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ESTABLISHING A PRIVATE SOCIAL SERVICES COMPANY TO
SUPPORT INDIVIDUALS LIVING AT HOME

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Bachelor's Thesis
February 2010
Degree Programme in Social Services
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Abstract

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Aging population and increasing number of immigrants are two prominent phenomena in the changing society today. The growing need for social services is general and pervasive. Concerning social services, people want to have their own choice and are also ready to use their own funds. A private social services company formed by a foreigner may be an effective way and a solution to the needs of more multicultural population.

The purpose of the study was to describe and evaluate the process of establishing a private social services company, named Hervannan Hyvinvointipalvelut.

Action learning was used in the study, and the classic four cyclic steps were followed in the whole study procedure. In the planning phase a preliminary business plan was made. The action phase included five steps of service procedure. The observation phase took place in monitoring outcomes from the service practition. The reflection phase was discussed in SWOT analysis on Hervannan Hyvinvointipalvelut.

Based on the learning from establishing Hervannan Hyvinvointipalvelut in order to give support for individual living at home, the result was favourable and beneficial for private households, public sector and third sector organizations. Evidence showed a private social services company can be very flexible in cooperation and/or collaboration with other service providers in the provision of welfare society. For an immigrant to become an entrepreneur is a way of employment. But there are no doubt challenges, such as, language and local enterprise environment.

Key words: home care, social service provisions, business establishing procedure, Hervannan Hyvinvointipalvelut, immigrant entrepreneurship.

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1 Introduction

Over the next few decades, as the Finnish population structure is changing rapidly, the whole society will have to adjust to the needs of a growing number of older people (Ministry of Social Affairs and Health Publications 2008, 5). In order to improve residents' better living situation and give support to them necessary home care, the opportunities for continuing living at home are to be developed as a new object in trends.

Multiculturalism in a society is a nature of a living context today. Refugees looking for shelter, international marriages, international talent recruitment, students exchange programmes, children adopted from the third world countries are the phenomena in today's world. Globalization has urged the need for people to learn how to share a living environment with others.

The idea of establishing a private social service company was induced from my two periods of practical training; one at Tampere city 'Home-help' service, the other one with 'Toivolanlapset' after school care club organized by the third sector. Both services are aimed to addressing the needs of ordinary people in Hervanta, in order to help people in their daily activities so that they can maintain normal social function. Particular in this changing society, the Hervanta region is well known as a multicultural community.

Hervannan Hyvinvointipalvelut was set up as a trial, by forming up a new pattern of home help and individual service care. In contribution to add values to the community and also to work out culture diversity as benefit and advantage to our society, the service often involves unique and stylish ethnicity/Chinese culture elements in practice, for example, Tai Chi meditation and Chinese cooking.

The experience of establishing a private social service company in Hervanta was a trial action leaning practice. The aim was to reflect how such a company could survive in the local social service market. The special challenge being that the company was established by a foreigner. The practice was compatible with the Finnish policy of caring for the

elderly, people with disabilities, people with chronic diseases and families having little children, which emphasizes the importance of promoting people's functional capacity and independency, with the intention that they could continue to live in their own homes and familiar environments as long as they wish to.

1.1 Concept and Terms

Private social service Company in this study referred to the social services that are provided by business enterprises. In the field of private sector, social services work description is individualism and client-oriented.

Individual living at home in this study applied to any individuals, whose choices are to live at own homes and have 'normal-like-others' lives. Home care helps are needed from service provider/s occasionally or regularly. Their life situation can be so, that they can carry on living in home environments, instead of attending public social institutions and supported housing services.

1.2 Purpose and Objective

The purpose of the action learning type of thesis was to establish a private social service company in order to give support to individuals' livings at own home.

The aim of the study is to describe and evaluate the process of establishing a private social services company.

The objective of the study was to adapt social service professional knowledge and skills into practice and help establish and operate a new private social services company named Hervannan Hyvinvointipalvelut.

1.3 Methodology and Structure

The methods used in the study are mainly 1) literature review on the topic by collecting information from relevant literature, public statistics from the state and the Tampere municipality and other internet resources and, 2) action learning refers to 'learning by doing'. This study borrows idea from Kurt Lewin's theory of action research and provides an example of how a social service company is established to help people in the daily activities in a home environment.

Structure of the thesis consists of three parts. The first part is a desk study about the provision of welfare in society. Information on service providers and their collaborations was collected, in order to analyze the back-ground context of private social service providers and their cooperation with public and nonprofit providers. The second part is a review of the procedure of establishing an enterprise. Relevant information and guidance in preparing entrepreneurship was collected. The last is the empirical part; Hervannan Hyvinvointipalvelut was launched as a trial. A narrative description on reality when working in the field is provided in this study, in order to record the action learning for the establishing procedure of Hervannan Hyvinvointipalvelut.

