 5 million people a year, ranking first in the world. The total number of international scientific and technical papers and the number of citations

ranked second in the world; the number of invention patent applications and authorizations ranked first in the world. The number of science and technology-based SMEs exceeded 223,000, and the national technology contract turnover was 2 trillion yuan.

2.2.2 SWOT analysis

Advantage (S)

1. Technical support, low cost of small program development. The project uses the resources of the students of the University Soft Engineering Society to support their entrepreneurship while reducing the development cost of the small program, plus the Soft Engineering Society has professional teachers to guide and ensure the quality of the operation of the small program, while carrying out the daily maintenance of the small program.
2. The project has strong resources and is supported by many parties. The project has reached cooperation intentions with social organizations such as Longyan Association of Volunteer Workers, Longyan Shanghang County Association of Volunteer Workers, Longyan Red Earth Concentric Red Development Center, Longyan Strait Training School and dozens of enterprises, fully integrating the tripartite resources of social organizations, training institutions and enterprises to better provide services for people with disabilities.
3. Diversification and refinement of services. The "Love" employment assistance platform aims to provide comprehensive services for people with disabilities, using EXCEL VBA technology to analyze data and provide accurate services to customers with disabilities; the platform supports the formation of college love disability service clubs, which recruit college student volunteers to provide offline services for people with disabilities to make up for the lack of online services, and at the same time, supervise the volunteers to provide good and bad services to ensure the quality of services. The platform supports the formation of college Love Disability Service Club, which recruits college student volunteers to provide offline services for people with disabilities to make up for the shortage of online services, and at the same time supervises the volunteers to ensure the quality of services.

Disadvantages (W)

1. Team members are students, business management 4 Formation of the country's first disabled netroots IP economic team. The platform grasps the popular professions of the times, expands the employment channels for people with disabilities, creates a net-celebrity IP belonging to people with disabilities, realizes the unity of quality and effectiveness in multiple dimensions such as live broadcast with goods, marketing communication and content creativity, and forms a social atmosphere to support and understand people with disabilities.

Insufficient experience. The team was initially established with only 7 people, which was stressful, plus the team members were all students, and although they had experience in managing student organizations, they were inexperienced in enterprise management, and were prone to problems such as unclear authority and responsibility functions, and inappropriate information communication.

2. Few initial funding sources and insufficient capital. At the early stage of platform establishment, there are fewer channels to obtain funds, although there is a certain blood-making ability, but there is a certain uncontrollability of the second-hand market revenue, coupled with the brand awareness has not yet been played, most enterprises, people with disabilities are in a wait-and-see state and the disabled netizen IP to build more investment in the early stage, the success period is not controllable, are prone to lead to the breakage of the enterprise capital chain.

Opportunity (O)

1. In 2021, China has achieved full poverty eradication and the problem of food and clothing for people with disabilities has been solved, the change of demand is to meet the most basic needs and then derive new needs, the needs of people with disabilities are no longer limited to food and clothing, but other needs, such as: companionship needs, psychological needs, etc. There is a market when there is demand.

2. The existing employment platform is not open to people with disabilities or the scope of opening is small. Because there are certain differences between the employment model of disabled people and the employment model of ordinary people in China, disabled people have difficulty in going to work and getting started

due to physiological differences, which leads to certain restrictions in choosing employment, and the current employment platforms such as 58 Tongcheng and BOSS Direct Recruitment are mainly recruiting for ordinary people positions, except for the recruitment information of enterprises indicating the recruitment of disabled people, there is no special section belonging to disabled people.

(3) The existing enterprises or social organizations in the industry have a single model and their services are not yet fully covered. Most of the existing enterprises or social organizations in the industry have a single mode of helping people with disabilities in employment or volunteering activities for caring people with disabilities, and there is not a service platform to take care of all aspects of the needs of people with disabilities, and the volunteering services for people with disabilities do not make full use of the resources of college volunteers.

Threats (T)

1. Existing platforms for helping people with disabilities seize the market. The existing platforms in the market are more mature and have user stickiness, while our company has just started, no fixed users, low corporate awareness, low user trust,
2. The local government has already supported the enterprise, the platform is difficult to enter the local market, or the local government has introduced a perfect project to help the disabled to land, or there is an error in the way the platform enters leading to local users rejecting the platform, or even the platform has the risk of being annexed.
3. The platform can be copied strongly and is easy to be stolen. Under the current environment of policy support for employment of people with disabilities, it is inevitable that some businesses imitate the product, change the name and directly launch the so-called "new product", and seize the market with strong propaganda; also because the model of the "hindrance" employment assistance platform is highly replicable, there are other Because of the replicability of the "hindrance" employment assistance platform model, there are other enterprises imitating and innovating the platform model, and taking away the users of the platform, thus affecting the benign development of the platform.

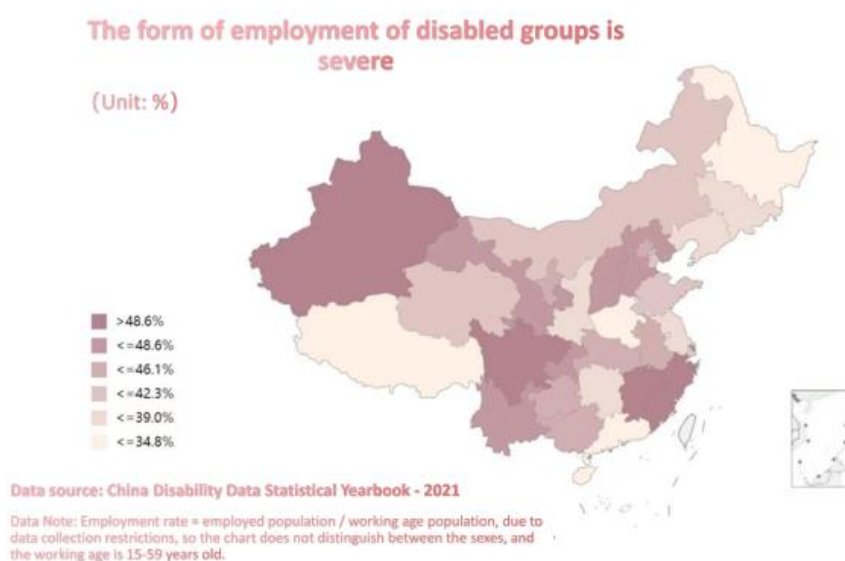
SWOT analysis (Table 2-1)

Internal factors	
Advantages (S)	Disadvantages (W)
<ul style="list-style-type: none"> - technical support, low cost of small program development. -Strong project resources, supported by many parties. -Diversification and refinement of services. -Formation of the first national IP economy team for disabled people. 	<ul style="list-style-type: none"> - Team members are students with insufficient experience in business management. -Few initial funding sources and insufficient capital. -The operation model is not yet mature.
External Factors	
Opportunities (O)	Threats (T)
<ul style="list-style-type: none"> -The country has achieved full poverty eradication and the emergence of new needs of people with disabilities. - Existing employment platforms are not open to people with disabilities, or the scope of opening is small. -The existing enterprises or social organizations in the industry have a single model and the services are not yet fully covered. 	<ul style="list-style-type: none"> -existing disability assistance platforms seize the market. -The platform is sidelined due to local policy factors. -The product can be copied strongly and is easy to be stolen.

