

ABSTRACT

Planning of a business strategy for the introduction of a new service for seniors

- a house for seniors

The diploma thesis deals with the business plan in the area of housing for the elderly with respect to individual needs. The thesis is composed from theoretical and empirical part. The theoretical part of the thesis defines the basic theoretical starting points and concepts of strategic management and business plan. We have worked on housing issues for seniors, including the latest trends. We describe the demographic situation and the related aging policy in the Czech Republic. In the empirical part of the thesis, we obtained data on the needs of seniors through quantitative research. The aim of the research was to find out the interest of prospective clients for services in residential facilities for the elderly. The research was carried out through distributed self-study questionnaires for seniors living in the Central Bohemia Region. On the basis of the obtained data, we were able to carry out a general and field analysis including an analysis of the internal environment. Environmental analyzes are outlined in the SWOT analysis. We then worked out a complete business plan proposal. This business plan proposal was created in the area of housing for the elderly. We called this project the Home of St. Clara.

Keywords: Housing for seniors. Analysis. Business plan. Nursing services.