2. Theoretical background

2.1 Action Learning Method

This method refers to action-oriented research in which “ordinary people address common needs arising in their daily lives and, in the process, generate knowledge” (Park 2001). This idea of methodology was first brought up by Kurt Lewin in the 1940s. Participative action research approach requires descriptions of actual actions in real contexts.

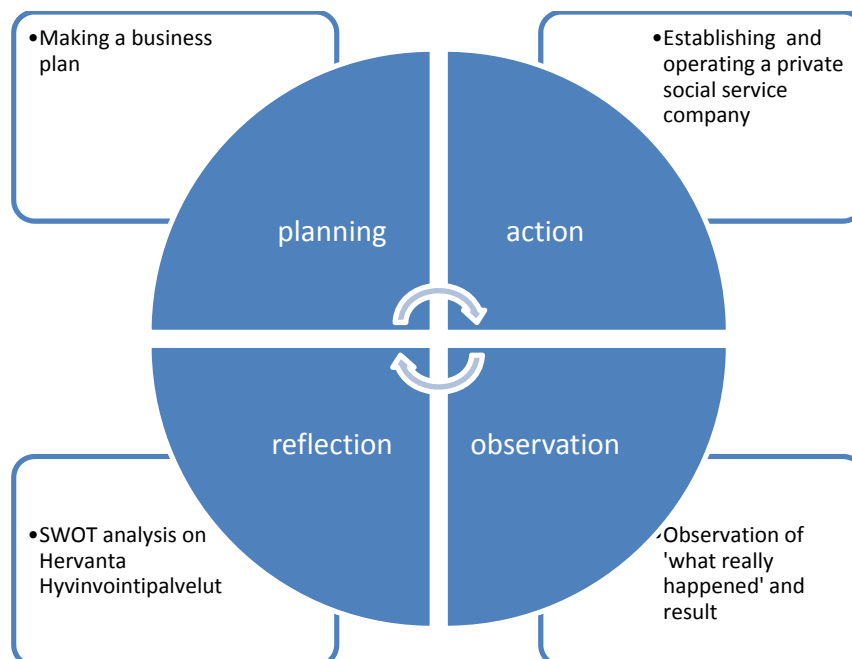


Figure 1, Implementation of the Action Learning method concerning Hervannan Hyvinvointipalvelut establishment and operation.

Figure 1 shows the classic implementation of the four cyclic steps. They are plan, action, observation of outcomes and reflection. ‘Action learning’ focuses on learning by doing, which generally involves the study process of these four steps. In order to provide an example of social entrepreneurship, a participatory action research approach was employed as theoretical background and study method. In relation to Hervannan

Hyvinvointipalvelut establishment, the empirical part of the study has description and evaluation in detail.

2.2 Sustainable Development Approach

‘Sustainable development’ is a widely used term, which has many different meanings to different people. One commonly used definition stresses that decision-making should recognize the connection between actions and effects in the environment, economy and society. During the UN Stockholm Conference on the Human Environment held in 1972, this definition was first brought up and discussed with emphasis on risky environmental impacts of human activities. ‘Sustainable development’ is also sometime defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (Brundtland Commission, 1987).

The concept of Sustainable Development is useful in this study of an experimental community development. This is defined to seek for social services market for immigrant’s entrepreneurship without any damage to existing social policy and social order. There are sets of existing social policies, guidelines and recommendations which are necessary in maintaining social order and capacity of improvement, in other words, keeping all service providers’ operations on the right track. The idea of sustainable development was borrowed from environmental ecology in order to develop company strategy. During the whole course of establishment and operation, it has been given careful thought for compatibility with central policies and local society spiritual, particular in the process of adapting ethnicity/Chinese cultural elements into practice in home help and individual care.

3 Provision of Welfare in Society

Welfare is a condition of physical health, emotional comfort, and economic security; the efforts of the society to help its citizens achieve that condition (Barker 2003, 462). A welfare state takes responsibility for the fundamental concerning with people's well being and quality of lifestyle. The current situation in the provision of welfare in Finnish society is that government programs in seeking to provide a minimum level of income, service or other support for certain people. To be noticed, welfare is not provided entirely by the state but by a combination of independent, voluntary, mutualism and government services.

