

Saasil Village Mexico

Business Plan



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Team 2.8

Esperanza Cantu Contreras

T00683162

Carla Guadalupe Du Solier Rojas

T00691885

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Executive Summary

Saasil Village Mexico is a pioneering initiative aimed at transforming senior living in Mexico. Our vision is to establish sustainable communities tailored to the unique needs of elderly individuals, providing them with fulfilling, independent, and joyful lives within a safe and supportive environment.

Our mission is clear: to create and manage communities where seniors can thrive, prioritizing their well-being while promoting environmental sustainability and inclusivity.

At Saasil Village, we prioritize holistic wellness, empowerment, integrity, inclusivity, collaboration, continuous improvement, sustainability, social responsibility, transparency, and human rights. These values guide everything we do, ensuring that our residents receive the highest standards of care and support.

Our commitment to excellence and innovation drives us to constantly evolve and improve, setting new benchmarks for elderly living in Mexico and beyond.

Saasil Village offers a diverse range of housing options, amenities, and services, including 3-D printed homes, recreational activities, healthcare services, transportation, and more. Our sustainable community design, health and wellness programs, personalized care services, and social and cultural enrichment initiatives ensure that residents enjoy a fulfilling and vibrant lifestyle.

Despite challenges such as government stability, cultural differences, and regulatory compliance, we are dedicated to overcoming barriers and creating thriving communities that enhance the lives of our residents.

Through strategic partnerships, robust marketing strategies, and a commitment to community engagement, Saasil Village is poised for success and growth.

Join us in revolutionizing senior living and creating a brighter future for elderly individuals in Mexico and beyond

Business Strategy

History

- Saasil Village Mexico is a new venture seeking investors. Founded with the vision to revolutionize senior living in Mexico, that aims to create sustainable communities that cater specifically to the needs of senior individuals.

Purpose

- Saasil Village Mexico aims to create and manage sustainable communities in Mexico, catering specifically to senior individuals. These communities will provide residents with the opportunity to live fulfilling, independent, healthy, and happy lives within their own homes while ensuring a high quality of life through access to essential services and amenities.

Mission

- "To create and manage sustainable communities where elderly individuals can live fulfilling, independent, healthy, and joyful lives within their own homes. Saasil Village is committed to providing environmentally conscious spaces and services that promote Saasil Village's well-being and enhance the quality of life for every resident while respecting human rights and fostering inclusivity."

Vision

- "Saasil Village's vision is to lead the way in sustainable aging by establishing environmentally conscious communities that prioritize the Saasil Village's well-being and dignity of elderly residents. Saasil Village envisions a future where every individual has the opportunity to age with grace, surrounded by supportive environments that promote vitality, connection, and harmony with nature."
- "Saasil Village's vision is to be a leader in the development and management of sustainable communities that prioritize the Saasil Village well-being of elderly individuals. Saasil Village envisions a future where every individual has the opportunity to age with grace, surrounded by supportive environments that promote vitality, connection, and

harmony with nature and inspire a sense of belonging for residents from diverse backgrounds, including those in Mexico and snowbirds from the US and Canada."

Value Statements

- **Seniors Wellness**
 - Saasil Village prioritizes holistic wellness, providing access to comprehensive health resources, recreational activities, and supportive services that promote physical, mental, and emotional Saasil Village well-being for residents of all abilities.
- **Empowerment**
 - Saasil Village residents maintain autonomy, make informed choices, and participate actively in community life, fostering a sense of independence, dignity, and self-worth.
- **Integrity**
 - Saasil Village upholds the highest ethical standards in all aspects of Saasil Village operations, demonstrating honesty, transparency, and accountability in Saasil Village interactions with residents, staff, and stakeholders.
- **Inclusivity**
 - Saasil Village celebrates diversity and promotes inclusivity within Saasil Village communities, respecting the rights, cultures, and identities of all individuals, regardless of nationality or background.
- **Collaboration**
 - Saasil Village values collaboration and partnerships with residents, families, caregivers, local communities, and organizations, working together to create thriving and resilient communities that address the evolving needs of aging populations.
- **Continuous Improvement**
 - Saasil Village embraces a culture of continuous learning and innovation, seeking feedback, evaluating outcomes, and implementing best practices to continually enhance the quality of life and sustainability of Saasil Village communities.

- **Sustainability**
 - Saasil Village is dedicated to environmental stewardship, implementing eco-friendly practices and technologies to minimize Saasil Village's ecological footprint and preserve natural resources for future generations.
- **Social Responsibility**
 - Saasil Village upholds human rights and ethical principles in all aspects of Saasil Village operations, striving to create positive social impact and contribute to the betterment of communities where Saasil Village operates.
- **Transparency**
 - Saasil Village maintains transparency and accountability in Saasil Village's actions and decisions, ensuring open communication and honesty with all stakeholders, including residents, employees, and investors.
- **Human Rights**
 - Saasil Village is committed to upholding human rights and dignity for all individuals, ensuring equal access to opportunities, services, and resources, and advocating for social justice and equity within Saasil Village communities.

Barriers to Entry

- **Government Stability in Mexico:**
 - Political instability or changes in government policies may pose challenges to conducting business operations in Mexico, impacting regulatory compliance and investment stability.
- **Language Barrier:**
 - Dealing with both Spanish and English languages may require bilingual staff and specialized communication strategies to effectively serve diverse residents and stakeholders.
- **Cultural Differences:**
 - Addressing cultural differences among elderly people from Mexico, the US, and Canada is crucial for creating inclusive and harmonious communities. Understanding and respecting cultural norms, traditions, and preferences is essential for fostering a sense of belonging.
- **Banking and Finance Systems in Mexico:**

- Navigating the banking and finance systems in Mexico may present challenges related to transactional processes, currency exchange, and regulatory compliance. Establishing secure and efficient financial operations is essential for managing community finances and resident payments.
- **Tax Issues in Mexico:**
 - Understanding and adhering to tax regulations in Mexico, including property taxes, income taxes, and value-added taxes (VAT), is necessary to ensure compliance and minimize financial risks for the company and its residents.
- **Legal and Regulatory Compliance:**
 - Addressing legal and regulatory issues in Mexico, such as product registration, environmental compliance, labor laws, and zoning regulations, requires a thorough understanding and proactive measures to maintain compliance and mitigate legal risks.
- **Operational Structure:**
 - Establishing the appropriate operational structure, whether through ownership, leasing, subsidiaries, or branches, requires careful consideration of legal, financial, and operational implications. Additionally, managing utilities, plants, and equipment efficiently is essential for maintaining community infrastructure and services.