2.3 Industry trends

During the "13th Five-Year Plan" period, the scale of employment of people with disabilities in China has been expanding, with 1.81 million new disabled people employed in urban and rural areas, but it is undeniable that there are still more than 8 million licensed disabled people of employment age who have not achieved employment, and the employment situation of people with disabilities is still severe. As shown in Figure 2-3, in terms of geographical distribution, 16 provinces

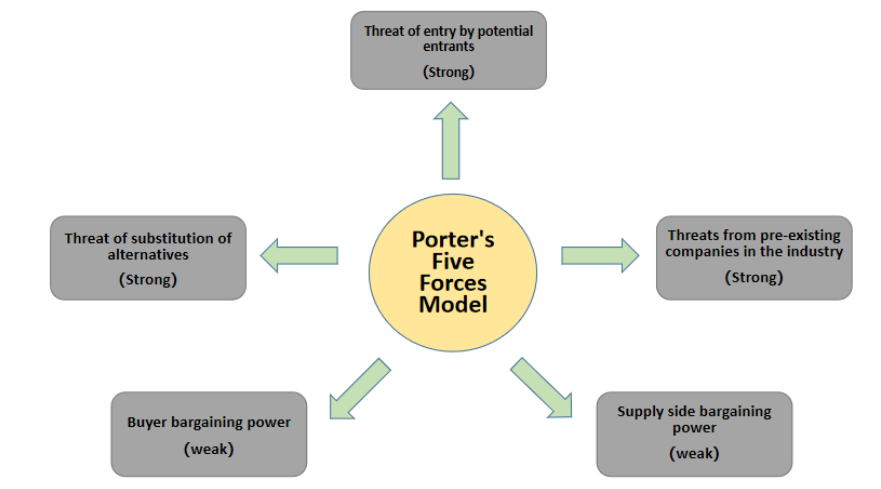
reached the national average level of employment of disabled groups, among which Sichuan Province ranked first with an employment rate of 56.8% and Tibet ranked last with an employment rate of 24%. Overall, the distribution of cold and hot spots of employment development for people with disabilities nationwide is uneven, and the regions with higher employment rates show higher structural consistency with Beijing-Tianjin-Hebei and Yangtze River Delta city groups. To promote the development of employment of persons with disabilities, the "Three-Year Action Plan for Promoting Employment of Persons with Disabilities (2022-2024)" was proposed, requiring a total of 1 million new disabled persons to be employed in urban and rural areas nationwide from 2022 to 2024, the employment and entrepreneurship capacity of persons with disabilities to be continuously improved, the employment rights and interests of persons with disabilities to be better protected, and the formation of a good social environment to understand, care for and support the employment and entrepreneurship of persons with disabilities to be promoted. The government issued a series of policies to support the employment of persons with disabilities, such as the use of the employment guarantee fund for persons with disabilities, tax concessions and exemptions, government procurement priority and other types of support measures.



However, at present, the employment of disabled people in China is very single,

most disabled people are employed only through the introduction of relatives and friends, and it is difficult to solve the employment problem for disabled people through some special social channels, which also reflects the imperfection of the employment service system of disabled people in China, and the lack of special employment platform for disabled people.

2.3.1 Porter's Five Forces Model



1. Entry threat of potential entrants

The threat of potential entrants depends on the entry barrier of the industry and the degree of counterattack of the original enterprises. "The industry is not yet saturated, and the distribution of dominant enterprises in the industry is regionalized, and most of the regional markets have not yet been developed. At present, the registration cost of enterprises is low and there are national policies to support the development of small and micro enterprises, so the entrepreneurial environment is good; at present, the software development technology is advanced, and the cost of building websites and small programs is low; the service industry for people with disabilities is a strong public welfare industry, and the public welfare forms are diversified, so the entry threshold of the industry is low. It is suitable to enter the industry.

Although the industry entry threshold is low, and the industry model is easy to homogenize, the industry's dominant enterprises have not yet carried out countermeasures, most enterprises are forced to withdraw from the market due to

business dispersion, coupled with the fact that the disability service industry is now seriously regionalized, there is no enterprise with national coverage, and the new enterprises enter the market in a range that is not in the region of the industry's existing competitors, so there is no competitive relationship, and therefore the industry's existing competitors There is less counterattack from existing competitors in the industry. That is, the threat of entry of potential entrants is strong.

2. The threat of substitution by substitutes

The threat of substitution lies in the fact that it will take away the customers of the existing companies in the industry or even steal the customers. The "Love" employment applet is a platform mainly for disabled people to find jobs, and it also includes various information such as second-hand sales, community exchanges, dating channels, volunteer teams, psychological counseling, love channels, policy guidance and entrepreneurial support, which is its advantage. However, the Internet is flooded with various platforms that provide specialized information services to divert the traffic that "Loves" employment. Our team is faced with many alternatives, such as second-hand trading being diverted by salted fish, etc.; community communication being diverted by microblogs, WeChat and other emerging application platforms; and big companies such as 58 Tongcheng, Catch.com, and BOSS entering the disabled employment business, plus the risk of the replicability of the "Love" employment platform being easily replaced by replicas, all of which have an impact on the "Love" employment platform. "The threat of substitution is strong.

(3) Bargaining power of buyers

Buyers influence the profitability of existing companies in the industry mainly through their ability to bargain and demand higher quality products or services. The service providers of the "Love" employment assistance platform are mainly people with disabilities, and they charge zero fees for them. As long as the cost of inputs is not higher than the cost of disability insurance, it is within the acceptable range, and the platform charges enterprises only 8% of the cost reduction for the number of disabled employees they provide, so the price is low.

4. Bargaining power of suppliers

The supplier is in an advantageous position to negotiate prices because of its production advantages and industry demand. "Most of the enterprises have the pressure of paying disability insurance, and there is no mature recruitment platform for disabled people to provide recruitment service for disabled people, but the platform is free for disabled people, which attracts more disabled people to enter, and there are disabled people's associations and other The platform is in an advantageous position because of the support of organizations to provide information and a large supply base; the supply of unused items is difficult to take away when graduates leave school and need to rely on the platform to sell, and the platform helps to "clear" the goods and most of the proceeds are invested in the cause of helping the disabled, so the bargaining power of the suppliers is weak; the capital cost required for college student volunteers is low In short, the platform has strong pricing power, the employment platform of "Love" has good service function, and there is no accurate service platform for the disabled in Fujian Province. Therefore, the bargaining power of the supplier is weak.

5. Threat of existing enterprises in the industry

The threat of existing enterprises in the industry is that the existing enterprises in the industry have been in the industry for a long time, have a stable foundation and a mature operation model, so if they are suppressed, they will undoubtedly be a big threat to the enterprises that are ready to enter or are entering. Enterprises in the disability service industry already have mature platforms such as the Chang Group, which has a large national reputation and provides diversified types of services and high quality services, and has formed a certain influence and brand effect, and most customers have a high degree of loyalty to its brand, and the "Love" employment assistance platform, as a new enterprise, has not yet had the opportunity to compete with As a new enterprise, "Love" employment assistance platform does not have the strength to compete with the existing mature enterprises in the industry, but the advantage only lies in the novel model and high innovation, but if the existing enterprises happen to choose Fujian market in the development layout in recent years, with its popularity will be strongly supported by Fujian government, which will be a huge blow to "Love" employment assistance platform, namely The

competition threat of the existing enterprises of "Love" employment assistance platform is strong.

In summary, according to Porter's five forces model, the competition scale of the industry in which the "Love" employment assistance platform is located is influenced by the geographical area of the market, if it is in a super first-tier or first-tier city where there is a mature platform, the competition pressure is huge; if there is no mature platform in the market, the competition advantage is large, and the competition scale and degree of competition in the local market are lower.

Section 3

Market analysis and marketing plan

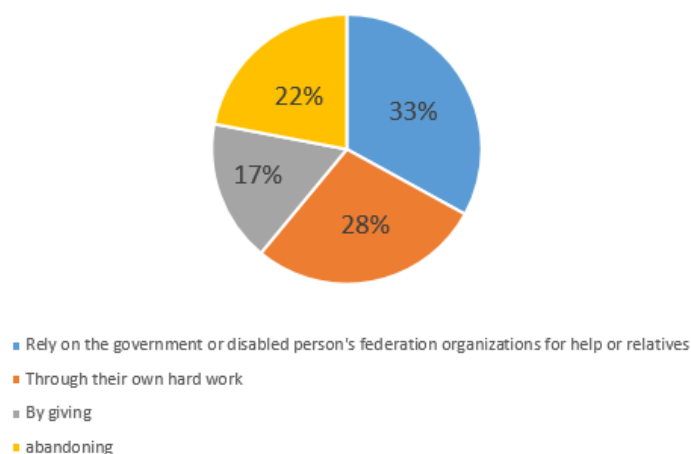
According to the questionnaire survey on the concern of the society for the disabled in Longyan City, 1000 questionnaires were sent out and 980 questionnaires were collected, of which 850 were valid.