3.1 Home Care Services

The social and family services organized by the municipality are based on various legal Acts. The Social Insurance Institution of Finland, Kela, is in charge of social benefits. Legislation in Finland concerning home help is the following: (1) As stated in Social Services / Section 20, 'Home-help services ' means performance of or assistance with functions and activities related to housing, personal care and attendance, child care and upbringing, and other conventional functions and activities in normal daily life. (2) As stated in Social Services / Section 21, Home-help services are provided on the grounds of impaired functional capacity, family circumstances, overexertion, illness, childbirth, injury or other similar reasons, to persons in need of assistance in coping with the functions and activities referred to in section 20. (Social Welfare Act 710/1982, 7)

The Tampere municipality is taking the major responsibility for providing social work and care for local residents when home care services are needed. According to the variety of needs, there are divisions of family work department, home care department, service for the disabled, immigrant service, general social worker and child protection. Attending workers are certificated professionals. They are competent in social and/or

health field. The work approaches confidentiality and remains no violation to clients' privacy.

Home care services are either for the family to assist in child care, upbringing, and household care or for the elderly and disabled, in order to support living at home as long as possible. The provision of home care service often includes home care and home nursing, either on a temporary or regular basis-weekly, daily or even several times a day. (Tampere Social Welfare and Family Services 2009).

The work is client-orientated. A service and care plan is made first. Family Work is the department caring for families with children. It is conducted in multi-professional teams, giving support in parenthood and guiding; helping in the daily tasks of the family such as cooking and child care, guides. For visits not exceeding four hours, the charged is 10 euro, or otherwise 20 euro. If regular assistance is needed, the fee for family work depends on the number of visits, the size of the family and the total gross income of the family.

Facilities provided by the Home Care Department are available to the elderly who are living at home and need assistance due to limited mobility, sickness, or some other reason. Home care covers services and nursing as well. Concerning aged people needing regular home services, a care and treatment plan is prepared to evaluate the need for services. Aged people have the possibility to obtain facilities for daily activities such as cooking, washing, laundry and ironing in addition to medical care. Home Care Department provides facilities relating to meals, shopping, cleaning, sauna bath, safety telephone and transportation. (Tampere Social Welfare and Family Services 2009).

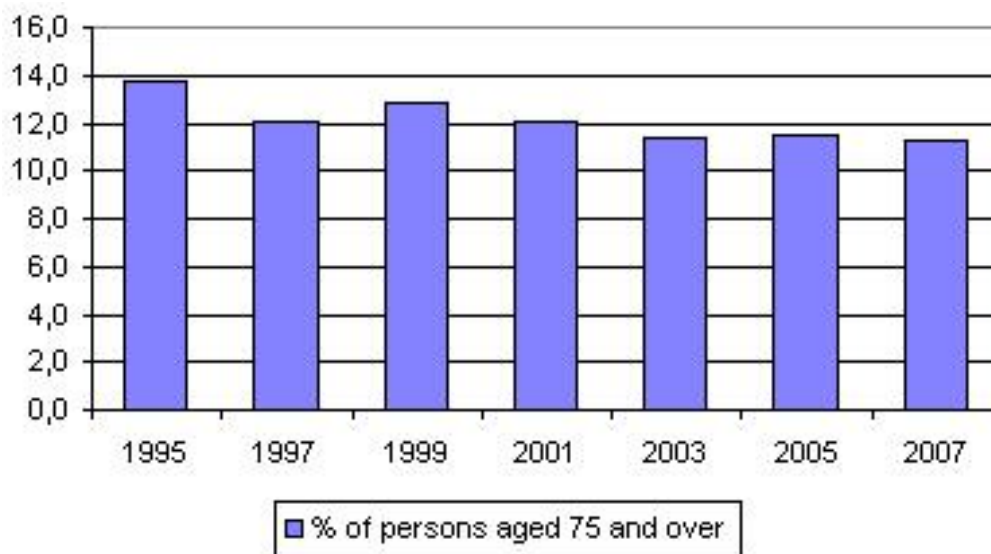


Figure 2, Regular home-care clients aged 75 and over as a proportion of the total population of the same age, 1995-2007

The statistical data is aimed at municipal and private sector service providers, municipal officials, planning officials and researchers working in the area of social welfare and health care. In the Count of Regular Home-Care Clients on 30 November of 2007, there were a total of 80 230 clients' regularly receiving home-care services, which is 4.6 per cent more than in the preceding count in March 2005. 63 610 of them had received home-help or home-nursing visits during the month preceding the day of count. The information concerning each client are service provider, client information (personal identity code, municipality of residence, activity, type of permanent accommodation), admission information (date of admission to care, previous care place, reason for admission), care information (need for care at the time of count, diagnoses), appropriate care place for the client. (Statistics on Home Care 2009, National Institution for Health and Welfare).

