Team mates:
Tandy Wu Yen Hsiang 吳雁翔
Lee Lin Wei 李琳薇
Phang Hui Ting 彭慧婷
Sin Ho Wang 單灝弘
How Grandpa Tom meets LongLive (A Story)

Demonstration - Sample pages

Marketing Analysis

Advertisement

Manpower Planning

Financial plan
How LongLive provides for elderly
As a sustainable model
Tom Lee, a sixty-five years old elderly who has been living in Hong Kong all his life, now resides in a public house estate in Kowloon.

Tom lives with his family, including his wife, his son and his daughter-in-law, with their only son.

Tom is just an ordinary Hong Kong elderly: happily retired and enjoying a peaceful family-orientated life.
Our Health Section Attends to elderly’s needs for exercise and become more health-conscious.
LongLive understands elderly’s needs to belong to a community yet to be independent at the same time.
1. We promote LongLive by putting updated issues in elderly-dense areas such as community centre.

2. LongLive recognizes elderly's preference to printed reading materials over online reading.
Wow! The font is **Much Larger**.
The language is Comprehensible, and the pictures are clear. This design is not clustered and overly colorful like other magazines!

Say NO to magnifier

If you want to subscribe to Longlive Magazine for a year, please call 33112345 or visit www.longlive.com.
**Sharing Section**

“Now, I know what’s happening in our elderly community!”

**Travelling Section**

Top 10 beautiful places to go.

“This will definitely be my next tourist destination!”

**Health section**

Tips for a healthier life

“From now on, I will start drinking healthy soup every day.”
THE PILOT PAGE’S SHARING SECTION includes comments from general public and elderly’s response to LongLive during our research
LONGLIVE UNDERSTANDS ELDERLY’S NEEDS TO EXPRESS THEIR THOUGHTS AND TO SHARE THEIR PAST.
LONGLIVE OFFERS THREE SUBMISSION AND CUSTOMER FEEDBACK METHODS

1. Emailing
2. Mailing
3. Upon request, one of the staff could be arranged to either record story via phone calls or to record the story face-to-face.
LongLive offers simple and direct subscription channel

Hello! I would like to subscribe.

如想訂閱一年的長樂雜誌，請撥打33112345 或上網
www.longlive.com
七零年代，與眾不同的一場海灘婚禮。

那天，在大嶼山上的一個海灘，陽光燦爛到我幾乎睜不開雙眼。我記得聽到賓客喧囂的聲音，然後一切忽然停止，我只看到我未來的伴侶緩緩的從海灘另一頭朝我走過來。

堅持秉持中華文化，阿嬌穿了一條桃紅的短旗袍；手中卻拿著洋朋友替她準備的花束。我笑了，因為這就是我們愛情故事的寫照。

我緊張的流汗，炎熱的天氣，賓客，阿嬌，我的父母，我的現在跟我的未來，都在這片海灘上了。

結婚將近五十年了，如果你問我最深刻的印象是什麼，我依然會回答婚禮當天。因為從那片海灘開始，我便有了阿嬌。而有她的日子，天天印象都深刻。
ALIGNMENT SOCKS ARE SPONSORED GIFTS FOR READERS WHOSE SUBMITTED ARTICLES HAVE BEEN CHOSEN TO PUBLISH
The sustainability of our Sharing Point comes from elderly’s genuine desire in finding an outlet to share their previous life experience without having to worry about bothering family or other constraint.
“I am so looking forward to the next LongLive magazine issue.”
Demonstration
Magazine price: $5
Issued bimonthly
- 30000 copies to issue
- cover 210g
- colored
- 52 pages
- A4 size paper with enlarged wordings (Easy for reading)
『長』健康
牙齒老化是必然?
10個使你牙齒保持年輕的秘密

『樂』而忘返
暢遊大嶼山
天壇大佛之旅

那些年，
我們擁有的婚禮故事
按摩的神奇

通過養生保健可以強健身體，预防疾病從而延年益壽，按摩就是其中一個秘訣。

一下是各種按摩技巧

1. 點臍中：以拇指肚稍用力壓兩乳頭連線中點處(即臍中穴)，約30秒後突然放開，如此重複5次。有和胸，順氣，鎮痛，止喘作用。
2. 蘇華蓋：端坐，心神寧靜，深吸一口氣，然後慢慢呼出，重複10次。有吐故納新，健肺順氣，改善呼吸功能的作用。