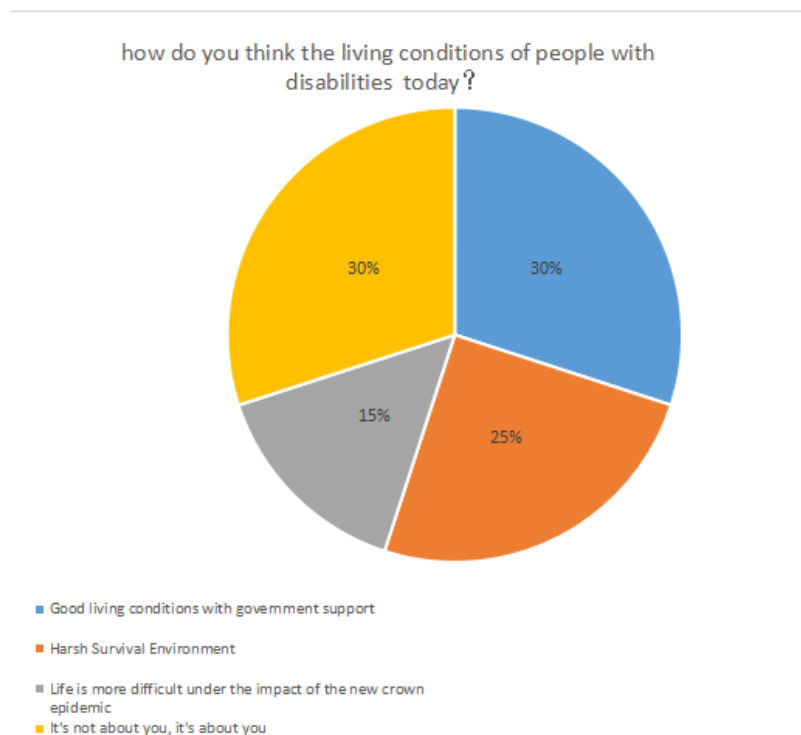
Sample indicators	Indicator Description	Number of people	Percentage (%)
Gender	Male	442	52%
	Female	408	48%
Ages	Under 18 years old	85	10%
	18-35 years old	408	48%
	36-55 years old	289	34%
	55 years old and above	68	8%
Career	Students	391	45%
	Social organization staff	51	6%
	Workers	68	8%
	Civil Service	34	4%
	Business Unit Staff	68	8%
	Corporate employees	51	6%
	Freelancer	81	9.54%
	Businessman / Self-employed	85	10%
	Pending employment	1	0.12%
	Retirees	10	3.32%

After analyzing the SPSS data, it is found that the society pays little attention to the disabled, and the people from all walks of life have a low understanding of the

types of disabled people, their living conditions, and what organizations or units are there in the society to help the disabled and the policies introduced by the state to help the disabled, and more than 25% of them even choose the option of "Don't care about them, hang up high". "During the interview process, it was found that most people think that "people with disabilities should stay at home, and if they go out, it is a burden to the family" and "employment of people with disabilities is a reflection of unfairness to other employees of the enterprise. "... These words all express that the society's "low expectations" of people with disabilities are still in focus, and the stereotype that people with disabilities are "passive, sick and pathetic" has not been broken, and the overall culture of caring for people with disabilities is low. Most people think that the development of the cause of the disabled only requires the government's efforts and does not require the strong support of all sectors of society, i.e. a social support network has not yet been formed, and the form of survival of the disabled is more severe.

How do you think disabled people solve their own survival problems





3.1 Market segmentation and target market selection

3.1.1 Market segmentation

Based on the characteristics and service contents of the "Love" employment assistance platform, quantitative and qualitative analysis of the "Love" employment assistance platform has led to four market segments.

Market Segmentation Categories	Segmentation
Network Industry Market	Network anchor, cloud customer service, ps photo design
Vocational Skills Training Market	Handicraft making, massage skills, tuner
Agency Market	Employment recruitment, community exchange, matchmaking corner, love circle
Volunteer Marketplace	Mental health, teaching activities, caring activities

Market Segmentation Table (Table 3-1)

(1) network industry market: every industry, through the network as a large carrier, the use of information technology, open and user intersection, communication, to achieve product display and trading links, can be called network industry. The

network industry is divided into many kinds of industries, the current popular industry mainly live with goods, through the creation of disabled people's Netflix IP, in expanding the employment of disabled people at the same time to improve the visibility of the platform, to achieve a win-win situation, through the design of pictures for customers, do agent cloud customer service, to achieve the employment of disabled people.

(2) vocational skills training market: Vocational training, also known as vocational education, is the direct training of workers to master the necessary expertise and skills to engage in a certain occupation. The vocational training involved in the "hindrance" employment assistance platform is public welfare training, in cooperation with public welfare training schools, to improve the vocational skills of people with disabilities to issue certificates while giving certain guarantees to enterprises.

(3) Intermediary market: The employment recruitment and love circle sections set up by the "Love" employment assistance platform belong to the employment and marriage introduction category of the intermediary industry, i.e. a medium to push information between enterprises and persons with disabilities or between persons with disabilities and persons with disabilities through the platform, which can be precisely pushed by the platform according to the needs of users.

(4) Volunteering market: Volunteering refers to the service work made by voluntarily giving one's time and energy to improve society and promote social progress without expecting anything in return. The spirit of dedication is noble and is the essence of volunteerism. By participating in volunteer services, volunteers promote the progress of the society and at the same time, they themselves have been greatly improved. The "Love" employment platform expands its influence and increases its visibility through the market of volunteer services.

3.1.2 Target market

Based on the results of market segmentation, we adopt a differentiated market strategy. Volunteer services and vocational skills training are mainly for people with disabilities, and we do not charge fees from the disabled group. The intermediary

market and the network industry market are our main sources of profit, especially the intermediary market. We therefore target our current primary market at the intermediary market.

3.1.3 Market positioning

At present, there are many different types of platforms, each with its own advantages in terms of service targets and service scope, but there is no comprehensive online and offline public welfare platform that focuses on serving people with disabilities. Therefore, the market orientation of Love Employment Help Platform is to provide comprehensive services only for the disabled.

(2)

3.2 Buyer behavior

3.2.1 Undeveloped consumer group

This category of people is not our main consumer, but our potential users. If our service is done well I can easily be converted into our target customers, we will play our own advantages to actively grasp this group of customers.

Most of the untapped consumers in the intermediary market are labor-intensive, resource-intensive and other types of enterprises, such as textiles, clothing, construction and other industries. The attribute of our platform is to help people with disabilities find employment, and because people with disabilities have certain physical defects, they are currently unable to fill positions in labor-intensive enterprises.

Therefore, in the future, we will strengthen the knowledge and skills of people with disabilities through vocational training through modern Internet technology instead of manual labor or other means to give this type of enterprises a new solution to promote some of these enterprises to us to recruit groups of people with disabilities who can help enterprises grow.