3.2 Private-Public Partnership in Social Services

Independent living includes decent economic and means of meeting everyday needs. There are indeed many obstacles to independent living in terms of the whole Finnish population. Nationally these are getting more attention by the Ministry of Social and Health because of an increasing growth of old ages. With the new tendency towards the quality and effectiveness of services for older people and disabled, more importantly focus on how to develop future nursing care for older people and disabled; more specifically studies are carried out of the principles applied in assessing service needs and the impacts of quality recommendations on care and services. And in addition to public service provision, the role of informal careers, voluntary workers and the private and third sector as service providers are good practices as supporting informal care. The following data shows the share of services production from public sector and private sector in 2006 in Finland:

Table 1. The share of services production from public sector and private sector 2006, Finland

Expenses /Cost 2006	Public service producer	Association & Organization	Enterprise	Personal service	Public & Private service together
Social Services (%)	72.3	17.3	10.3	27.7	100
Social services (Million €)	4849,8	1163,3	692,2	1855.4	6705,2

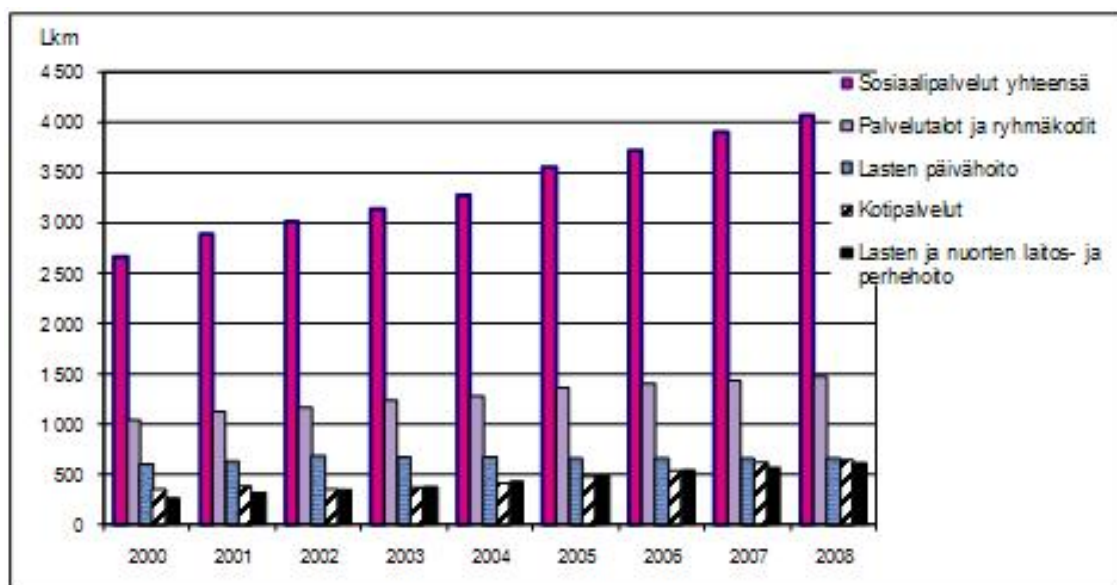


Figure 3, Private social services agency at variety of social focus 2000-2008

Figure 3 shows that the number of various kinds of private social services was in total 4064 in year of 2008. In 2000 and 2004 the number was 2700 and 3300. Private family/home care units were 645 in 2008.

The construction of Hervanta, a suburb of Tampere with 30,000 inhabitants, began in year of 1973. Since 2000, associations and communities in Hervanta have formed a special Hervanta Network. The mini-society of Hervanta has been developing by conserving the area's natural landscape, enhancing its residential environment and remedying various social problems.

Table 2. Current services available to the Hervanta community for supporting individuals living at home

Home-help services from 'Hervannan sosiaaliasema', the city of Tampere
'Verkko'/volunteers' club, a third sector social service organisation sponsored by the slot machine Ray
The Hervanta parish community was first established in 1980. It grew rapidly from the Messukylän parish community. The support is mostly spiritual.
Numerous senior apartment buildings for retired citizens to rent or buy to live in. There are home care staffs available for 24 hours in the building.
Several small domestic-work enterprises such as kotipalvelu Elämänkaari, kotityöpalvelu Manteli.