香港一等按摩中心沙田XX商場5/F

九折 优惠卷
口腔健康專題

不少長者都認為牙齒鬆脫是老人必經的過程，其實這想法完全是錯誤的。事實上，只要經過適當的護理，牙齒是能夠陪伴我們終老。可是，要達到這個目的，單單早晚刷牙是不足夠的。

在每餐後使用牙線

每次進食後都會有一些食物殘渣留在牙縫間，不少人會使用牙籤清理，但是此舉會使牙縫間距變得寬闊，牙齒變得鬆脫。因此，最理想的方法是使用牙線清理。

首先，剪出5cm的牙線打圈，再把線圈在牙縫間滑動清理。牙線不會牙齒，而且使用方法簡單。

從今天起就養成使用牙線的習慣吧！

定期預約洗牙

即使已妥善保健牙齒，也應最少每半年進行牙齒檢查一次。
天壇大佛

寶蓮禪寺這座百年古剎，素有「南天佛國」之稱，多年來香火鼎盛。寺內有多座富有中國特色的建築值得參觀，如供奉著本土、東方及西方三方佛的大雄寶殿，以及建有庭院園林的天王大殿。除了拜佛，您還可以在此享用佛門齋菜。
七零年代的海灘婚禮

那天，在大嶼山上的一個海灘，陽光燦爛到我幾乎睜不開雙眼。我記得聽到賓客喧囂的聲音，然後一切忽然停止，我只看到我未來的伴侶緩緩的從海灘另一頭朝我走過來。

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徵文！分享你的故事
下期主題：地道餐廳推薦
投稿日期：2014/12/05 – 2014/01/15

以上作者享運
獲得 Osim 港版 100 遊戲卷心

阿湯，65歲，出生於香港鑽石山，七零年代於英國求學時認識了同校的阿嬌。

Lisa，70歲，和土耳其丈夫在香港長住。兩人一度沒錢舉辦婚禮。

美珍，68歲，婚禮時不識字，不知道如何書寫名字，並下定決心學寫字。
第一屆“長樂”中小學生寫作比賽

題目：
1. 爺爺/奶奶，我想對你說...
2. 我與爺爺/奶奶最難忘的時光
3. 我的最佳良伴——爺爺/奶奶

獎品：
冠軍 hkd$700
亞軍 hkd$500
季軍 hkd$300
Competition
Competitor analysis

Strength
1) Free monthly magazine
2) Market leader of elderly magazine market (since 1996)

Weakness
1) Only available in a few distribution sites
2) Lack of a clear focus (Wide area information involved)

Strength
1) Free of charge
2) Online based

Weakness
1) Only available in a few distribution sites
2) Lack of a clear focus (Wide area information involved)
3) Online based
### Long Live Weaknesses

<table>
<thead>
<tr>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>New magazine with limited popularity</td>
</tr>
<tr>
<td>Vulnerable to vital staff sick-leave</td>
</tr>
<tr>
<td>Little market presence and reputation</td>
</tr>
<tr>
<td>Unreliable cash flow in the early stage</td>
</tr>
<tr>
<td>The need to maintain good customers’ communication</td>
</tr>
<tr>
<td>Limited advertisement source</td>
</tr>
<tr>
<td>Feature</td>
</tr>
<tr>
<td>-------------------------------</td>
</tr>
<tr>
<td>Affordable price</td>
</tr>
<tr>
<td>Considerate layout</td>
</tr>
<tr>
<td>Active engagement with users</td>
</tr>
<tr>
<td>Accessible distributional channels</td>
</tr>
<tr>
<td>Clear focus</td>
</tr>
<tr>
<td>Eco-friendly</td>
</tr>
<tr>
<td>Strong Concept</td>
</tr>
</tbody>
</table>
Potential of correspondence with government

Expansion of content after year one

Consistent growing of elderly population

Growing demand for low-priced yet desirable reading materials from the elderly
Population

Hong Kong Elderly (aged 65 and above) % in Total Population

Threats

- Social Trend of demanding less printed magazines
- Limited access to target customers
Advertisement

1) Source or revenue
2) Promotional channel
1) Insurance company
Advertisement source

2) Health product sellers or web-retailers

AC AgingCare.com

OSIM Inspiring well-being

OTO Body Care
3) Traveling agency
## Advertisement rate

<table>
<thead>
<tr>
<th>Advertisement rate/ HKD$</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>28,000</td>
<td>Full page</td>
</tr>
<tr>
<td>18,000</td>
<td>Half page</td>
</tr>
<tr>
<td>60,000</td>
<td>Back cover</td>
</tr>
<tr>
<td>47,000</td>
<td>Inside front cover</td>
</tr>
<tr>
<td>37,000</td>
<td>Inside back cover</td>
</tr>
</tbody>
</table>
## Manpower planning

