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Business

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1. EXECUTIVE SUMMARY

The aged care industry is the fastest growing health care sector, suggesting it will slow down. Indeed, the number of people aged 65 and over is projected to increase from 13% of the population by 2050 from its current levels of 13% of the population.

At the same time, due to increased community resources and technologies, while individuals are entering into aged care facilities displaying more serious disabilities or co-morbidities, this presents a challenge to the industry which must be able to meet the needs of these individuals.

[] Pty Ltd (“[]”) will be responsible for the operation of pre-existing aged care facilities and managing and improving them. The company fully intends to capitalise upon the good reputation and management’s expertise, which includes twenty-eight years of experience in the industry alone.

[] is a new private company formed in [] by a group of five highly experienced and qualified director-shareholders. It has achieved a status for Aged Care Residential Services this year in 201[].

[] is committed to providing residential aged care services within Australia. It is currently in the process of negotiating the acquisition of facilities in New South Wales. Within five years, it will be responsible for up to 2000 beds throughout Australia. It is one of the largest aged care providers in Australia. It also plans to expand its operations and eventually in Taiwan within six years of beginning operations. Both of these markets are growing.

Residential aged care is divided by the government into two levels of care: “high level care”. The primary difference between these two levels is the individual, with high level residents requiring 24 hour care and low level residents requiring both levels within its facilities. Depending on the facilities, [] provides care areas for residents suffering from dementia and other special needs.

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In addition to catering towards these two different levels of care, the facility will provide necessary facilities such as meals, cleaning and laundry services. [] will also provide specific services to cater to the low and high care needs for the generally frail, the elderly and specifically for Chinese, Vietnamese, Greek and Italian residents.

The target market is the aged population of New South Wales who prefer to live in their own homes due to issues of mental or physical health. This is the fastest growing sector of the health care industry in New South Wales and is expected to accelerate, over the next four decades. Even now, occupancy rates well in excess of 90%.

Thus, while the demand for aged care services is set to increase, the industry is struggling to keep up. Excessive regulatory and compliance costs, a deflating labour market are hindering growth, both in terms of capacity and quality in the industry. There are inclinations, however, that the government will address these issues to ease the burdens placed upon providers.

In either respect, [] is well placed to take advantage of this market. By leasing and purchasing of pre-existing facilities, the burdens involved in having to seek approval for a complete new facility are relaxed, then [] will be able to provide services at affordable rates.

The industry is an eclectic mix of governmental, charitable and private entities. In 2010, New South Wales held approximately 10% of the aged care services were run by religious or charitable organisations, 30% were incorporated bodies. The rest are made up of state government and community based institutions.

Although there are no truly dominant entities in the industry, there are some with up to 10% of the market share, most of which are private. These represent the biggest competitors to [] and this means this competition is not as fierce as it might otherwise be.

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The core executive management team of [] consists of [] individuals, who together have a cumulative experience of 28 cumulative years in the aged care services industry spanning [] of a new facility, [] intends to leave [] in a smooth transition and maintain the level of care expected of a [] however, [] will be prepared to either implement [] or administrative changes, or through redundancies.

[] plans to fully accommodate the increasing demand for [] buildings that are both attractive and of high quality [] support of the government through demonstrations [] Services will not be 'off-the-shelf', but instead, resident-focused [] market.

The advertising strategy of [] will be primarily [] the growing trend of information technology in the marketing [] and choose residential care. In addition to this, [] through industry magazines, local newspapers, word-of-mouth [] centres such as Westfield.

[] aims to generate approximately AU\$1, [] an expected 133 total bed places. Eventually, as the business [] earning approximately AU\$_____ in profit []

These profits are expected to be generated from a start-up [] the Director-Shareholders and investors (____%), bank loans []

Full details of []'s financial projections are []

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2. COMPANY OVERVIEW

Company Description

[] Pty Ltd is a recently formed company operating residential aged care facilities in Australia. The company's five directors – each with significant experience

Rather than establishing its own facilities, [] will acquire existing care facilities. This will allow it to grow rapidly without the high capital outlays.

Company History

[] was incorporated on [] status for Aged Care Residential Services from the Department of Health in 2011.

[] is currently in the process of negotiating aged care licences (aged care bed licences) in New South Wales.

Business Opportunity

[] is well poised to take advantage of the growing demand for residential aged care services. The company plans to distinguish itself through quality and resident-focused services of a high quality (where applicable). This will be achieved through continuous improvement activities.

Through these focuses, [] expects to be able to achieve a return higher than industry average: 95% in the low care sector on a monthly basis.

Business Model

[] will use a head office at Hurstville, NSW, and several regional sites and its other business requirements. In addition, the company

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