Hervanta was as designed initially a model residential community. It was given careful thought in respect of social consideration. With numerous services available in the region, Hervanta residents can obviously benefit from the 'neighbourhood services'. Unfortunately, there is no evident data that shows the level of satisfaction.

On the other hand, Hervannan Hyvinvointipalvelut is facing challenges in the market competition. Getting clients is more difficult than in other suburban communities. Therefore, the internal management and social-business networking are apparently important at this point.

4 Description of the Process of Establishing a Company and Becoming an Entrepreneur

Entrepreneurship is tied to the context with the supply of entrepreneurs varying across nations because of differences in the values and cultures (Hayton et al. 2002). A relatively high education level combined with both strong innovation performance and the positive development of the venture capital market are the characters of the Finnish context (Heinonen and Hytti 2008). The government had Entrepreneurship Program in 2003 – 2007. The objective was to increase entrepreneurship (Laiho 2008, 5). According to the 2007 survey, 12.6% of people aged between 15 and 74 consider themselves to be self-employed or unpaid family workers. About 20 percent of social and health services were produced outside the public sector. These services complement the municipal service. (Heiliö et al 2006, 118).

In establishing a business, there are several considerations, e.g., permissions, investments, insurances, business plan, supports, business idea, business form, registrations, book-keeping, taxation, profitability and financing. At the initial stage, it is wise to discuss with a business consultant. For example Ensimetri provides free services concerning setting up own business. Their aims are to give valuable advice and investigate the feasibility of enterprise ideas. Ensimetri has experts in finance, marketing, bookkeeping, administration, production, taxation, pension schemes and other general aspects of running a business. The information in this chapter was gathered by author from Ensimetri publications, booklets and their conference materials.

4.1 Establishing Process of an Enterprise

Figure 3 shows the comprehensive steps to follow up in the establishing progress.