3.2.2. Potential consumer group

Our potential consumers are growing communication service companies. E-commerce enterprises, network service enterprises. These small and medium-sized enterprises are currently small in size generally around dozens of people, they are

in the rapid development of enterprises during the need to open up the talent. At this stage they have a greater demand for management talents, resource-based talents, highly educated talents and compound talents. For customer service, picture processing these basic positions demand is smaller, but there is also a certain demand. This part of the population can not be the main body of consumption, but can be used as the first to try the group, gave a certain discount to fight for the goodwill of each other. For example: we will outsource their customer service positions, image processing, copy editing positions, and give a certain discount in the early stage, lower than their previous operating costs to attract them to spend. And then use the scale advantage to continuously bundle the customers.

3.2.3 Main consumer group

The main consumer population is in medium and large enterprises with an overall size of 100 people or more. Because according to the national policy pointed out that in order to help the disabled employment. Every 100-person scale enterprise needs to recruit one disabled person for employment, and so on. Especially in the communications industry, customer service in the e-commerce industry, the Internet industry, data tagger, online translation, copywriting, picture design and other such positions can ignore the deficiencies of people with disabilities. According to the guidance of the national policy of this category of major consumer groups, namely a certain scale of e-commerce, communications, network services, virtual services enterprises they consider the impact of national policies and the interests of enterprises themselves when consuming. Recruiting people with disabilities can not need to pay disability assistance (according to 100 people to recruit a rate), and people with disabilities can create the same production value as normal people, enterprises recruiting people with disabilities can get tax breaks and subsidies. On the whole, the business profit of enterprises will rise, so they are willing to recruit people with disabilities, and the consumption process is fast and the decision time is short and frequent.

3.3 Competitor Analysis

Compared with other disability assistance platforms, the competitive advantages of "Love" employment platform are.

1. "Employment + Life" helps people with disabilities, creating a full range of services platform, through precise job promotion, vocational skills training, handicraft selling, college students volunteering to help people with disabilities (care for people with disabilities, spiritual counseling, academic counseling for students with disabilities or children from families with disabilities), interpersonal communication and other services, covering a wide range of services to meet the needs of people with disabilities. All needs are met.
2. The platform offline supports the formation of volunteer service associations of major universities to help people with disabilities, which is applicable to major universities, in line with the direction of university education, plus the organizational structure has been perfected with strong replicability, providing a continuous stream of volunteer resources of college students for the cause of helping people with disabilities.
3. The platform follows the footsteps of the times, opens the short video market for the employment of people with disabilities, creates positive energy disabled people's Netflix IP image, allows people with disabilities to call for an equal view of the disadvantaged groups of people with disabilities, provides a stage for people with disabilities to realize their own value, and at the same time helps to create a healthy network atmosphere of online care for people with disabilities.

3.4 Overall marketing strategy

Good publicity will gradually bring the brand into the public eye, subtle influence on public perception, while increasing the influence and visibility of the brand and expanding the user base. Based on the characteristics of the platform, the following publicity strategies are determined.

1. Rational use of social organizations influences publicity platform. The "Love" employment platform has reached cooperation with social organizations such as Longyan Disabled Persons' Federation, Longyan Volunteer Workers' Association,

Longyan Red Earth Red Development Center, etc. Through the publicity channels of the above social organizations, the platform is promoted and recommended to improve the credibility of the platform.

2. Use traditional advertising to promote. The platform set up special funds for advertising on the pages of major websites to increase the exposure of the platform, while advertising should not be placed all at once, but first in the initial stage of the platform in the websites with high traffic, and put it in a cycle of a week, so as to avoid putting too much to arouse public resentment, but also regular placement so that it implicitly affects the public, when there is a demand will remember "The users of the platform will increase continuously.

3. Platform official media number publicity. At the same time, the platform has a network operation department to operate the official account, i.e. copywriting, video editing, script writing, etc., and publish videos and related articles on these social media to attract users and establish the brand image.

3.5 Price Strategy

The pricing of the products of "Love" employment assistance platform will take into account both the cost of the products and the public welfare of the project. The platform is zero charge for disabled users, and the following pricing strategies are made for other services.

1. Shopping mall pricing: The shopping mall section was originally created to take advantage of the difficult problem of handling graduates' idle items, and to attract more customers to use the platform to sell through the form of donating the proceeds from the platform to people with disabilities, and only charging a 5% handling fee; at the same time, it has become a sales path for handicrafts of people with disabilities. There are many shopping platforms in the market, such as Taobao, Jingdong, Jindo, etc. Although the traffic is large, but the fees charged are high, if the disabled go to sell handicrafts through the above platforms, the profit space is small, the shopping mall of this platform does crowdsource, the disabled sellers only need to provide the products and other work by the platform is responsible, and the platform only charges 10% handling fee.

2. Enterprise recruitment fee: "Love" employment assistance platform provides

information matching service for disabled people with employment needs and companies that need to recruit disabled people. Enterprises can enjoy the membership services such as two-hour topping of information and speeding up the review of job information to within one hour by recharging 365 RMB as a one-year membership fee. As well as enterprises hiring the platform to complete the recruitment target of disabled employees in this enterprise, to ensure the stability of disabled employees, according to the 5% of the reduced cost of disability insurance and tax costs to the platform as a processing fee.

3. live with goods income pricing: "Love" employment platform will set up the economic team of disabled people's net red IP building, when the IP reaches a certain flow, can be live for disabled people's homemade products, Longyan special products, etc. with goods, the platform economic team only take 2% of the revenue, the rest goes to the disabled, and the preliminary packaging input The cost does not need to be borne by people with disabilities.

4. Platform advertising page placement fee: the platform has a certain amount of traffic, will attract many businesses to place advertising pages, compared to ShakeYin, microblogging and other nationally known social media, "Love" employment assistance platform's competitive advantage is not high, can only win with price, so the initial advertising costs in the platform is 900 yuan / day, later We will increase the advertising cost when the traffic of the platform increases.

5. Build sales network, take Longyan city as the base point, connect the surrounding cities by line, gradually spread to form a comprehensive coverage in Fujian province, develop the market to support the establishment of local colleges and universities to help the disabled service associations to enter the local market first, while sending salesmen to the local market development, and finally enter the local market in the form of branches, so as to build the "hindrance We will build a big map of "employment and disability assistance platform".

3.6 Sales process and promotion combination

The platform can undertake various kinds of disability assistance projects organized by the government or society, such as such as special job fairs for the disabled, skills training courses for the disabled, mental health exchanges and other activities,

and improve the visibility of the enterprise while undertaking the activities, and at the same time tap potential customers. In the future, we can take the initiative to cooperate with other parties to help people with disabilities to hold activities of a larger scale, and even receive the government's purchase service projects.

3.7 Marketing 7Ps analysis

1.Product

We love employment public welfare platform is focused on providing a full range of services for people with disabilities, the platform integrates the resources of enterprises, vocational training schools and social organizations, featuring a parallel service model of online and offline, that is, building an "Internet + disability assistance" platform to provide employment, skills training, psychological counseling, love friends circle (communication, sharing and dating), handicraft sales for people with disabilities and many other services. The platform supports the formation of college and university disability service associations and makes use of volunteer resources of college students to provide offline services for people with disabilities to make up for the inability of the online platform.

2. Place

We adopt two channels, online applet, and offline university volunteer service organization. The online applet is convenient for people with disabilities and our clients to use our applet anytime and anywhere, and it is easy to carry on top of WeChat. The offline volunteer service organization is relatively flexible and can reach disabled people and enterprises.

3. Price

The products sold in our online shop are all handicraft items made by people with disabilities, or daily life items consigned by social caring people and university students. The value of each type of item varies greatly, and the price is relatively different. However, because they are unused items and we are a public service, the prices have certain advantages.

4. Promotion

The only services we provide are online second-hand unused items need to do promotions, specific will be in the small program port will do promotions in the form of free orders for new users, full reductions, coupons and so on.

5. People

Most of our staffs come from colleges and universities. Volunteers from colleges and universities not only have a lot of corporate resources but also know the current situation of people with disabilities very well. The cost of employing college students is also low, and college students generally have a strong sense of public welfare and are well-educated with a good overall ability level.