Overcoming these barriers to entry requires strategic planning, local market knowledge, partnerships with relevant stakeholders, and a commitment to compliance and sustainability. By addressing these challenges proactively, Saasil Village company can successfully establish and manage sustainable communities for elderly people in Mexico and snowbird regions.

Competition Analysis

				
Independent Living		X	X	X
A sense of personal safety and security	X	X	X	X
Friendly staff support	X			X
Emergency response	X	X		X
An engaging social life	X	X		X
Flexible care services	X			X
Transportation Services				X
Housekeeping and laundry	X	X		X
Beach and sea			X	X
Swimming Pool		X	X	X

Marketing Strategy

- Target Audience Identification
 - Saasil Village’s target is not only Mexican seniors who are independent but also elders in the rest of North America and people who are in love with Mexico's Caribbean paradise. The potential investors would be Mexican eco-friendly companies who have a goal to make Mexico and its culture prosper. When it comes to building 3D-printed houses, Saasil Village's main investors should be CEMEX, ROTOPLAS, BBVA banc, Mariangel Coghlan, and COBOD BOD 2 house printing company.
 - They mainly focus on seniors who are part of the silent generation (1928-1945), baby boomers (1946-1964), and part of GenX (1965-1980). They focus on these generations as there have been many stories where these generations do not

know how to spend their money or are not able to enjoy their retirement. They are also looking for nesters looking somewhere to downsize and simplify their lives. Also, retirees seeking a supportive community with all the amenities they should need at any moment but also having fun and social opportunities.

- Brand Identity and Positioning

- Saasil Village Mexico emphasizes independence, socialization, and senior community. The highlight is the tranquil, yet vibrant stress-free lifestyle on the beautiful coast of the Mexican Caribbean.
- This way of showing off their community they can create awareness among these generations throughout the USA, Canada, Mexico, and South Korea in the future. Focusing on the main themes such as independence, community, and Saasil Village wellness, make seniors feel welcome and have their attention in these places. Saasil has been highlighting the benefits of having a life near the Caribbean Sea, having an active lifestyle, and ensuring a social life within a safe community. They are giving seniors a community where there are no concerns about aging, they make sure that seniors are treated fairly and with dignity.

- Market Research

- Saasil's community mainly focuses on Baby Boomers who make a 15% of the total population, The Silent Generation who are 3.5%, and Gen X who make up 18% of the population. Baby boomers own 52.8% of all wealth in the U.S., compared to 5.7% of millennials, according to the Federal Reserve.

- Online Presence

- Saasil Village Mexico has been designing a user-friendly website that showcases all the amenities, floorplans, prices, community events, and once it is open testimonials. They provide videos of how the community is been created and provide virtual tours for potential residents.
- For social media to target this generation directly Saasil Village provides a Facebook account and has email marketing. Also, Saasil Village Mexico has an Instagram, Linked In, and Kakaotalk to provide all of the information for all people

providing information to the senior's loved ones to recommend this place to their loved ones.

- Traditional Marketing

- When it comes to these generations, Saasil has also given traditional marketing. This is to aim for those seniors who do not feel comfortable with social media. Such as:
 - Print Media:
 - Saasil will have advertisements in retirement magazines, traveling magazines, and once a year in the local newspaper.
 - Events:
 - Saasil Village Mexico will have open houses, social gatherings, and informational seminars.

- Collaborations and Partnership

- For the design of the houses, condos, beach clubhouse, and all the communities; Saasil Village Mexico will collaborate with Mariangel Coghlan and Grune Erde. These two interior designers have a sustainable perspective and use sustainable and earth-friendly furniture.

- Community Engagement

- Saasil Village Mexico promises this sense of belonging through all of its social events and fitness areas. As Saasil Village has regular events in the community to encourage socialization.

