

Analysis on the Construction Prospect of Online Nursing Worker Pension Platform Based on SWOT Analysis

Jinyue Cao*, Jinyao Zhu, Wendi Ge

Institute of Economics and Management, Beijing Information Science and Technology University, Haidian district, Beijing, China

*Corresponding author.

Abstract: With the development of economy and society, the rise of medical level, the proportion of the elderly in the total population continues to rise, and the aging situation in China is becoming more and more serious. The population aged 65 and over increased from 62.99 million in 1990 to 88.11 million in 2000, accounting for 6.96% of the total population from 5.57%. At present, China's population has entered the elderly type. It is estimated that by 2040, the proportion of the elderly aged 65 and over in the total population will exceed 20%. The severe aging trend has led to the further development of the elderly care service industry. Through literature investigation and research, it is found that the current situation of elderly care workers in China is difficult to meet the employment needs of the elderly in terms of quantity and quality, the government lacks relevant policies and infrastructure in terms of training of elderly care personnel. Through literature survey and research, this paper summarizes the development status of the elderly care industry and

related research fields at the present stage, and uses SWOT, pest, 4P and other analysis models to provide marketing suggestions for the development of new nursing industry and policy suggestions for the development of national elderly care.

Keywords: nursing workers, elderly care, Internet platform, rural labor force

1. Introduction

As we can know from Figure 1, through the search of the document database, it is found that the number of literature related to "elderly care workers" has shown a growing trend in recent 20 years, reaching a peak in 2018, with about 80 articles. In the field of elderly care workers, the number of relevant literature is small.

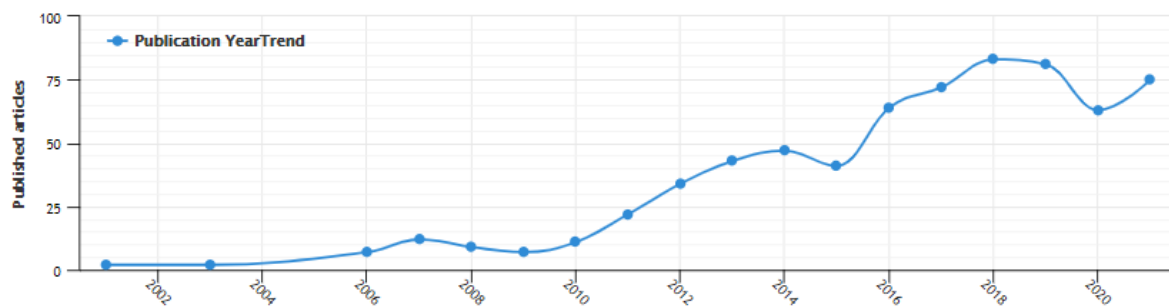


Figure 1 Annual trends in paper publication

Yuan Xier stressed that "people looking for nursing workers still rely on the traditional nursing worker market model". The third-party online platform can not be trusted by the public due to the uneven quality of nursing wages, and the industry lacks a unified supervision mechanism [1]. Ni Qinmin found that developed countries have more strict and definite standards in the formulation of nursing workers' laws, nursing workers' training and institutional access policies, so as to provide suggestions for the development of nursing workers in China [2]. Yang Zhiying expounds the causes and solutions of the current

"difficulty of nursing workers" from the aspects of nursing workers' salary, access threshold and development prospect [3]. From the perspective of volunteers, Wang Jiayi puts forward the policy needs and strong advantages of the linkage between volunteers and elderly care workers [4]. Starting from the social support theory, Zhang Min discusses the support of elderly care institutions for nursing workers, and puts forward a feasible scheme for building a nursing team [5]. Zhou Wenjuan puts forward reasonable suggestions for promoting the standardized construction of nursing staff in medical and nursing

institutions by investigating the training status and training results of nursing staff in medical and nursing institutions [6]. Bai Chunlan investigates Four maintenance modes: family care, full-time personnel care, team care and no care, so as to provide good care and suggestions for mobilizing resources of all parties [7].