6. Process

We understand the current situation of people with disabilities and then match with enterprises, and some people with strong skills are guided to direct employment and sign agreements with enterprises to help people with disabilities find employment. For those with insufficient skills or due to external force majeure factors such as health, we sign an agreement with the training school to train them with the corresponding skills and help them to start employment.

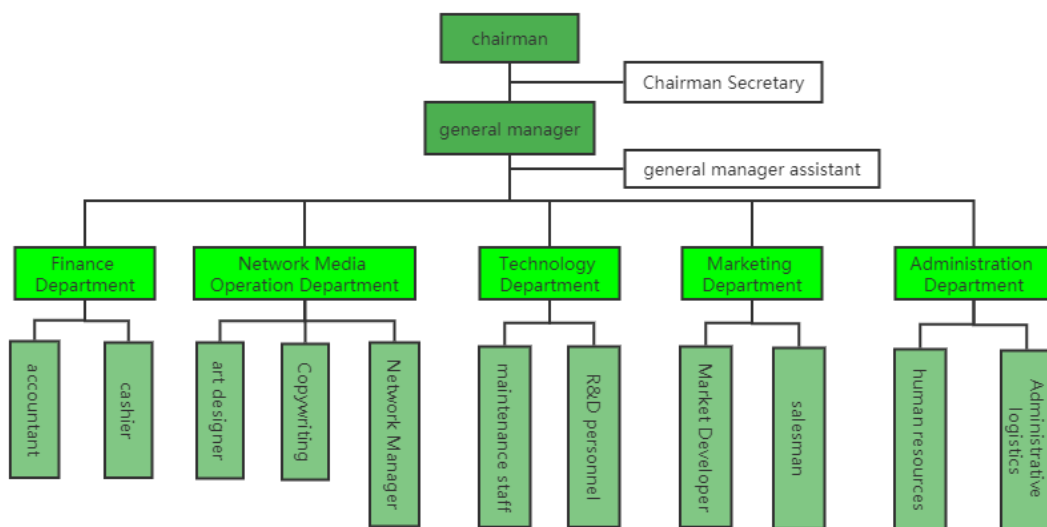
7. Physical Evidence

We will wear uniform shirts and T-shirts with our logo, as well as our office supplies (pens, notebooks, mugs, etc.) including our small program page will be displayed in our college offices and company offices.

Section 4

Management Team and Corporate Structure

4.1 The company's management team and its structure



(4-1 Organizational Chart)

4.2 System, authority, and obligation of each post

1. Head of the Administration Department.

(1) responsible for presiding over the overall work of the department, responsible for implementing the content of the "Administrative Department Responsibilities", and responsible for managing the department's personnel to fully complete all work tasks.

(2) According to the company's overall annual plan, responsible for decomposing and formulating plans and summaries of the department's weekly, monthly and annual work objectives.

(3) Responsible for implementing the company's rules and regulations, organizing the preparation and improvement of the department's internal systems and processes, and supervising their implementation to continuously improve the department's management level.

(4) responsible for the development of the department's staff assessment methods

and strict compliance with the implementation.

2. Administration.

(1) responsible for assisting the work of the department manager, implementing the content of the "Administrative Department Responsibilities", and assisting the department manager to complete the department's administrative tasks.

(2) according to the annual plan of the department formulated by the department manager to develop the plan and summary of the weekly, monthly and annual work objectives of this post.

(3) Responsible for the implementation of the company's rules and regulations, assist the department manager to prepare and improve the department's internal related systems and processes, and implement them.

3. Human Resources.

(1) Assist the department manager to participate in the development of human resources planning, and provide suggestions and information support for major personnel decisions.

(2) Assist the department manager to implement and supervise the company's personnel management system.

(3) Assist the department manager to make corresponding changes according to the company's job adjustment needs and ensure that the job description matches the actual one.

4. Head of Marketing Department.

(1) responsible for presiding over the overall work of the department, responsible for the implementation of the "Marketing Department Responsibilities" content, responsible for the management of market developers, salesmen to fully complete the work tasks.

(2) According to the company's overall annual plan, responsible for decomposing and formulating plans and summaries of the weekly, monthly and annual work objectives of the department.

(3) Responsible for implementing the company's rules and regulations, organizing the preparation and improvement of the department's internal related systems and processes, and responsible for supervising the implementation to continuously

improve the department's management level.

5. Salesman.

(1) Develop marketing plans according to the strategic development of the company.

(2) Establishing marketing management systems such as product information analysis, data management, and marketing planning.

(3) Responsible for the formulation and adjustment of marketing policies and marketing strategies.

6. Market Developer.

(1) Responsible for the operation and maintenance of the company's webpage, WeChat public number and A website.

(2) Conduct market research on WeChat public number and website operation, conduct market analysis and make corresponding adjustment suggestions.

(3) Responsible for the design and production of advertisements for all projects of the company.

(4) Make cost budget and control for advertising input of all projects of the company.

7. Head of Technical Department.

(1) Responsible for presiding over the overall work of the department, responsible for implementing the content of the "Responsibilities of the Technical Department", and for managing the departmental staff to fully complete all work tasks.

(2) According to the company's overall annual plan, responsible for decomposing and formulating plans and summaries of the department's weekly, monthly and annual work objectives.

(3) Responsible for implementing the company's rules and regulations, organizing the preparation and improvement of the department's internal related systems and processes, and supervising their implementation to continuously improve the department's management level.

4.3 Board of Directors

(1) Chairman: Rao Jiajia

(2) Vice Chairman: Wang Siwei

(3) Independent Directors: Lili Zhao, Yutai Huang, Yan Wang, Datong Lu

4.4 Advisory Board

(1) Mr. Liu Daitian

(2) Mr. Wu Navy (live with the goods)

4.5 Other Professionals

(1) Social scholars

(2) University professors

(3) Corporate executives

Section 5

Operation plan, production design and development plan

5.1 Operation mode and procedure

Build a service platform exclusively for people with disabilities, and at the same time support colleges and universities to set up a service club to make up for the gaps in offline services. The service scope of the platform includes precise job promotion, vocational skills training, handicraft selling, college students volunteering to help people with disabilities (caring for people with disabilities, spiritual counseling, academic counseling for students with disabilities or children from families with disabilities), and interpersonal communication (including matchmaking). In addition, we will set up a disabled person's web-engineering team to create a positive web-engineering IP for disabled people and attract more people in society to participate in the cause of helping disabled people.

5.2 Business Location

The company is currently established in Longyan City, Fujian Province, and is expected to open an offline store at 123 Xixi Street, Longyan City, and also sell our products and services on WeChat mini programs.

5.3 Facilities and Equipment

Computers, printers, desks, chairs and benches, photography equipment, promotional materials, warehouses, etc.