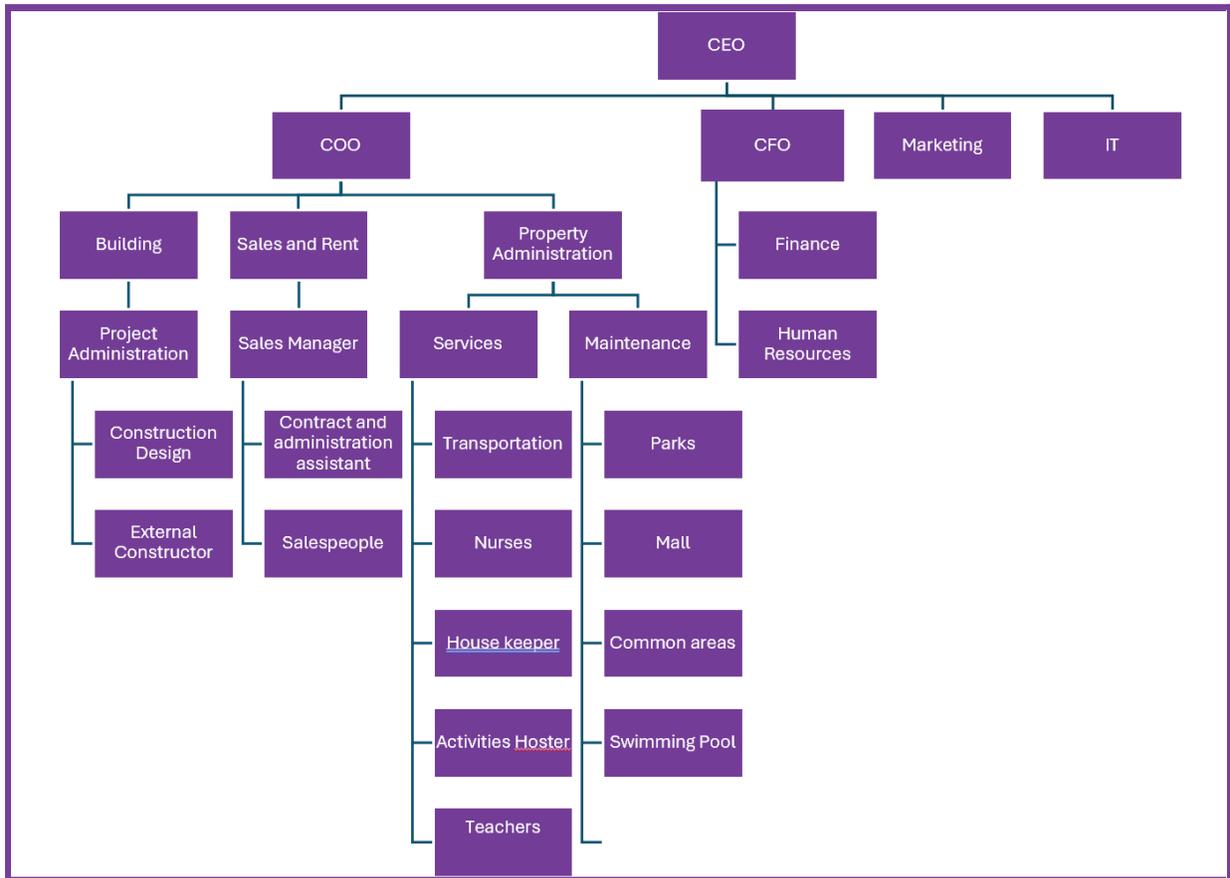
- Sustainability Initiatives

- Saasil Village Mexico encourages recycling programs, community gardens, and energy-efficient practices to promote environmental awareness among residents. Saasil Village will host workshops and seminars that will be mandatory once the seniors join. When living in Saasil Village Mexico has a mark of being the first community to be as sustainable as possible showcasing all the benefits of 3D printed houses and how residents are going to be able to help the environment with composting, and water conservation.

Operational Plan

Operational Plan for Saasil Village Mexico:

Organization chart::



Executive Leadership:

- **CEO:** Oversees the overall vision, strategy, and direction of Saasil Village.
- **COO:** Responsible for the day-to-day operations and execution of the business plan.

Building Operations:

- **Project Administration:** Manages the planning, coordination, and execution of construction projects.
 - **Construction Design:** Designs the architectural layouts and plans for residential and commercial spaces.
 - **External Constructor:** Manages external contractors and subcontractors for construction projects.

Sales and Rent:

- **Sales Manager:** Leads the sales team in marketing and selling condos, houses, and commercial spaces.
 - **Contract and Administration Assistant:** Supports sales manager in administrative tasks and contract management.
 - **Salespeople:** Engage with potential buyers and renters, promoting Saasil Village properties.

Property Administration:

- **Services:** Oversees essential services for residents.
 - **Transportation:** Provides transportation services for residents as needed.
 - **Nurses:** Offers healthcare services and assistance to senior residents.
 - **Housekeeper:** Maintains cleanliness and hygiene in residential units.
 - **Activities Host:** Organizes recreational and social activities for residents.
 - **Teachers:** Provide educational programs and classes for residents.
- **Maintenance:** Ensures the upkeep and maintenance of various areas within Saasil Village.
 - **Parks:** Maintains green spaces and recreational areas.
 - **Mall:** Manages commercial spaces within the village.
 - **Common Areas:** Ensures cleanliness and functionality of shared spaces.
 - **Swimming Pool:** Manages the swimming pool area, including maintenance and safety.

Finance and Administration:

- **CFO:** Oversees financial management and strategic planning.
 - **Finance:** Manages financial transactions, budgeting, and reporting.
 - **Human Resources:** Handles staffing, training, and employee relations.
 - **Marketing:** Develop marketing strategies to attract potential residents and investors.
 - **IT:** Manages technological infrastructure and systems to support operations.

Legal Structure

The business will operate as a corporation with investors, providing effective management and scalability.

Current Position

- Currently, Saasil Village has developed a comprehensive business plan and is actively seeking investors to fund the initial stages of the Saasil Village venture.

Real Estate Market in Mexico

- The real estate market for elderly communities in Mexico is rapidly growing, driven by an aging population with significant economic power. Figures indicate a consistent increase in demand for such properties.

Competitive Advantage

- Saasil Village's competitive advantage lies in the absence of similar developments in Mexico dedicated to elderly communities. This unique positioning allows us to capture a niche market segment with high growth potential.

Growth Plan

- **Growth Timeline:** Within one year, Saasil Village aims to secure funding, acquire land, and commence development on Saasil Village's first community. Within 3 to 5 years, Saasil Village plans to expand Saasil Village's presence by developing additional communities near major cities and coastal areas.
- **Milestones:** Saasil Village's objectives include securing investment within the next six months, completing the development of Saasil Village's first community within two years, and achieving full occupancy within five years.
- **Goals:** Short-term goals include acquiring land, obtaining necessary permits, and initiating construction. Long-term goals involve establishing a strong brand presence, expanding Saasil Village's portfolio of communities, and maximizing occupancy rates.

Business Information:

- Business Name: Seniors Living Communities Mexico
- Address: [Address]
- Contact Information: [Phone Number], [Email Address], [Saasil Village website]

Planning for Business Growth:

Before expanding, Saasil Village will assess the need for additional equipment, staff, and resources to support growth. Cash flow projections will be carefully analyzed to determine the financial implications of expansion. Financing requirements will be evaluated based on projected growth and funding needs.

Ways to Grow the Business:

Saasil Village will explore partnerships with local governments, healthcare providers, and senior service organizations to enhance community offerings. Additionally, Saasil Village will invest in marketing and branding initiatives to raise awareness and attract potential residents. Continuous innovation will be a key focus to meet the evolving needs and preferences of elderly individuals.

