

# Example of research paper on social enterprise proposal

[Business](#), [Marketing](#)



## **Social Enterprise Proposal-Happy Children Homes Canada**

### Methodology

#### Purpose of Happy Children Home

The main purpose of this institution will be the creation of a model, which will facilitate the increasing number of refugee integration into the new Canadian society. This is an essential endeavor as it will enable the displaced families settling into the new environment. The institution aims at providing education, which will empower the refugees and become productive in their new society. In addition, the institution acknowledges the importance of health care in ensuring the wellbeing of the refugees. The provision of job opportunities is an important aspect in ensuring the development of dependence among the refugees as they will be able to earn their own income (Nicholls, 2006). As new members of the Canadian society, Happy Children Homes recognizes the importance of language training and cross-cultural awareness among the refugees. This has been developed into a welcome a package, which is imperative as the refugees integrate into the new society.

### **Strategic Management**

The success of Happy Children Homes is based on ensuring strategic management, which will facilitate achievement of a competitive advantage. With the increasing number of refugees in the country, the institution recognizes the increasing demand for the services. However, with the changing social, economic and political environment in Canada, as well as refugees countries' of origin, there is a need to provide competitive services.

In addition, since the institution is a for profit institution ensuring competitiveness is imperative in ensuring profitability.

The institution has developed various models in ensuring its competitiveness and meeting the rising demand. For example, the institution has adopted a model that facilitates the creation of franchises. This will facilitate meeting the rising demand, as more institutions will be established, which will multiply the number of people being helped. In addition, the institution aims at establishing partnerships with various other institutions such as schools, corporations, government, and small business enterprises (Smerdon & Robinson, 2004). Establishing partnerships with schools is essential in the sense that such schools may offer sponsorship for the young people attending schools.

Partnerships with corporations will enable the institution to provide employment opportunities, which is essential in developing dependence through increasing productivity. The program will equally be beneficial to the government as it will reduce crime levels and government burden in catering for these refugees. Therefore, establishing partnerships with the government is essential, as it might facilitate the provision of additional grants and donations, as well as sponsorship for education (World Economic Forum, 2009). In addition, the government is among the top employers and can facilitate the provision of employment opportunities.

## **Marketing Strategy**

The success of any institution whether for profit or not-for profit is based on successful marketing in the current competitive global environment. Happy

Children Homes recognizes the importance of marketing as among the basic success factors in the institution. The institution has adopted various marketing strategies aimed at reaching and persuading the target market. The institution marketing ideology is based on the fact that refugees require aid in settling and integrating into the new society (Smerdon & Robinson, 2004). Therefore, the marketing strategies adopted by the institution must highly target the incoming and existing refugees.

Happy Children Homes has established a social media marketing strategy, based on the increasing use of social media as a basic mode of communication in the current global environment. Social media has captured a large number of people and facilitates interactive sessions with users. In addition, the institution has also engaged high level speakers and promoters in increasing publicity and delivery of messages of hope, which is essential to refugees. The target group is encouraged to attend through various media where they end up joining the institution. The institution has also adopted social events in marketing their services (Nicholls, 2006). For example, sponsoring games mostly played by the target group provides a platform where the institution can promote and market its services.

## **Understanding Target Market and Future Actions**

The target market comprises refugees from different countries and mainly from the Middle East and Africa. Understanding the target market is imperative for the institution for the development of a model, which will enable the refugees adapt to the new environment. For example, in the delivery of education and health care the institution has been carrying out

research and should continue carrying out research on the challenges facing the refugees. This will facilitate the institutional understanding of the current as well as the future needs of the refugees. Holding interactive social events and marketing through social media is essential as it will facilitate understanding the current needs and future needs. In addition, this will facilitate the development of new services that can facilitate achievement of a competitive advantage.

## **Conclusion**

In conclusion, Happy Children Homes is a Canadian institution aims at providing social services to refugees originating mainly from the Middle East and Africa. The main purpose is the development of programs, which facilitate the integration of the refugees to the mainstream Canadian society. The institution has adopted a strategic management through the creation of franchises, which will facilitate helping the increasing number of refugees. Marketing is a basic factor in enabling the institution's achievement of its objectives. The institution has adopted a target marketing strategy where various marketing strategies have been adopted such as social media, social event and engaging high level speakers.

## **References**

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