5.4 Operation strategy and plan

At the initial stage of the platform, the small program is the carrier, and the board initially sets up employment recruitment, Love friends circle, volunteer registration and other sections, focusing on the development of employment for people with disabilities, contacting and communicating with enterprises, people with disabilities

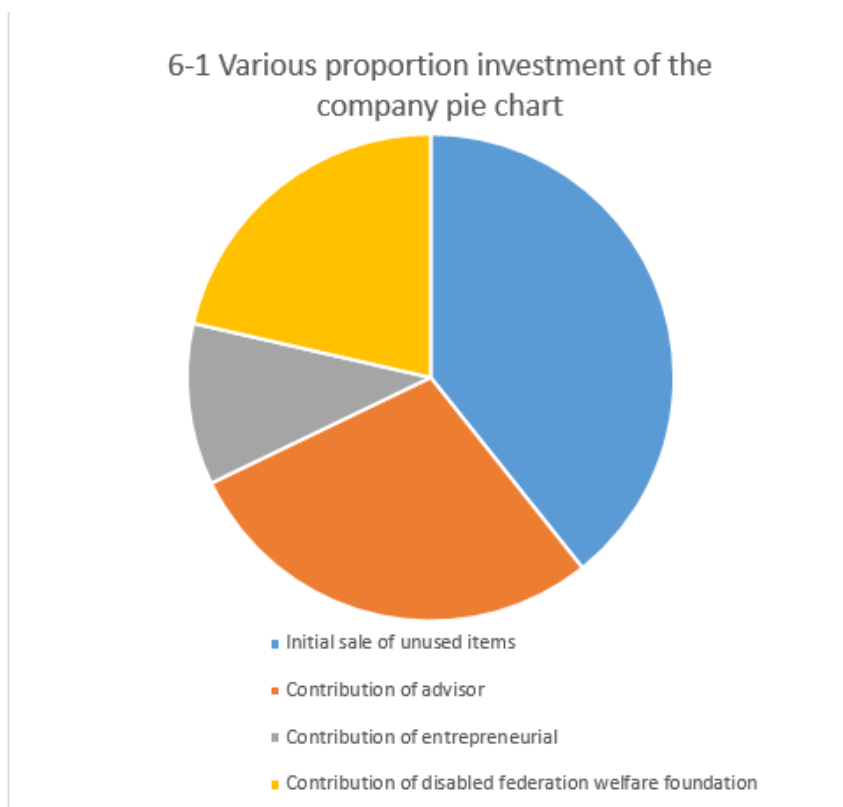
and vocational skills training schools, building employment bridges for people with disabilities, and at the same time establishing a database of information on people with disabilities seeking employment and systematic recruitment information, using VBA technology to accurately push recruitment and job-hunting information, so as to achieve both enterprises and people with disabilities. To realize the precise matching of employment and create a "58 Tongcheng" exclusively for people with disabilities. It is expected to increase the employment rate of people with disabilities by more than 10% within 1-3 years. In addition, in the early stage of the platform, with the support and guidance of Longyan Disabled Persons Federation and Longyan Volunteer Workers Association, we set up the College Love Disability Service to provide a full range of services such as life, psychology and employment follow-up work for people with disabilities to guarantee their employment and healthy life. When the influence of the "Hindrance" employment assistance platform reaches a certain level, we will make use of the replicability of public welfare. The platform will be expanded to Longyan colleges and universities, forming an expansion mode from point to line, and it is expected that within three years, the coverage rate of volunteer services of Longyan college students for the disabled will reach more than 80%. We will expand our brand, expand the influence and credibility of the platform, occupy the Longyan market and expand our business to the surrounding cities.

Section 6

Financial Analysis

6.1 Sources and uses of funds

The company's proposed registered capital is 2 million yuan, the first batch of subscription of 1 million yuan, mainly divided into entrepreneurial team funding, mentor funding, the initial unused goods trafficking draw, the Disabled Persons' Federation, the Disabled Persons' Welfare Foundation funding, the specific amount of capital and the company's various types of contributions accounted for in the table below.



(6-1 Pie chart of the percentage of each type of contribution of the company)

6.2 Planning for the use of start-up capital

Planning table for the use of start-up funds (Table 6-1)

Fixed assets input	140,000(RMB)
APP development	30,000(RMB)
Liquidity	830,000(RMB)

6.2.1 Fixed asset investment budget

Fixed asset investment budget table (Table 6-2)

Fixed asset investment count (RMB)			
Equipments	Unit Price	Quantity	Total
Computers	5000	24	120000
Office chair (set)	500	24	12000
All solid wood sofa	3000	1	3000
Printers	1500	2	3000
Office Supplies	2000	1(set)	2000
Total			140000

6.2.2 Breakdown of fund operations

Breakdown of fund operations (Table6-3)

Detailed breakdown of asset operations (RMB)				
Projects	Serial number	Indicators	Indicator value	Total
Total Investment	1	Fixed Assets	140000	170000
	2	Intangible assets	30000	
	3	Period Costs	0	

6.2.3 Cost budget table

Cost Budget Table (Table 6-4)

Cost budget (RMB)					
Projects	2023	2024	2025	2026	2027
Selling expenses	588000	594000	600300	606915	613861
Finance costs	-	-	-	-	-
Overhead (site + salary)	1124600	1158400	1192260	1226183	1260172
Operating Costs	510000	519000	528450	538373	548791
Total	2222600	2271400	2321010	2371471	2422824

6.2.4 Personnel payroll

Personnel salary table (Table 6-5)

Personnel Payroll			
Employee Wages	Number of people	Single item	Total
President	1	15000	15000
General Manager	1	12000	12000
Chairman Secretary	1	7500	7500
Assistant General Manager	1	6000	6000
Accountants	1	8000	8000
Cashier	1	7000	7000
Artworker	1	7500	7500
Copywriter	1	5000	5000
Network Manager	1	8000	8000
HR	1	5000	5000

Administrative staff	1	4500	4500
Maintenance staff	1	7000	7000
Research and development staff	3	8000	24000
Marketing Developer	3	5000	15000
Salesman	6	4000	24000
Total	24		155500

6.2.5 Fixed assets depreciation schedule

Depreciation schedule of fixed assets (Table 6-6)

Fixed assets depreciation schedule					
Year/Content	2023	2024	2025	2026	2027
Fixed Assets	140000	140000	140000	140000	140000
Accumulated depreciation (5 years depreciation, 5% salvage rate)	26600	53200	79800	106400	133000
Net value of fixed assets	113400	86800	60200	33600	7000

6.2.6 Amortization schedule of intangible assets

Amortization Schedule of Intangible Assets (Table 6-7)

Amortization schedule of intangible assets					
Year/Content	2023	2024	2025	2026	2027
Intangible assets	30000	30000	30000	30000	30000
Accumulated amortization (5 years amortization, salvage rate 0%)	6000	12000	18000	24000	30000
Net intangible assets	24000	18000	12000	6000	0

6.3 Financial Forecast

6.3.1 Balance Sheet

Balance Sheet (Table 6-8)

Balance Sheet					
Reporting Period	2023	2024	2025	2026	2027
Assets	-	-	-	-	-
Current assets	-	-	-	-	-
Monetary Funds	316400	404720	889372	1513859	2253225
Accounts Receivable	180600	234780	281736	309910	325405
Inventory	-	-	-	-	-
Total current assets	497000	639500	1171108	1823769	2578630
Fixed Assets	-	-	-	-	-
Original value of fixed assets	140000	140000	140000	140000	140000
Less: Accumulated depreciation	26600	53200	79800	106400	133000
Net value of fixed assets	113400	86800	60200	33600	7000
Intangible assets	30000	30000	30000	30000	30000
Less: Accumulated amortization	6000	12000	18000	24000	30000
Net intangible assets	24000	18000	12000	6000	0
Total non-current assets	137400	104800	72200	39600	7000
Total assets	634400	744300	1243308	1863369	2585630
Current liabilities	-	-	-	-	-
Accounts Payable	51000	51900	52845	53837	54879
Total liabilities	51000	51900	52845	53837	54879
Owner's Equity	-	-	-	-	-
Paid-in Capital	1000000	1000000	1000000	1000000	1000000
Undistributed earnings	-416600	-307600	190463	809531	1530751
Total Owner's Equity	583400	692400	1190463	1809531	2530751
Total liabilities and owner's equity	634400	744300	1243308	1863369	2585630

6.3.2 Cash flow statement

Statement of Cash Flows (Table 6-9)