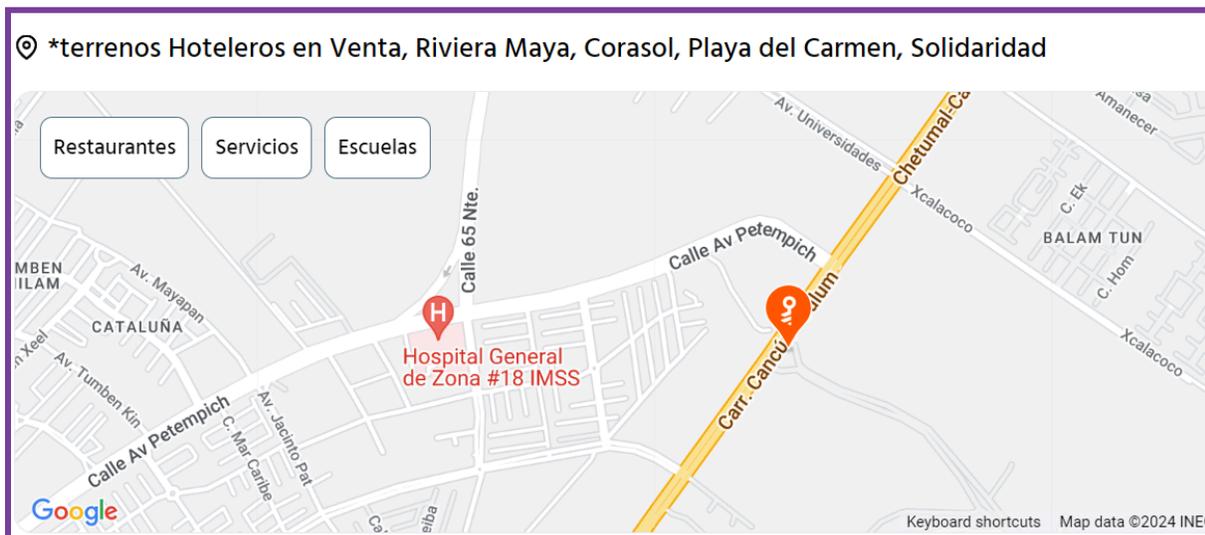
Business Structure and Benchmarking:

The business will operate under a corporate structure to facilitate management and growth. Regular benchmarking against industry standards will ensure optimal performance and competitiveness.

Product or Service Offering

When it comes to products and services Saasil Village Mexico will provide its residents a safe community where they can be independent away from the noisy and crowded cities to the beautiful Riviera Maya and Tulum cost of the Mexican Caribbean. Saasil Village offers houses or condos. Their services go beyond expectations for any senior wanting to start a relaxing independent lifestyle while being in a safe environment.

Location:



- 3-D Printed Villas Style Houses
- 3-D Printed 1-bedroom or 2-bedroom Apartment
- Tours and Social Activities in Social Athletic Beach Club
- Private Mall
- Gourmet Cuisine Restaurants
- International Restaurants
- Farmers Market once per week
- Private Groceries Store
- Housekeeping 2 times per week
- Recreational Activities
- Swimming Facilities (Hottubs, Jacuzzis, indoor pool, outside pool, Steam Room, Sauna room)
- Transportation Around the Community
- Gardening and many Green Areas
- Access to private beach and cenote (xenote)
- Shared golf course with Corasol
- Airport Shuttles if needed
- Medical Services and Transportation
- Emergency Helicopters
- Security and CCTV Surveillance 24/7
- Private Party Room Terrace
- Trash Pickup Services
- Pharmacy

Comprehensive Elderly Living Solutions:

Saasil Village Mexico will offer a range of housing options depending on the needs or preferences of the individual. Saasil Village Mexico offers 1-floor independent living units, small apartment buildings, or small villa-style houses. All assisted facilities respect the individual's independence, but provide safety, and comfort while providing all necessary support services.

Sustainable Community Design:

Saasil Village's idea is fully sustainable, aiming to get the BlueFlag Certification. Saasil is the first elderly community that is 100% sustainable and eco-friendly. All living units, no matter what type are printed out and then furnished, and decorated to the resident's liking with reused, recycled, and ecologically friendly. All of Saasil Village's electricity and poSaasil Village r comes

from solar energy, wind power, and marine power. The community will be surrounded by natural and local flora to help the region not have any alterations. This plan will provide safe and healthy green spaces conserving fauna and helping the earth's health as Saasil Village II as residents in Saasil Village.

Health and Wellness Programs:

Saasil Village Mexico worries about the physical and mental health of all residents. When buying or renting a unit in Saasil Villages Mexico will include recreational activities to help with nutrition guidance, mental help, and physical well-being. These activities include fitness classes, artistic classes, nutrition counseling, and access to healthcare services. Saasil Village Mexico is across from the General Hospital IMSS 18, and Saasil has an emergency helicopter in case of any accident to move any resident in need to Cancun or Tulum if needed.

Personalized Care Services:

Not all residents have the same necessities or preferences, Saasil Village offers assistance in daily living, medication management, mobility support, or any complications residents may have.

Community Amenities and Facilities:

Saasil Village Mexico community features a range of amenities, and facilities designed to offer health and fun services to residents. These include a supermarket, pharmacy, Saasil Village met and international dining facilities, a library, gardens, walking and cycling paths, swimming pools for therapy or recreational purposes, a relaxing pool, hot tubs, jacuzzis, steam room, sauna room, massage rooms, open concept recreational establishment, a gym, a weekly trip to 18 hole golf course, beach access, surfing, tennis courts, croquet court, and many more.

Innovative Technology Solutions:

Saasil Village Mexico is built with the latest technology to provide safety and fast connections between the community and Corasol, Hospital, Cancun, and Tulum. Each unit has basic home automation systems, emergency response systems, telehealth services, and digital communications platforms to ensure communication between residents with loved ones.

Social and Cultural Enrichment:

Saasil Village provides opportunities for all residents to socialize, get Mexican cultural enrichment, and international community engagement. Saasil Village provides this sense of

