SE Pitch

The proposal should explain why the social cause is chosen and consider the strengths of the chosen beneficiary (if any). A description of the product/service offered, target market, and the social enterprise model must be included. In addition, students should include the proposed name and logo of their proposed social enterprise. Most importantly, students must highlight the SE’s sustainable competitive advantage(s) or unique selling point(s).

2. What social problem in Singapore do you want to solve?  Be as specific as possible.

3.What business problem do you want to solve?  What product/service does your SE sell to solve this problem?

4.Who do you want to sell to?

5. Who are your SE’s competitors?

6. What is your SE’s competitive advantage?

7. How does your SE engage your beneficiary?  What is the SE model? -Subsidised, work integration

8. Is your SE scalable? How so?(can it be repeated or copied, replace easily)

9. What can you do now to test your SE business plan? How can you work towards starting your SE?(

10. What is the name of your SE? What is a catchy, informative or memorable name for your SE that correctly depicts your SE?

Service Offer: Similar to a travel agency, WheelCare offer travel package to the local that serve them in planning for their travel schedule, offering the best possible price, customised package and even cater to their available dates. For most travel agency, their aims is to provide excellent customer service, plan the most popular places for the consumer however, WheelCare does not only aim to provide these, our objective include providing an easy-friendly travel guide for the wheelchair-bound while still allows them to visit the popular places in the country without them concerning about the assessable of the wheelchair and the crowdedness of the places, WheelCare also hires low-income families as their employee to provide them with a job and a chance to travel with lower cost spent. Furthermore, WheelCare also provides different extra service such as customize schedule, instalment payment with the lowest interest rate, free training for the low-income employee. WheelCare allows provides a cheaper package for the wheelchair-user whom is not very financially stable but would like to travel with instalment payment.

Social issues address:

Provide an enjoyable and comfortable overseas trip for the disability especially for the wheelchair-user to travel with minimum worries and provide low-income families with a job opportunity.

Target Market:

My target market will be the physical disabilities especially the wheelchair-uses with their families, low-income families and everyone that like to travel in general.

Why- I choose to address the issues of wheelchair bound traveling overseas or locally is because they are often being stuck at their own national and traveling is one of the major challenges they faced daily.

Yes, Singapore government has been doing a lot for the wheelchair community in terms of transport like MRT or bus and also in their employment opportunity, however, there an issue that the government do not really cover or help which is travelling overseas.

Published by Chia (2014) stated that with the comprised with the elderly and those with disabilities, there are around 100,000 wheelchair-users in Singapore with the number slowly increasing by year. We all been left in a situation where we cannot go somewhere we want to for one reason or another

Singapore has been progress in making public transport more accessible to people with disabilities as wheelchair-user still poses significant challenges. Example, often the bus driver tells them that the ramp is not working, or they are not training to serve them.

Persons who have lost the use of their legs are able to use a car (if they have access to an expensive customized vehicle designed for their impediments, but are stopped cold when required to go up or down a stairway (and don't even ask about using fire escapes).

These **physical disabilities** can hamper individual life and reduces the working ability of the person. Physical disability refers to either with a total or partial loss of bodily functions, such as the ability to walk or fine motor skills, or a total or partial loss of a part of the body. Physical disabilities can result from congenital causes, or are acquired later in life, as a result of traffic/industrial accidents or medical conditions such as stroke or infections.

Examples of congenital physical disabilities include muscular dystrophy, cerebral palsy, osteogenesis imperfecta (brittle bone disease), spina bifida and spinal muscular atrophy.

With the right use of Assistive Technology, training and support, persons with physical disabilities can live more independentl

INTRODUCTION ON THE CHOOSEN SOCIAL ISSUE

What are your thoughts when you hear the word disabilities? What do you first think of when you hear the word disabilities?

The term 'disability' refers to an impairment of body or mind that restricts or causes the loss of a person's functional ability to carry on his or her normal activities. There are various disabilities in the world such as vision Impairment, deaf or hearing impairment, mental health conditions, intellectual disability, physical disability, acquired brain injury and autism spectrum disorder.

Physical disability refers to either with a total or partial loss of bodily functions, such as the ability to walk or fine motor skills, or a total or partial loss of a part of the body. Physical disability refers to a loss or limitation to a physical function which may affect a person’s mobility, dexterity or stamina on a long-term basis. People with a physical disability may be from birth or acquired later in life due to some incident of traffic including industrial accidents or medical conditions such as stroke or infections. Physical disability is not whether a person has a specific condition but how that physical condition impacts his or her daily life.

There are four categories naming mobility, work tolerance, self-care and lastly communication that impacted by the significant physical disabilities in their daily life. Let’s focus more on the mobility

RECENT ARTILCS ON WHEELCHAIR USERS

Published on THE STRAITSTIME by Rashith (2018) reported of an island tour that was organize by Wheels@Ubin, a community initiative that aims to raise awareness about accessibility. This article talks about a trip of Mr Jurani Basri, a wheelchair uses whom use to be a football player and with his 119 peers which were all wheelchair-user travel to Pulau Ubin for the first time.

<https://employment.sgenable.sg/about-us/what-is-disability/>

<https://www.careadvicebuckinghamshire.org/s4s/WhereILive/Council?pageId=1387>

<http://www.businessdictionary.com/definition/disability.html>

<https://study.com/academy/lesson/what-is-a-physical-disability-definition-types-quiz.html>