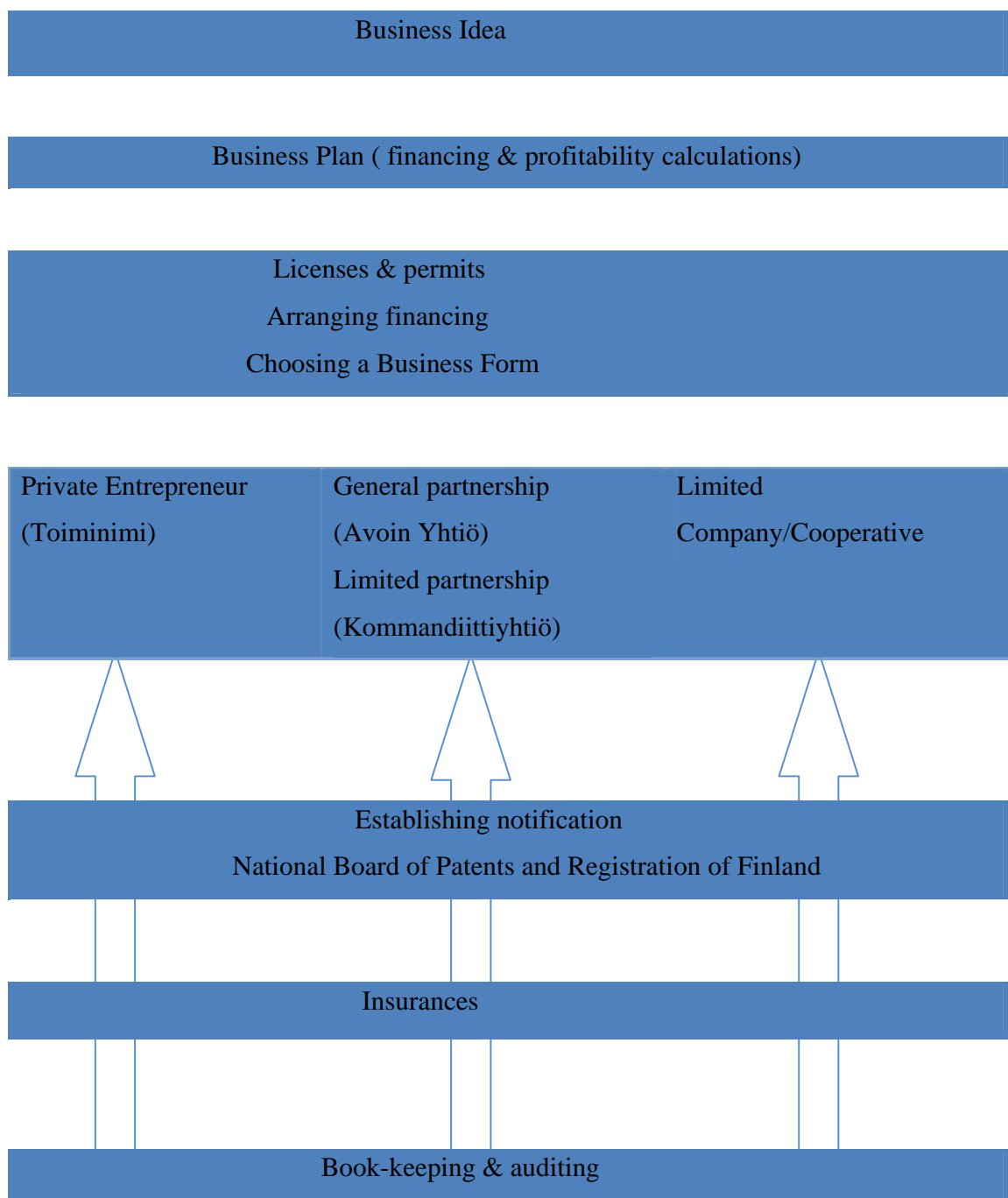


Figure 3. Stages of establishing an enterprise (Tampere Regional UUsiyrityskeskus Ry, 2009)

To draw a business plan is a good way to raise self-awareness of the business in detail. Planning proceeds from a personal interest to a business idea, from investment to profitability, from insurance protection to obligation taxation. Funding support, expert network and information sources also play important roles in real business world.

Starting announcement to the Trade Register of National Board of Patents and Registration should be done before any trade starts. The Trade Register is a public register consisting of information on Finnish business. The business is obliged to notify to the Trade Register, including start-up notification, the amendments and all partnerships. Application to the Trade Register can be done by sending a Start-up Notification form and paying 65 euros for Trade Register to be legally admitted as Private Entrepreneur (Toiminimi). Non-EEA resident needs a permit from the National Board of Patents and Registration before the application and notification to TE centre. A Private entrepreneur retains all profits, but is also responsible for all the losses in the business. The business form can be alternatively also General Partnership (Avoim Yhtiö), Limited Partnership (Kommandiittiyhtiö), Limited Liability Company (Ltd) (Osakeyhtiö), Cooperative (Osuuskunta) and Public Limited Company.

A bank account must be opened for a new business during the establishment process. Bank accounts in Finland can be opened by anyone who can present an adequate statement of who opens the account, the holder of the account and the necessity for and purpose of the account.

The calculation of financing involves mainly two parts. One is the investments which include office supplies, working capital for 1-3 months, and rental of premises, leasing, brochures, salaries, raw materials and initial inventory. The other part is the financial resources which contain own capital with share capital or/and investments, and loans.

In addition, entrepreneurs are obligated to take out pension insurance in accordance with the Self-Employed Persons' Pensions Act (YEL) and it is also recommended for taking out a voluntary accident insurance policy.

A new company must also submit a start-up notification to the tax administration registers. Information on taxation can be found on the web pages of the Ministry of Finance and the Finnish Tax Administration at www.vero.fi.

4.2 Immigrant Entrepreneurship

Immigrants' employment is commonly known at disadvantage in society. Immigrants often struggle with unemployment and live below the relative poverty line (Unicef Press 2009). Also challenges for immigrant entrepreneurs are obvious. They are usually cultural differences and ethical issues (Ensimetri conference 2009).

Having own business is a way to employ oneself. The areas of businesses which immigrants get involved in are mostly grocery/food trade, ethnic restaurants, service providers, cleaning, and ethnic clothes. An immigrant entrepreneur has, in many cases, high education from the home country, an ability to make use of own social networks and languages, an ability to raise capital from ethnic networks, know-how & business contacts and possible cheap labour (Ensimetri conference 2009). The factors that help to succeed are a good business idea, entrepreneurial spirit/dynamics, courage and patience. This means acquiring enough information about the values in society and social understanding; comprehending relevant laws before starting own business; knowing of competition and competitors; and, most importantly, having the Finnish language skills (Ensimetri conference 2009). Cultural diversity combined with a business strategy gives a good performance. Innovative services and ways of doing things can be a benefit and an advantage to the business. In fact, the company of Hervannan Hyvinvointipalvelut has often adapted for cultural exchange in its practice.

5. Empirical Part: Hervannan Hyvinvointipalvelut as a Study Example

5.1 Business Plan

Making a preliminary business plan is a first step in this action learning. Implemental planning can help to define issues, ideas and assumptions more clearly (McTaggart in Goff, 1998). Below a preliminary business plan was done by the author in 2008. There were provision of general information, competence, services, clientele, competitors, own company relating matters and issues regarding to bookkeeping & finance to be considered in the pre-action planning.