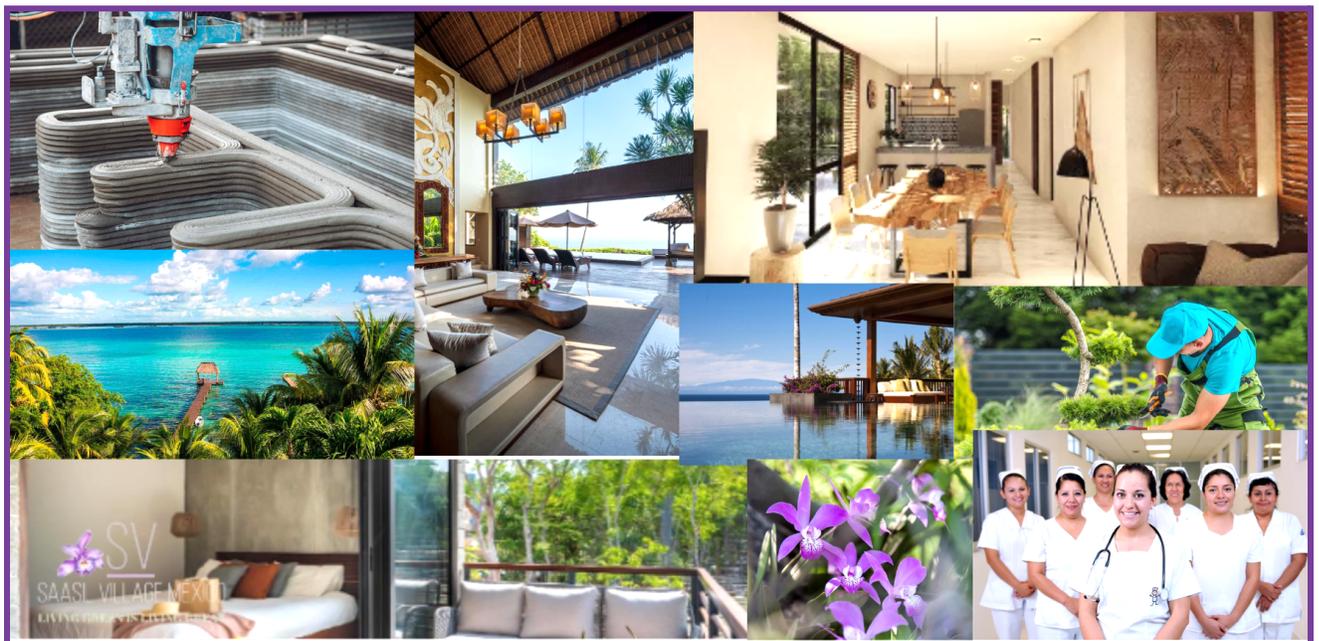
engagement with community events, workshops, interest-based clubs, and organized trips. This is a way to create a sense of belonging among residents and provide emotional well-being.

Supportive Community Services:

Saasil Village offers activities and services, but the main service is the health service. As many residents their health is their priority Saasil Village provides medical services each day of the Saasil Village ek with different doctors. This way Saasil is helping doctors and nurses to fulfill their community hours by also providing health services to residents depending on their specialization needs. Saasil also provides safe transportation services, housekeeping, laundry, mail delivery, pet care, meal deliveries, and even administrative tasks if needed. Each employee including doctors will have a background check to ensure the resident's safety.

Commitment to Excellence and Innovation:

Saasil Village Mexico strives for innovation and excellence in every aspect of its housing and service offerings. They have been trying to set a new standard for elderly living across America.



Proprietary Rights

Intellectual Property Rights:

- Saasil Village company holds exclusive intellectual property rights to the innovative community models, designs, and services developed to create and manage sustainable communities for elderly individuals. This includes proprietary architectural designs, community planning methodologies, and service delivery frameworks aimed at enhancing the quality of life for residents.

Trademarks:

- Saasil Village company's name, logo, and any associated branding elements are protected trademarks, representing Saasil Village's commitment to creating sustainable and fulfilling living environments for elderly people. Any unauthorized use of these trademarks is strictly prohibited.

Copyright:

- All content, including but not limited to website content, marketing materials, and educational resources produced by Saasil Village company, is protected by copyright laws. This includes written content, images, videos, and any other creative works produced by the Saasil Village team.

Data Protection:

- Saasil Village is committed to protecting the privacy and data rights of Saasil Village residents and stakeholders. Any personal or sensitive information collected as part of Saasil Village services is treated with the utmost confidentiality and in compliance with applicable data protection laws and regulations.

Environmental Stewardship:

- Saasil Village company recognizes the importance of environmental protection and sustainability in Saasil Village operations. Saasil Village holds proprietary rights to Saasil Village's environmentally conscious community design and management practices, aimed at minimizing ecological footprint and promoting conservation efforts.

Geographic Scope:

- While Saasil Village's primary focus is on providing services to elderly individuals in Mexico, Saasil Village also serves snowbirds from the United States and

Canada who seek temporary residence in Saasil Village communities during the winter months. Saasil Village's proprietary rights extend to all geographical locations where Saasil Village services are offered.

Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT)

Strengths:

- **Unique Value Proposition:** Offering communities tailored specifically for elderly individuals, promoting fulfillment, independence, health, and happiness.
- **Comprehensive Services:** Providing a wide range of services within the community to support residents' needs, including healthcare, recreational activities, and social events.
- **Quality of Life Focus:** Emphasizing high-quality living spaces and amenities to ensure residents enjoy a comfortable and enriched lifestyle.
- **International Market Reach:** Accessing both the local Mexican market and the snowbird population from the US and Canada, broadening the potential customer base.
- **Experienced Management:** Having a team with expertise in managing similar communities and understanding the needs of elderly residents.

Weaknesses:

- **Initial Investment:** Establishing and managing such communities may require substantial upfront investment, including land acquisition, construction costs, and ongoing operational expenses.
- **Regulatory Challenges:** Navigating complex regulations and zoning laws in different regions, particularly when operating in multiple countries, could pose challenges.
- **Cultural Sensitivity:** Ensuring services and amenities are culturally appropriate for both local Mexican residents and international snowbirds may require careful consideration and adaptation.
- **Competition:** Facing competition from existing retirement communities, healthcare facilities, and other housing options catering to elderly individuals.

- **Seasonal Demand:** Dealing with fluctuations in demand, especially from snowbirds, which may be seasonal and vary based on external factors such as economic conditions and travel restrictions.