2. Macro Environment Analysis of Elderly Care industry (PEST analysis)

2.1 P: political and legal environment analysis

Political environment: the state attaches importance to the sunset industry. At present, China is facing the current situation of large and diversified demand for elderly care, and the supply of elderly care infrastructure in China is insufficient. Therefore, the State encourages private enterprises and the government to work together to build industries related to the elderly. Therefore, relevant policies and regulations will tilt towards the direction of elderly care and give certain preferential policies to relevant enterprises.

In addition, the State encourages "mass entrepreneurship and innovation", and will give certain support policies and bonus incentives to Entrepreneurial Small and micro enterprises, and the relevant laws and regulations will be more inclined to small and micro enterprises, which will play a good role in promoting the construction and development of the elderly care industry.

2.2 E: Economic environment analysis

The development of the industrial structure was further deepened, the proportion of the tertiary industry was gradually increased, the number and demand of the elderly care industry audience increased, and the profit space became larger.

China's GDP has maintained medium and high growth, the reform of the economic system has been deepened, and the The economic environment has been greatly improved.

2.3 S: Social environment analysis

With the change of social population structure, the social cognition of the role of the elderly has also changed. The group of the elderly has gradually expanded and has more rights in many things. The social concept has improved. The public has more and more accepted the group of Internet users of the elderly. There are also more and more elderly who yearn for healthy and intelligent elderly care. The social attention of the elderly group has gradually increased. From medical insurance to disease prevention, from physiological care to psychological counseling, the elderly health care market is also gradually subdivided.

With the economic development, people's consumption level has improved, their consumption concept has changed, and they are more picky about services. Meanwhile, people's attitude towards the traditional service industry has also changed, they are more and more able to accept new things, especially the integration of the Internet and various things, which is gradually favored by people.

2.4 T: Technical environment analysis

With the development of Internet, big data, Internet of things and other technologies, elderly care is gradually integrated with the Internet. Many products such as smart bracelets, medicine reminding assistants, square dance teaching community and other audiences are gradually increasing. More and more developed technologies will help the online nursing platform to launch better services. Various Internet related products on the market are also gradually increasing, which will bring people a better and more exquisite experience, and people's expectations for Internet pension are also gradually increasing.

3. SWOT Analysis

Table 1 SWOT analysis

<p>S(Strength):</p> <ul style="list-style-type: none"> ①App is attached to mobile intelligent terminal, which is light and convenient, and there is no need to buy other tangible products. ②It is a software with complete functions, which integrates nurse docking, medicine reminder and community communication. ③The unique operation mode is more suitable for the elderly in the new era under the background of the rapid development of the Internet. ④ Good training system ensures the quality of nursing workers. ⑤Direct docking to improve the satisfaction of the elderly audience with nursing workers and the matching degree of the two. ⑥The management system is scientific and the division of labor of each department is reasonable. 	<p>O (Opportunity):</p> <ul style="list-style-type: none"> ① The development of Internet technology provides a good foundation for providing better services. ②Internet audience, mobile terminal audience and elderly netizens are increasing, and there is a large potential demand for this application. ③National policies encourage entrepreneurs to join the elderly care industry, encourage mass entrepreneurship and innovation, and give certain policy preference to qualified small and micro enterprises. ④The Internet has fast communication speed, which is convenient for market communication and the rapid establishment of brand image.
<p>W(Weakness):</p> <ul style="list-style-type: none"> ① There is little experience that can be used for reference in the industry. ② Capital strength is not strong. ③ The model itself relies on the Internet. If the network condition is poor, some functions cannot be used. 	<p>T (Treat):</p> <ul style="list-style-type: none"> ①Entry of many potential competitors. ②The offline care worker model has a certain historical foundation and brand effect.