-General information :

Name:	#####	Date:	01.10.2008
Address:	#####	Post code and post office:	33720 Tampere
Phone:	#####	E-mail:	#####

-Competence :

Which are your experiences of work and what kind of training do you have?	1) Sosionomi AMK (in Finland) 2) Nursing education (in China)
Do you have any special skills, knowledge, or know how, which you could benefit from as an entrepreneur?	1) Personal interest 2) School professional training 3) Financial skills
Which are your strong points?	1) Communication with people. 2) Willing to create independent living.
Which are your weak points?	1) First time doing. 2) Finnish language skill insufficiency.

Which extra talents do you need and from where can you get them?	Initializing company in Finland, therefore, getting advise from Ensimetri
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-Product / Service:

What are your product / service?	Daily activities, cleaning, laundry, bathing, escorting for grocery shopping and seeing a doctor, transporting, providing meals, various social-cultural activities.
Why is it so unique and excellent?	<p>1) Ministry of social affairs & health states and indicates the importance of encouraging better living at home.</p> <p>2) The policy of the strategy is to reduce the cost of centralizing institutional care and promote quality of people's lives.</p> <p>3) A chance to promote Culture exchange; Ethnical/Chinese cultural elements are useful in the service praction.</p> <p>4) Regulations concerning work quality, safety and health are strictly followed and managed. (See in appendix).</p>
Does it have any weak points?	<p>1) Lack of experiences.</p> <p>2) Lack of connection.</p>
What kind of advantage or benefit could it give a client?	To meet and fulfill the families' needs in supporting better living at home environment.

Is the quality of your product or service in balance with the price?	<p>1) The quality of service is matched with the price.</p> <p>2) Student price is offering to clients.</p>
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-Clients / Market:

Who are your clients and target groups?	Elderly family, people with disabilities, people with chronic disease, and/or family with social problem.
How many clients do you have?	Two families at the preparation stage.
Where are your clients located?	Mainly in and around Hervanta region.
What are your clients' buying habits?	Mainly once a week or several times in a month.
Who makes the buying decisions, if the client is a company?	Supervisor or financial department.

-Competitors:

Who are your hardest competitors? Name 3-5 of them	<p>1) Vanhusten ja Vammaisten koti ja tuki palvelut</p> <p>2) Kotipalvelu Elämänkaari</p> <p>3) Kotityöpalvelu Manteli</p>
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What are their products and service?	Similar kinds of services
Which are their strong points?	#####
How do their products/services differ from yours?	#####
Which are their weak points?	#####
What sales promotion actions and advertising media do your competitors use?	#####

-My own company:

What are the business premises like and where is the company located?	Hervanta, Tampere
What means of production do you need?	Social services
Do you need any employees?	One worker (at least)
What means of advertising and sales promotion are you going to use?	1) Booklets 2) Newspaper 3) Recommendations by people to people
Do your insurances cover the risks of operation?	Pention insurence(YEL), company primises insurence, personal health and accident insurence.

-Bookkeeping and financial planning:

How are you going to take care of the bookkeeping	Myself
How will you plan your operations? How are you going to fulfill the plans?	1) Keeping original receipts 2) Monitoring company's bank account 3) Visiting professionals when necessary.
Do you need some advice in planning of the financial statements, the budget or something else?	1) Bookkeeping 2) Tax administration 3) Marketing.
How are you going to arrange the financing?	Taking student loan as initializing investment

There were some positive points in the plan, which were practically effective. For example, taking up student loan was a good choice for students who want to start up a business. It could improve self-independency as students didn't need to ask initial investment from parents or take high-risk loan offers. Also, offering student-price-services to the clients was a convincing way to stimulate marketing. In home care business, people preferred to have someone who was more familiar to their families. Acceptance by the service users was important. After trying out the student-price-services, clients intended to continue with the same service provider even though the costs increase to normal market prices in a year.

In contrary to the positive points, there were flaws in the operation. One example was that the author didn't pay enough attention to monitor the company's competitors in the market. This was because of being a new person to this business environment, lack of connections and the language barrier. The author was failed when making Hervanta regional community survey in negotiations with local news paper publisher of Hervannan Sanomat. Although it didn't affect the company's establishment and operation within the experimental period of three months, never the less, the author should find alternative ways to do more research on competitors. It is wise to know better about the company's competitors in the market, e.g. what are their products and services? What are their strong and weak points? How do their services differ from the company? And how the competitor use advertisement to promote their services?