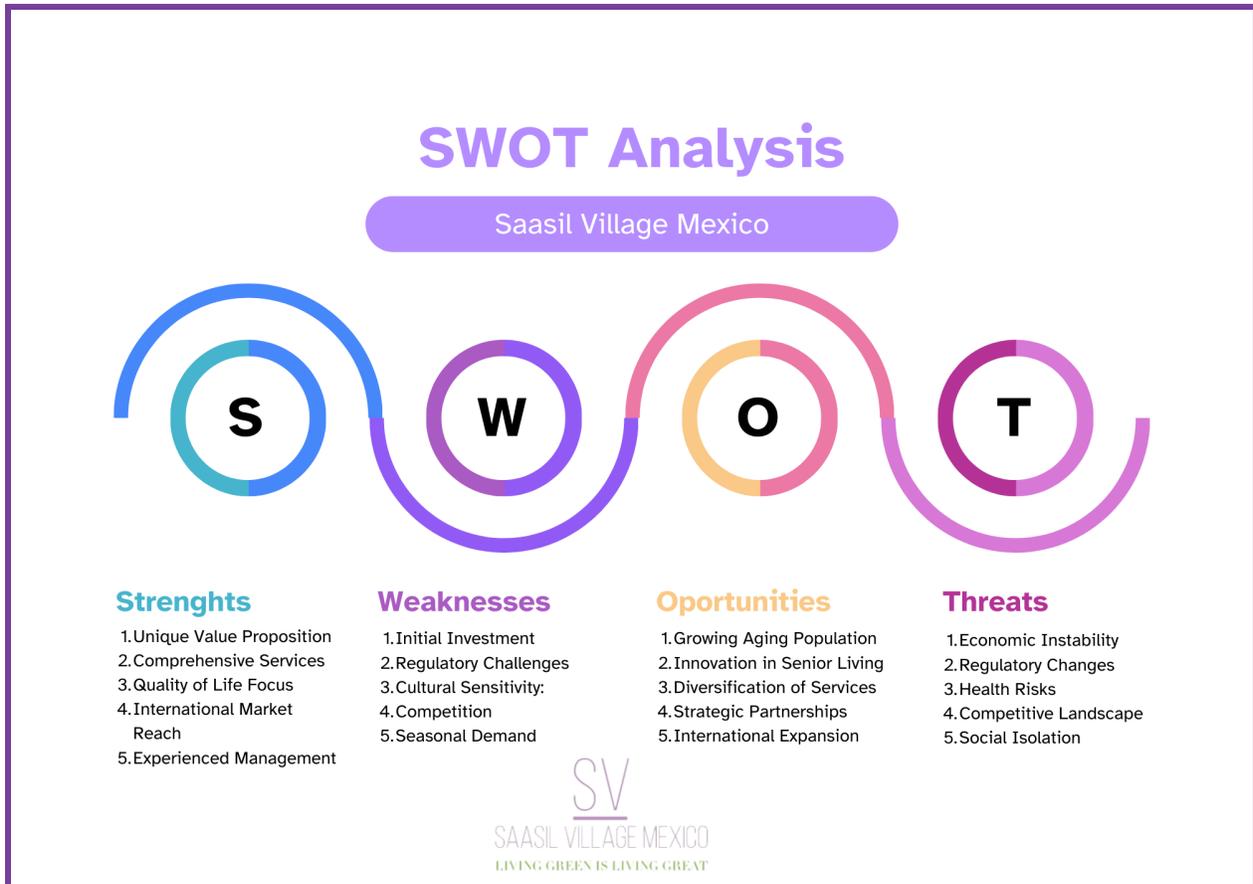
Opportunities:

- **Growing Aging Population:** Tapping into the growing market of elderly individuals seeking specialized living arrangements that cater to their needs and preferences.
- **Innovation in Senior Living:** Embracing technological advancements and innovative solutions to enhance the quality of life and well-being of residents.
- **Diversification of Services:** Expanding offerings beyond housing to include additional services such as home healthcare, transportation, and leisure activities to meet evolving needs.
- **Strategic Partnerships:** Collaborating with healthcare providers, local governments, and community organizations to enhance the range and quality of services provided.
- **International Expansion:** Exploring opportunities to expand into other regions or countries with similar demographics and market demand for senior living communities.

Threats:

- **Economic Instability:** Economic downturns or financial crises could impact disposable income and consumer spending, affecting demand for luxury retirement communities.
- **Regulatory Changes:** Changes in government regulations, healthcare policies, or tax laws could affect the feasibility and profitability of operating senior living communities.
- **Health Risks:** Public health crises, such as pandemics or disease outbreaks, pose risks to the well-being of elderly residents and may disrupt operations.
- **Competitive Landscape:** Facing competition from established players in the senior living industry, such as Saasil Village II as emerging alternatives such as aging-in-place solutions and home healthcare services.
- **Social Isolation:** Addressing concerns related to social isolation and loneliness among elderly residents, particularly those living independently, through community engagement initiatives and support services.

By considering these factors, Saasil Village can capitalize on strengths, address weaknesses, seize opportunities, and mitigate threats to create successful and sustainable communities for elderly individuals.



Human Resources Plan for Saasil Village Mexico

Recruitment Strategy:

For Saasil Village the security and wellbeing of their residents are highly important. That is why they hire local Mexican talent and international talent with a clean criminal record for any position. All residents will also have to prove clean criminal records for the security of the community including employees. To recruit, potential employees may apply through the Saasil Village website or Linked In, or in a traditional way, send a physical resume to their main office in Cancun.

All candidates will need to have some experience in hospitality, resort experience, senior living, sustainability, the medical industry or sector, and the international business or marketing environment.

Training and Development:

All hired employees no matter their position will be trained to perform first aid and will be trained to be able to handle any injury or medical emergency until the paramedics or doctors get to the place to ensure the person is well handled. Language courses for Mexicans who do not have fluent knowledge of English, and the team will have to take Korean lessons when Saasil Village reaches the South Korean market. Every employee will be trained on customer service, senior care, sustainable practices, and cultural sensitivity.

All employees will have the opportunity to grow and develop soft and hard skills in relevant areas.

Employee Engagement:

Saasil Village will have a weekly meeting to give feedback to each sector and to make sure that all concerns are discussed. Employees will have 2 breaks per week where they will have the option to go back to their home if they are close or from Mexico or they will be able to join activities, or social events.

Health and Wellness Programs:

All employees can join fitness activities and be able to use the mental health resources offered to all residents as well as the medical sector. They will be able to use their separate own facility where they will have their rooms and private gym and amenities. Saasil Village offers work arrangements and will provide healthcare benefits to promote the proper work-life balance and overall health.

Diversity and Inclusion:

Saasil Village is open to any employee who wants to be part of a sustainable community helping seniors live their best lives. Saasil Village emphasizes diversity. They provide feedback and training on cultural competency and sensitivity to ensure all staff feel respected, heard, valued, and appreciated. Saasil Village fosters that unique culture of inclusivity where different perspectives and ideas are welcomed and celebrated.

Social Responsibility Strategy for Saasil Village

Mexico

Saasil Village Mexico aims to be the first 100% sustainable senior community in America. They emphasize sustainability and have tried to build their whole community as sustainable as possible.

Environmental Conservation:

Saasil Village was built having in mind the jungle and the Mexican Caribbean Sea. Saasil Village is a community that has the idea and identity of being green, as they started their solution to pollution and damaging materials when constructing and decorating houses or condos, they started with 3-D printing houses. This is to not damage the ecosystem as drastically and also collaborate with companies who are also sustainable.