<table>
<thead>
<tr>
<th>Full time employees</th>
<th>Monthly salaries per person ($HKD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Senior editor</td>
<td>30000</td>
</tr>
<tr>
<td>2 Assistant editor</td>
<td>10500</td>
</tr>
<tr>
<td>1 IT officer</td>
<td>9500</td>
</tr>
<tr>
<td>1 Graphical designer</td>
<td>18500</td>
</tr>
<tr>
<td>1 Accounting clerk</td>
<td>12000</td>
</tr>
<tr>
<td>1 Clerk</td>
<td>10000</td>
</tr>
<tr>
<td>2 Salesperson</td>
<td>18000 + sales bonus</td>
</tr>
<tr>
<td>1 Driver</td>
<td>10000</td>
</tr>
<tr>
<td><strong>Total salaries</strong></td>
<td><strong>177000</strong></td>
</tr>
</tbody>
</table>
Financial plan
Capital spending to initiate the business

<table>
<thead>
<tr>
<th>Item</th>
<th>HKD$</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office furniture</td>
<td>13,200</td>
<td>Chair, Computer desk</td>
</tr>
<tr>
<td>Computer</td>
<td>59,200</td>
<td>Hardware for 10 computer</td>
</tr>
<tr>
<td>All-in-One Printer, Copier, Scanner</td>
<td>4,300</td>
<td>Data source: <a href="http://www.amazon.com">www.amazon.com</a></td>
</tr>
<tr>
<td>Electric appliance</td>
<td>8,490</td>
<td>Water purifier, microwave oven, refrigerator, phone, air conditioner, wall fan</td>
</tr>
<tr>
<td>Vehicle (Euro 5)</td>
<td>246,537</td>
<td>Vehicle registration fee, Vehicle license, Vehicle sticker and trademark</td>
</tr>
<tr>
<td><strong>Total capital spending</strong></td>
<td><strong>331,727</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Estimated Profit/Loss for year 1

<table>
<thead>
<tr>
<th>Item</th>
<th>HKD$</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising revenue</td>
<td>2,784,000</td>
<td>Per issue (6 issue in a year)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full page x5 (464,000 per issue)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Half page x10</td>
</tr>
<tr>
<td>Magazines sold revenue</td>
<td>750,000</td>
<td>150000 copies X $5 (The first issue is deliver in free for promotion)</td>
</tr>
<tr>
<td>Subscription postage revenue</td>
<td>75,000</td>
<td>Total: 60000 subscriptions, $2 each</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>3,609,000</td>
<td></td>
</tr>
<tr>
<td>Expense</td>
<td>(4,142,368)</td>
<td></td>
</tr>
<tr>
<td>Net Loss</td>
<td>(533,368)</td>
<td></td>
</tr>
</tbody>
</table>
## Estimated Profit/Loss for year 2

<table>
<thead>
<tr>
<th>Item</th>
<th>HKD$</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising revenue</td>
<td>3,384,000</td>
<td>Per issue (6 issue in a year)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full page x 6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Half page x 14 ($564,000 per issue)</td>
</tr>
<tr>
<td>Magazines sold revenue</td>
<td>1,200,000</td>
<td>240,000 copies X $5</td>
</tr>
<tr>
<td>Subscription postage revenue</td>
<td>120,000</td>
<td>Total: 37500 subscriptions, $2 each</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>4,704,000</td>
<td></td>
</tr>
<tr>
<td>Expense</td>
<td>(4,472,088)</td>
<td></td>
</tr>
<tr>
<td>Net Income before tax</td>
<td>231,912</td>
<td></td>
</tr>
</tbody>
</table>
The magazine commits itself to be a platform for elderly to share their life experience and thoughts on current affairs. The magazine also provides information pertaining to elderly’s daily lives. Striving to represent for the elderly, whose welfare is often overlooked in our society, LongLive prides itself in both assisting and providing elderly a better reading and shopping experience.
Key to success

* Attaining targeted circulation levels.
* Careful monitor of customer feedbacks.
* Attaining targeted advertising sales levels.
* Ensuring maximum relevance and benefits provided by advertisement.
* Maintaining quality editorial content.
* Maintaining the balance between content and advertisement.
* Ensuring punctuality for all issuing and distributing dates.
* Attending to elderly’s reading needs