Reporting Period	2023	2024	2025	2026	2027
1. Cash flows from operating activities	-	-	-	-	-
Accounting profit	-416600	109000	498063	619069	721220
Add: Increase in accounts payable	51000	900	945	992	1042
Depreciation	26600	26600	26600	26600	26600
Amortization	6000	6000	6000	6000	6000
Less: Increase in accounts receivable	180600	54180	46956	28174	15495
Increase in inventories	-	-	-	-	-
Net cash flows from operating activities	-513600	88320	484652	624487	739366
2. Cash flows from investing activities	-	-	-	-	-
Cash generated from the construction of fixed assets and intangible assets	170000	-	-	-	-
Cash generated from investing activities	170000	-	-	-	-
3. Cash flows from financing activities	-	-	-	-	-
Cash received from equity investments	1000000				
Subtotal cash inflow from financing	1000000				

activities					
Net cash flows from financing activities	-	-	-	-	-
4. Net increase in cash and cash equivalents	316400	88320	484652	624487	739366
Add: Cash and cash equivalents balance at the beginning of the period	0	316400	404720	889372	1513859
5. Cash and cash equivalents balance at the end of the period	316400	404720	889372	1513859	2253225

6.3.3 Project income statement

Project Income Statement (Table 6-10)

Project Income Statement					
Reporting Period	2023	2024	2025	2026	2027
Product sales revenue	1806000	2347800	2817360	3099096	3254051
Less: Cost of goods sold	510000	519000	528450	538373	548791
Non-operating expenses	1296000	1828800	2288910	2560723	2705260
Profit from product sales	588000	594000	600300	606915	613861
Less: Selling expenses	1124600	1158400	1192260	1226183	1260172
Overhead	-416600	76400	496350	727625	831227
Operating profit	-416600	76400	496350	727625	831227
Total profit	-416600	76400	457313	545719	623420

6.3.4 Return on Investment

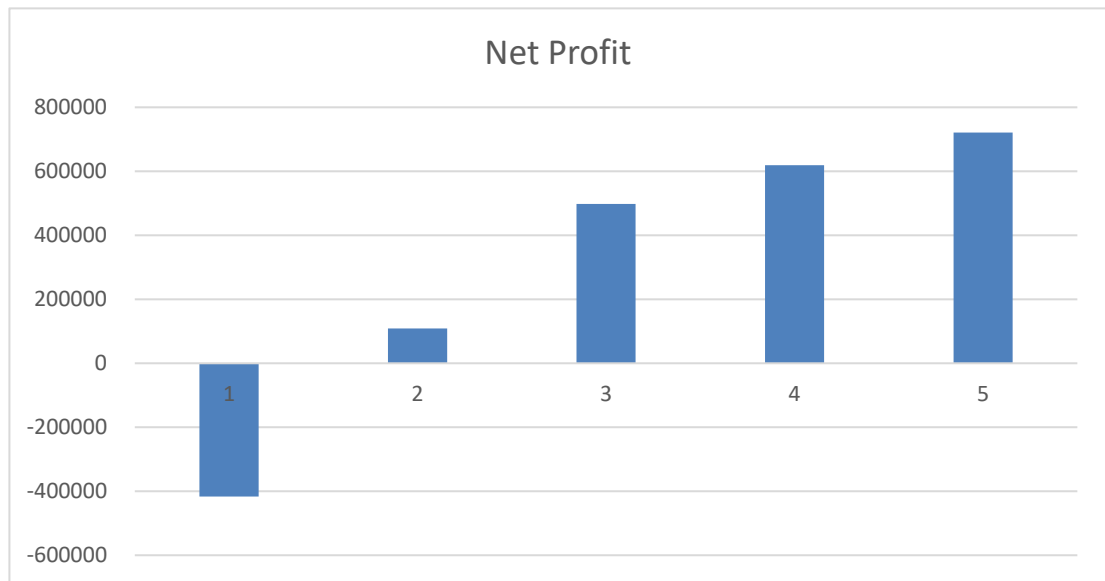
	2023	2024	2025	2026	2027
Sales growth	100%	30%	20%	10%	5%

Gross margin	72%	78%	81%	83%	83%
Percentage of total current assets	78%	86%	94%	98%	100%
Return on Assets ROA	-51%	11%	46%	35%	28%
Return on Net Assets ROE	-53%	12%	49%	36%	29%
Gearing ratio	8.04%	6.97%	4.25%	2.89%	2.12%
Equity Debt Ratio	8.74%	7.50%	4.44%	2.98%	2.17%
Net Present Value	29	7	36	43	46
Payback period	3.65 years				
Internal Rate of Return IRR	27%				

The initial investment of the employment project is 1 million RMB, and the average EBITDA is expected to be 343,000 RMB per year for the next 5 years according to the calculation, and the total EBITDA is 1.7150 million RMB, the calculated ROI is 34.3%, the payback period is 3.65 years, and the IRR is 27%, which shows that the project has a good level of investment return.

Year	2022	2023	2024	2025	2026
EBIT	-41.66	7.64	49.64	72.76	83.12
Average EBIT	34.3				
Total Investment	100				
Investment Margin	34.3%				

6.3.5 Summary of Financial Analysis





Net Profit Chart (Figure 6-2)

According to the comprehensive analysis of the relevant data derived from the planning of the use of start-up capital, investment budget of fixed assets, detailed statement of capital operation, cost and expense budget, personnel salary statement, balance sheet, cash flow statement and project income statement, the market scale is expanding, the business volume is increasing, the team development strategy is steadily realized, the development in the next five years is on an upward trend, the operating income is growing significantly, the net profit is increasing, the operating income is higher than the operating cost, which indicates that the cost can be controlled, the project development is sustainable, the prospect is favorable, and there is great market potential.

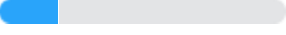
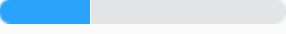
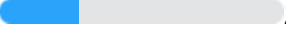
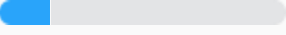
Appendices

1. Research questionnaire on social concern for employment of disabled people

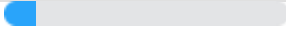
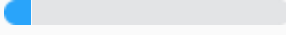
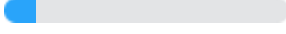
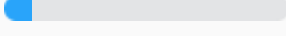
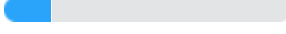
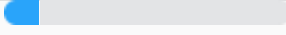
Question 1 What is your gender? [Single-choice]

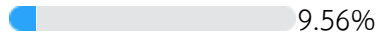
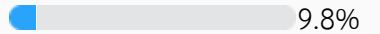
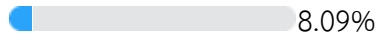
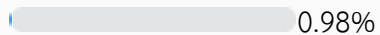
Options	Subtotal	Proportion
Male	195	 47.79%
Female	213	 52.21%
This question is valid to fill in the number of people	408	

Question 2 What is your age? [Single-choice]

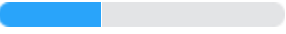
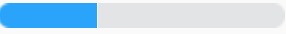
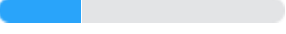
Options	Subtotal	Proportion
Under 18 years old	86	 21.08%
18-35 years old	132	 32.35%
36-55 years old	116	 28.43%
55 岁以上	74	 18.14%
55 years old and above	408	

Question 3 What is your occupation? [Single-choice]

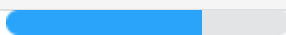
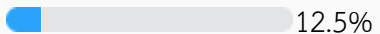
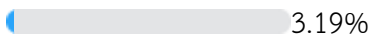
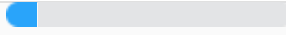
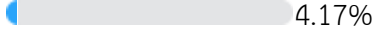
Options	Subtotal	Proportion
Students	46	 11.27%
Business Unit Staff	40	 9.8%
Organizational workers of social groups outside the establishment	47	 11.52%
Civil Service	43	 10.54%
Corporate Staff	67	 16.42%
Freelancer	49	 12.01%

Businessman / Self-employed	39	 9.56%
Workers	40	 9.8%
Pending employment	33	 8.09%
Others	4	 0.98%
This question is valid to fill in the number of people	408	