Saasil Village has solar panels, wind power, and wave power. All of this is to help that area by having activities and reducing waste to accomplish a fully green society.

Community Engagement:

As a community, Saasil Village has mandatory talks and activities for all residents and employees that train all to know how to be sustainable and why all should care about their community. Some volunteering activities for residents and employees will have to do with beach or jungle conservation. Such as taking care of the biodiversity, such as, turtle watching, reef health, xenote, care, and jaguar conservation in the national park. All activities will have BBQs and small fun activities to motivate residents to join.

Cultural Preservation:

As part of Mexico residents and international employees are asked to respect Mexican culture as well as the indigenous culture within Yucatan and Quintana Roo. As mentioned there is a Farmers Market, and residents can know Mexicans and indigenous from the area in a gastronomical and social way. Indigenous communities will have a way to show off their traditions as Saasil Village in volunteering activities and donations will help indigenous communities who also help with Xenot and Jaguars conservation with Saasil Village. Saasil Village also offers tours once a month to Tulum, Cancun, Xcaret, Cozumel, Bacalar, and many

more. All activities on the tour will show residents the traditions of Mexican culture and history, proving how many stereotypes are wrong about the beautiful country.

E-business Strategy

Enhanced Online Presence:

Develop a user-friendly website showcasing sustainable communities, highlighting eco-friendly features and services aimed at enhancing the quality of life for elderly residents. Implement SEO strategies to improve online visibility and attract potential residents searching for sustainable living options. Include virtual tours, testimonials, and detailed information about the eco-friendly initiatives to engage visitors and encourage Saasil Village age inquiries.

Targeted Online Marketing:

Utilize targeted online advertising campaigns on platforms such as Google Ads and social media to reach potential residents in Mexico, the United States, and Canada. Tailor marketing messages emphasize the benefits of sustainable living, independent lifestyles, and high-quality services offered within the communities. Leverage demographic targeting to reach snowbirds and retirees interested in spending part of the year in warmer climates, such as Mexico.

E-Commerce Platform for Property Sales:

Implement an e-commerce platform where potential residents can explore available properties, schedule virtual or in-person tours, and complete transactions securely online. Offer flexible payment options and financing solutions to accommodate diverse financial needs and preferences.

Virtual Tours and Online Consultations:

Conduct virtual tours of the sustainable communities using video conferencing tools to allow prospective residents to explore the properties remotely. Schedule online consultations with sales representatives or community managers to address questions, provide information about available services, and discuss sustainability initiatives.

Community Engagement and Education:

Establish an online community platform or forum where current and prospective residents can connect, share experiences, and participate in discussions related to sustainable living practices. Offer virtual workshops, webinars, and educational resources focused on environmental conservation, healthy living, and aging Saasil Village II to promote awareness and community engagement.

Financials

Saasil Villages Mexico																
Income	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YEARLY TOTALS	COST	DOWN PAYM	TOTAL PAYMENT
Pre-Sales													0			
Condos 1br	-	-	-	-	2	2	2	2	2	3	3	3		\$350,000	20%	\$ 70,000
Condos 2br	-	-	-	-	2	2	2	2	2	3	3	3		\$450,000	20%	\$ 90,000
Houses 1br	-	-	-	-	2	2	2	2	3	3	3	3		\$300,000	20%	\$ 60,000
Houses 2br	-	-	-	-	2	2	2	2	3	3	3	3		\$400,000	20%	\$ 80,000
Total Revenue per Month	\$ -	\$ -	\$ -	\$ -	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 740,000	\$ 900,000	\$ 900,000	\$ 900,000	\$ 5,840,000		SALE	TOT SALE
Sales													0			
Condos 1br												7		\$350,000	80%	\$ 280,000
Condos 2br												7		\$450,000	80%	\$ 360,000
Houses 1br												12		\$300,000	80%	\$ 240,000
Houses 2br												12		\$400,000	80%	\$ 320,000
Total Revenue per Month	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$11,200,000	\$11,200,000			\$17,040,000

Income Statement

	Year 1	Year 2	Year 3
INCOME STATEMENT			
Sales	\$ 11,200,000	\$ 23,520,000	\$ 11,200,000
COGS	\$ 6,720,000	\$ 14,112,000	\$ 6,720,000
Net Profit	\$ 4,480,000	\$ 9,408,000	\$ 4,480,000
Admin and Sales Expenses	\$ 2,240,000	\$ 4,704,000	\$ 2,240,000
NIBT	\$ 2,240,000	\$ 4,704,000	\$ 2,240,000
Taxes	\$ 448,000	\$ 940,800	\$ 448,000
Net INCOME	\$ 1,792,000	\$ 3,763,200	\$ 1,792,000
BALANCE SHEET			
Assets			
Cash	\$ 9,736,000	\$ (1,164,800)	\$ 7,347,200
Inventory	\$ 7,056,000	\$ 6,720,000	\$ -
Prepaid Expenses	\$ 2,352,000	\$ 2,240,000	\$ -
Total Assets	\$ 19,144,000	\$ 7,795,200	\$ 7,347,200
Liabilities			
Unearned revenue	\$ 2,352,000	\$ 2,240,000	\$ -
Total liabilities	\$ 2,352,000	\$ 2,240,000	\$ -
Equity			
Ret Earnings	\$ 1,792,000	\$ 5,555,200	\$ 7,347,200
Share Capital	\$ 15,000,000	\$ 15,000,000	\$ -
Dividends		\$ (15,000,000)	
Total Equity	\$ 16,792,000	\$ 5,555,200	\$ 7,347,200
Total Liabilities + Equity	\$ 19,144,000	\$ 7,795,200	\$ 7,347,200
Annualized ROI	14%		
ROI	49%		

Succession Plans

Succession Plan for Saasil Village Mexico:

CEO Succession:

- Identify potential candidates within the executive leadership team or groom internal candidates with leadership potential.
- Provide mentorship and leadership development opportunities for potential successors.
- Establish a clear transition plan and timeline for the succession process.
- Ensure transparent communication with stakeholders regarding succession planning efforts.

COO Succession:

- Identify high-potential individuals within the operational team who demonstrate leadership qualities.
- Offer leadership training and development programs to prepare potential successors.
- Delegate increasing levels of responsibility to potential successors to groom them for the role.
- Create a transition plan outlining key responsibilities and timelines for the succession process.