4. Marketing Strategy

4.1 Price

The project pricing is lower than that of traditional offline care workers and offline care workers, and our profit margin will be smaller than that of traditional offline care workers. Some project services, such as community communication and medicine reminder services, are free additional services, and our income will be mainly advertising fees.

4.2 Product

The product of the project is a docking platform for nursing workers, which directly connects nursing workers with the elderly. The elderly can choose nursing workers whose time period and service are consistent with their own on the platform, and nursing workers can release their free time and receive training on the platform. In addition, it also provides two plates. One is the service of reminding the elderly to take medicine and healthy diet, including timely reminding the elderly to take medicine according to the disease status of the elderly, and formulating recipes according to the actual situation and weather conditions of the elderly.

In addition, exchange circles have been set up, including exchange communities like chess and square dance. The elderly can also communicate and learn on the platform.

4.3 Place

As an intermediary service type enterprise, the company does not set up dealers, but may set up some marketing intermediaries at the initial stage to promote the project and increase the audience. The company directly connects the nursing workers with the elderly, eliminating the cost plus of the channel.

4.4 Promotion

The company's promotion mainly focuses on interpersonal marketing communication. Interpersonal communication has the advantages of low cost, flexibility and strong pertinence. We will launch a series of policies to encourage new people. If we successfully recommend a new person, we will get vouchers ranging from 50 yuan to 100 yuan. In addition, we will find some famous health bloggers to promote it.

5. Specific Marketing Mode

The offline promotion mode is mainly subway advertising and community promotion.

Online promotion is mainly based on microblog promotion, which improves the popularity of products by

inviting health bloggers to promote, creating official microblog accounts and related topics, actively participating in the interaction in the comment area, and initiating microblog lottery.

WeChat promotion: we will establish official account number and publish product and company profiles, update health knowledge timely, attract audience's attention, actively participate in the interaction of the commentary area, and release the push and draw lottery to encourage the audience to forward the circle of friends and actively participate in the promotion.

Short video platform promotion: we plan to shoot the video of APP, and put it on the platform of "Tiktok" and "Kwai", the link will be attached. Meanwhile, celebrities in the health field will be invited to broadcast live or release video.

Xiaohongshu promotion: we plan to participate in relevant topics, actively release product introductions, invite famous health care experts to write publicity soft articles, to cater to the emerging network trend of young people paying attention to health care, and promote our products.

Reference

- [1] Yuan Xier, sun Yanling. Study on the current situation and Countermeasures of nursing market development in Sichuan. *Business culture*, 2021(17): 110-111.
- [2] Ni Qinmin, Dong Liting, Fu Yanfen, Qiu Weifen. Research on the development of nursing worker training system abroad. *Modern medicine and health*, 2021, 37(07):1130-1134.
- [3] Yang Zhiying, Guo Minghua. The shortage of elderly care workers calls for multiple solutions. *Heilongjiang daily*, 2020-11-16(004).
- [4] Wang Jiayi, Wang Huan. Study on the improvement of linkage service efficiency between volunteers and nursing workers in rural nursing homes. *China's collective economy*, 2020(31): 136-137.
- [5] Zhang min. research on the working and living status of nursing workers from the perspective of social support theory -- taking 10 nursing homes in Fujian Province as an example]. *Smart city magazine*, American Chinese Journal Academic Exchange Association. *Proceedings of 2016 international academic exchange Seminar on smart city and information construction III*. Smart city magazine American Chinese Journal Academic Exchange Association: Xuri Huaxia (Beijing) International Academy of science and technology, 2016:2.
- [6] Zhou Wenjuan, pan zhengqiong, Chen Jiangyun. Investigation on the training status of nursing staff in medical and nursing institutions in Hubei Province. *Medicine and society*, 2018, 31(12):1-3.
- [7] Bai Chunlan, Chen Xi, Hu Xiuying. Clinical application status of four care modes for elderly inpatients. *Nursing research*, 2019, 33(15):2656-2658.