



Introduction

Hovi Care Ltd offer care services for people with special needs. In Finland, the target groups are the elderly, people with memory illnesses, people with mental illnesses and persons with mental disabilities. In Asia, the target group includes local elderly (often with memory problems) and elderly health tourists who move to a warmer country to spend their retirement.

Hovi Care's services enable the elderly and those with special needs to live at home for as long as possible. We provide customers with independent, safe, meaningful and experiential living in home or assisted living.

Hovi Care Oy's service concept has been carefully localized and successfully tested for years in Finland, Singapore and Indonesia. There are now eight nursing homes for people with special needs in Finland and two-day care centres for the elderly: one in Singapore and Indonesia. A assisted living home will open in Indonesia in 2021.

The Hovi Care model includes the HoviAcademy, an online learning platform for employees and relatives. HoviAcademy also has online care contents for customers themselves which is useful during Covid restrictions.

Hovi Care has an ISO 9001-certified operations manual containing all the tools needed to operate care services successfully. These include, e.g. reporting templates, role descriptions, HR-tools, feedback methods and tools, deviation management, and continuous improvement tools.

We have a proven turnkey solution for a care operator.

Target

Hovi Care strives to have a positive impact on elderly people's lives by improving their ability to make independent decisions in their own lives.

The next step is to scale the Hovi Care Wellbeing Concept in next two target markets: Thailand and Malaysia, and utilize the existing franchising experiences gained in Singapore and Indonesia markets.

We are ready for rapid growth.

Hovi Care has local partnerships, accurate and reliable knowledge of local market conditions and a good understanding of localization of the concept.

The partnership is built on Hovi Care's 32 years of experience in wellbeing and care services, partner's experience in the local market and the Hovi Care concept, which is localized to fit the culture.

Innovation

HoviAcademy's training contents are a collection of Finnish best practises and latest research on dementia care. The interactive on-line trainings are modular, and they will ensure that the quality of care is always high. Currently we have training materials in English, Chinese and Bahasa.



The Hovi Care Concept is based on globally accredited, Finnish FINGER-study findings ([The Finnish Geriatric Intervention Study to Prevent Cognitive Impairment and Disability](#)).

We also utilize the latest technology such as artificial intelligence (AI) in improving the transparency of operations, supporting the rehabilitation of clients and social interaction. Our partners are a collection of best-of-breed from Nordics.

Hovi Care Oy acts as an integrator of Finnish technology and local service provision.

There are two types of potential Franchising partners:

(a) hotel operators wishing to offer care services on their property targeted at the local elderly and health tourists. This can be both daycare activities and assisted living.

b) Healthcare and hospital operators who want to extend their services for their existing elderly clients and build stronger customer relationships.

Earning logic

Payers are most often the sons and daughters of the elderly. In assisted living, guests pay for rent, food services and care services.

The Area Master Franchisor (AMF), aka Hovi Care Singapore, is responsible for fitting the concept and leading the project. They will receive a franchise fee (a fixed amount for the set-up project) as well as a royalty fee (% of turnover).

The Global Master Franchisor (GMF), i.e. Hovi Care Oy, is responsible for the content of the concept, localizations and its further development. GMF maintains the Handbook and selects and guides the use of technology related to the care service. GMF receives 50% of the franchise invoicing and 50% of the royalty fees from AMF.

Next steps & goal

The goal is to expand into the Thai and Malaysian markets.

The main task is to find and help set up operations for new franchise partners for both markets. We already have started some initial discussions in both countries.

The service model for the elderly will be localized to suit the specific characteristics of the countries, and the necessary expertise will be built in the target countries to ensure a high and uniform quality of service.

With Hovi Academy's training contents, the partners' staff will have the prerequisites for high-quality care, and the skills of nursing staff will be increased on the treatment of memory disorders.

The long-term goal is to reach a customer base of 10,000 people in APAC by 2026. Customers are both local elderly and health tourists.



Financing need

Hovi Care is looking for an investment of 1.000.000 euros and a new partner with experience to speed up the business growth and extend the operations into new markets.