Departmental Leadership Succession:

- **Sales and Rent:**
 - Identify top-performing sales managers or team leaders with potential for leadership roles.
 - Provide leadership training and opportunities to develop managerial skills.
 - Establish a clear process for internal promotion and advancement within the sales department.
- **Property Administration:**
 - Identify experienced supervisors or team leaders within the services and maintenance departments.
 - Offer leadership training and cross-functional exposure to prepare potential successors.
 - Develop a talent pipeline by identifying and grooming high-potential individuals for leadership roles.

Executive Training and Development:

- Implement leadership development programs for key executives to enhance their skills and competencies.
- Offer opportunities for executives to participate in industry conferences, workshops, and seminars to stay updated on best practices.
- Encourage executives to pursue advanced degrees or certifications relevant to their roles.
- Provide executive coaching and mentoring to support professional growth and development.

Emergency Succession Plan:

- Develop contingency plans for unexpected departures or incapacitations of key executives.
- Identify interim leadership candidates who can step in temporarily to ensure continuity of operations.
- Document key roles, responsibilities, and contact information to facilitate a smooth transition during emergencies.
- Conduct regular reviews and updates of the emergency succession plan to adapt to changing circumstances.

Communication and Transparency:

- Communicate the succession plan to all stakeholders, including employees, investors, and board members.
- Foster a culture of transparency and open dialogue regarding leadership succession within the organization.
- Provide regular updates on the progress of succession planning efforts and any changes to the plan.
- Encourage feedback and input from stakeholders to ensure alignment and support for the succession process.

By implementing a comprehensive succession plan, Saasil Village Mexico can effectively groom future leaders, ensure continuity of operations, and promote long-term organizational success.

Business Exit Strategy

Business Exit Strategy for Saasil Village Mexico:

Define Objectives:

- Clearly outline the goals and objectives of the exit strategy, such as maximizing value, ensuring a smooth transition, and preserving the legacy of Saasil Village Mexico.

Evaluate Options:

- Explore various exit options, including selling the business, merging with a larger entity, passing ownership to family members or employees, or liquidating assets.
- Consider the timing of the exit concerning market conditions, industry trends, and personal circumstances.

Financial Preparation:

- Conduct a thorough financial assessment to determine the current value of Saasil Village Mexico and identify areas for improvement to enhance valuation.
- Review financial records, assets, liabilities, and cash flow projections to ensure accuracy and transparency for potential buyers or investors.

Legal and Tax Considerations:

- Seek legal and tax advice to understand the implications of different exit strategies on Saasil Village Mexico and its stakeholders.
- Address any legal or regulatory requirements associated with the chosen exit option, such as contracts, licenses, permits, or compliance obligations.

Communicate with Stakeholders:

- Communicate openly and transparently with employees, customers, suppliers, and other stakeholders about the decision to pursue an exit strategy.
- Provide reassurance and support to stakeholders throughout the transition process to minimize uncertainty and maintain trust.

Identify Potential Buyers or Investors:

- Identify potential buyers or investors who may be interested in acquiring Saasil Village Mexico based on strategic fit, financial capability, and alignment with business objectives.
- Engage with investment bankers, brokers, or industry contacts to facilitate introductions and negotiations with prospective buyers or investors.

Negotiate Terms and Conditions:

- Negotiate favorable terms and conditions for the sale or transfer of Saasil Village Mexico, taking into account price, payment structure, warranties, liabilities, and post-sale commitments.
- Seek professional guidance to navigate complex negotiations and ensure a fair and equitable agreement for all parties involved.

Execute the Exit Strategy:

- Execute the chosen exit strategy according to the agreed-upon timeline and terms, while adhering to legal and regulatory requirements.
- Coordinate with relevant stakeholders to facilitate a smooth transition of ownership, operations, and assets to the new owner or entity.

Post-Exit Planning:

- Develop a post-exit plan to address the needs and aspirations of stakeholders, such as employees, customers, and community members.
- Provide support and resources to assist employees in transitioning to new opportunities or roles, if applicable.
- Monitor and evaluate the success of the exit strategy to identify lessons learned and opportunities for improvement in future business endeavors.

By carefully planning and executing a well-defined exit strategy, Saasil Village Mexico can effectively transition to the next phase of its journey while maximizing value and preserving its legacy.

Resources

Implementing the comprehensive range of products and services offered by Saasil Village Mexico requires various resources across different categories. Here's a breakdown of the resources required for each aspect of the business:

Financial Resources:

- Capital for land acquisition, construction, and infrastructure development.
- Operating funds for ongoing expenses such as staff salaries, utilities, and maintenance.
- Investment in technology infrastructure for home automation systems, emergency response, and telehealth services.
- Budget for marketing and promotion to attract residents and investors.

Human Resources:

- Skilled workforce including architects, engineers, construction workers, healthcare professionals, hospitality staff, and administrative personnel.
- Training programs for staff to ensure they are equipped to provide high-quality services to residents.
- Hiring and retaining experienced management and leadership personnel to oversee operations effectively.

Physical Resources:

- Land or real estate for developing the Saasil Village community, including space for residential units, amenities, and green areas.
- Construction materials and equipment for building 3-D printed houses, apartments, and recreational facilities.
- Furnishings, decor, and equipment for interior design and outfitting of residential units and communal spaces.
- Vehicles for transportation services within the community and emergency response purposes.

Technological Resources:

- Home automation systems for managing security, lighting, temperature, and other aspects of residents' living spaces.
- Telehealth platforms and digital communication tools for facilitating remote healthcare consultations and resident communication.
- Information technology infrastructure for managing data, connectivity, and digital services across the community.

Environmental Resources:

- Access to renewable energy sources such as solar, wind, and marine power for powering the community's electricity needs.

- Sustainable building materials and construction methods to minimize environmental impact and achieve eco-friendly certification.
- Landscaping resources for creating green spaces, gardens, and natural flora to enhance the aesthetic appeal and ecological sustainability of the community.

Partnerships and Collaborations:

- Collaboration with local healthcare providers, hospitals, and emergency services for medical care and emergency response.
- Partnerships with suppliers, vendors, and service providers for delivering goods and services such as groceries, healthcare supplies, and recreational activities.
- Engagement with community organizations, cultural institutions, and educational institutions to provide social and cultural enrichment programs for residents.

By mobilizing these resources effectively, Saasil Village Mexico can successfully implement its vision of creating a sustainable, supportive, and enriching community for senior individuals in the Riviera Maya and Tulum region of the Mexican Caribbean.