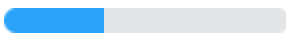
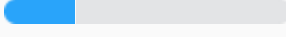
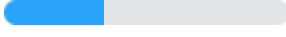
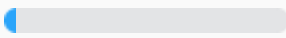
Question 4 Do you know someone with a disability close to you? [Single-choice]

Options	Subtotal	Proportion
Yes, there are colleagues with disabilities in the workplace	149	 36.52%
Yes, in ordinary life there are disabled friends	141	 34.56%
No	118	 28.92%
This question is valid to fill in the number of people	408	


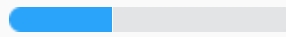
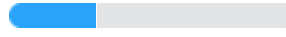
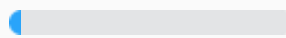
Question 5 What do you think is the greatest need of people with disabilities today? [Single-choice]

Options	Subtotal	Proportion
A steady income to sustain basic survival	283	 69.36%
Strong legal protection to defend your rights	51	 12.5%
To be able to have true friendship or love	13	 3.19%
Respected and understood by others	44	 10.78%
Realize the value of your life	17	 4.17%
This question is valid to fill in the number of people	408	

Question 6 How do you think people with disabilities are solving their own survival problems? [Single-choice question]

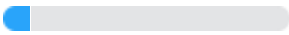
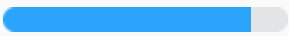
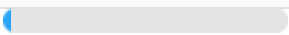
Options	Subtotal	Proportion
Rely on the government and organizations such as the Disabled Persons' Federation to help	145	 35.54%
Relying on friends and family for help	101	 24.75%
Rely on your own hard work	144	 35.29%
Spending their days wandering the streets in a self-abandoned manner, asking for handouts	18	 4.41%
This question is valid to fill in the number of people	408	

Question 7 What are the main channels through which you usually get information about employment of people with disabilities? [Single-choice]


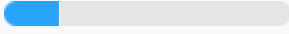
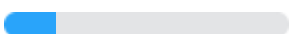
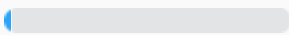
Options	Subtotal	Proportion
Happen to be engaged in the work related to helping the disabled, have some understanding	117	 28.68%
Hearing from friends and relatives who are close to people with disabilities	147	 36.03%
From TV newspapers microblogging shake and other social media to understand	124	 30.39%
Don't know and not interested in learning about it	20	 4.9%
This question is valid to fill in the number of people	408	

Question 8 What do you think is the current status of employment for people

with disabilities today? [Single-choice question]


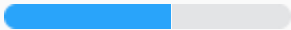


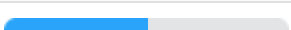
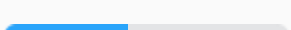
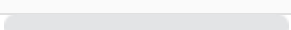
Options	Subtotal	Proportion
The employment situation of people with disabilities continues to improve, and the employment index continues to improve	38	 9.31%
New crown epidemic at the moment, the employment situation is more severe, unemployment is common	357	 87.5%
Not sure, don't understand	13	 3.19%
This question is valid to fill in the number of people	408	

Question 9 What do you think of the attitudes of people with disabilities themselves toward employment? [Single-choice question]



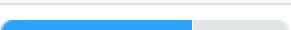
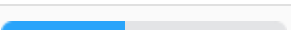
Options	Subtotal	Proportion
Actively seeking employment even with a disability	244	 59.8%
Sealing themselves off and fearing discriminatory vision in employment	79	 19.36%
Rest on your laurels and continue to receive help from the community	75	 18.38%
Nothing to do with me and don't care about attitudes towards employment of people with disabilities	10	 2.45%
This question is valid to fill in the number of people	408	


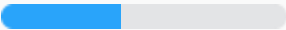

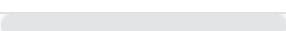
Question 10 What do you think the difficulty of employment for people with disabilities has to do with themselves? [Multiple choice]

Options	Subtotal	Proportion
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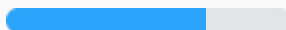


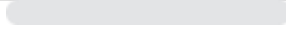
Poor physical condition, difficulty in taking care of themselves and unable to work	294	 72.06%
Low self-esteem and self-denial due to physical defects	241	 59.07%
Lack of vocational skills and poor professionalism	271	 66.42%
Snail in the disability circle, reluctant to contact the outside world, access to information channels closed	257	 62.99%
Over-reliance on social assistance and lack of self-sufficiency	207	 50.74%
Insufficient understanding of employment laws and regulations and lack of awareness of rights protection	180	 44.12%
Others	0	 0%
This question is valid to fill in the number of people	408	

Question 11: What do you think are the factors other than your own that make it difficult for people with disabilities to find employment? [Multiple choice]

Options	Subtotal	Proportion
Government leader status has not been fully utilized	272	 66.67%
Disabled people's organizations help people with disabilities in their daily lives, but less in employment	192	 47.06%
The vast majority of enterprises for the demand for jobs to normal people tilt	275	 67.4%
Low acceptance of employment of people with disabilities by the community	181	 44.36%

Society ignores the right of people with disabilities to realize their own value	187	 45.83%
The training programs of training schools for the disabled are single and backward	173	 42.4%
Media coverage is regionalized and has not yet formed a social hotspot	220	 53.92%
Others	0	 0%
This question is valid to fill in the number of people	408	

Question 12 What do you think people with disabilities need to do on their own to get the right job? [Multiple choice]

Options	Subtotal	Proportion
Active participation in rehabilitation treatment to ensure self-care	254	 62.25%
Actively participate in training and practical exercises, and strive to improve professionalism	290	 71.08%
Actively understand labor laws and regulations and build awareness of rights protection	286	 70.1%
Actively participate in psychological counseling, strive to overcome low self-esteem, and establish a self-sufficiency and self-improvement concept	290	 71.08%
Active friendships to broaden the circle of life	221	 54.17%
In the Internet era, use the Internet to broaden access to information and resources	215	 52.7%
Others	0	 0%
This question is valid to fill in the number of	408	


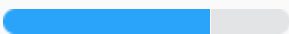

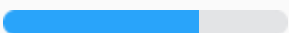

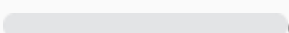
people

Question 13: What do you think the community needs to do, in addition to their own efforts, to get the right jobs for people with disabilities? [Multiple choice]

Options	Subtotal	Proportion
Ordinary people should treat the disabled around them equally	260	63.73%
Social organizations actively create employment incubation bases for people with disabilities	249	61.03%
The government, the Disabled Persons' Federation and other organizations should provide diversified employment guidance services to help people with disabilities	302	74.02%
The government, the Disabled Persons' Federation and other organizations should actively hold special job fairs for people with disabilities	269	65.93%
The government should improve the accessibility of social public places	242	59.31%
The government should continuously improve the employment protection system for people with disabilities	226	55.39%
Companies should increase and innovate jobs for people with disabilities	209	51.23%
Enterprises should improve special on-the-job training for people with disabilities	190	46.57%
Media actively use the Internet to promote the concept of employment equality	167	40.93%
Others	0	

		0%
This question is valid to fill in the number of people	408	

Q14 What do you think is the impact of increasing the employment rate of people with disabilities on society? [Multiple choice]

Options	Subtotal	Proportion
Improving prejudiced ideas about people with disabilities in society	280	 68.63%
Provide a stage for people with disabilities to realize their self-worth	296	 72.55%
Increase the workforce and promote social stability and economic development	297	 72.79%
Create an advanced social and cultural environment of equality for all	283	 69.36%
Beneficial to consolidate the results of the national war on poverty	243	 59.56%
Others	0	 0%
This question is valid to fill in the number of people	408	

Question 15: In the post-epidemic era, the employment situation has become more serious. What do you suggest to promote the employment of people with disabilities? (Can be filled in from any of the national, social and personal perspectives) [Fill in the blank] Most people feel that the state and society should give more care to people with disabilities and provide employment opportunities.

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