5.2 Service Processes

Hervannan Hyvinvointipalvelut had to turn down some enquiries from publicity advertisement promoters. For example, yellow pages and the internet domain are common for household and internet exposure. There were mainly three reasons for doing so. One reason was because the publicity advertisement was costly. Reason two was because the author had no local language sufficiency in answering public phone calls. Reason three was because there was not enough work power in the company's personnel list due to small investment. In case of marketing, the author's own social network was a major help in getting clients through varied ways of friend's recommendation, school visiting programmes, child protection, and advocacy.

Within the first three months of establishing period, the company is actually able to provide several services to the clients, such as, translation, escorting client to the hospital, shopping for groceries, house cleaning and cooking, child protection and cultural activities for local community. The service processes are shown below:

Table 3. Service process steps

Step 1. Reception of client.

creating rapport with the client; knowing the client's social need

Step 2. Taking confidential note on service requirement.

(The family situation is crucial to understand at this point).

Step 3. Arranging work day, time, description and personnel for the service.

Step 4. Issue bills to agreed person or department.

Step 5. Report, feedback and problem-solving are the ending phase.

5.3 Outcomes

Through action learning, the author has gained a better knowledge of the Hervanta residential community. The immediate social environment can be essential to every person and family. The social care emphasizes that all people, at least sometimes, have needs for some social service. Home-care can be provided for each individual who is in need of living support and can be provided in a combination of public, non-profit and private operations. An individual who has become functionally impaired has a right to reach out for facilities in their living social environment.

Hervannan Hyvinvointipalvelut is defined by market economy. It is to be set up as an example of ‘marriage’ of market economy and social policy. Below a dynamic triangle demonstrates its flexibility in network collaborations.

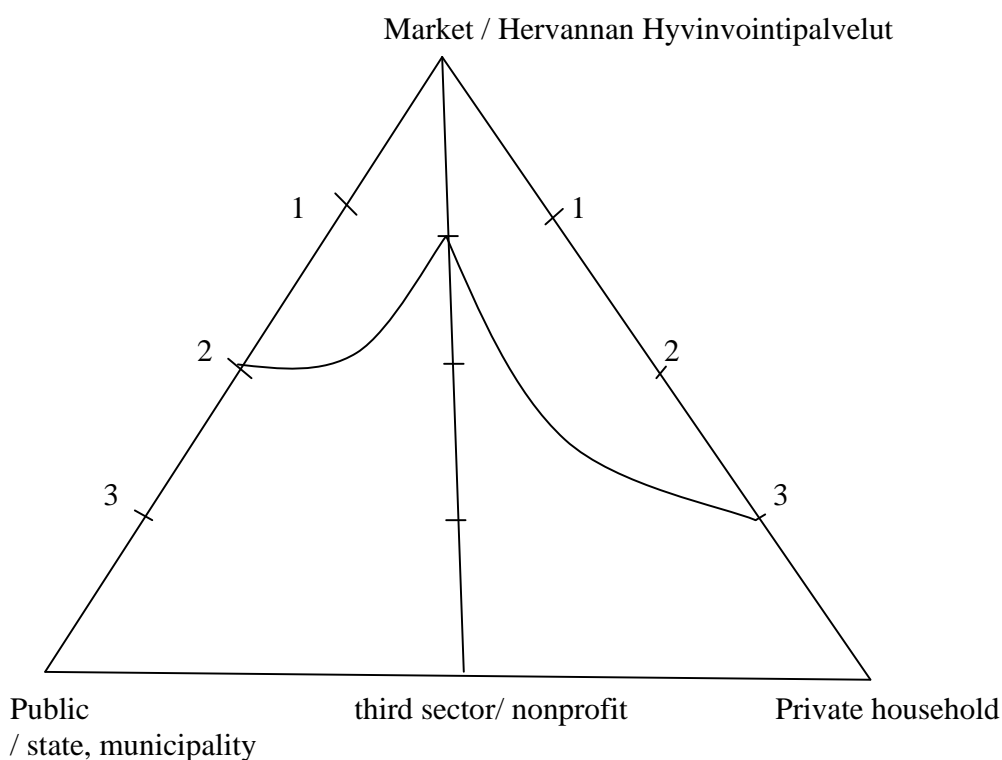


Figure 4. Hervannan Hyvinvointipalvelut's role in the provision of welfare

Figure 4 shows the social connection and collaboration with other entities in the social welfare provision. Two cases are connected with state and municipality. They are Tays, the central hospital and Kaukajärvi social security department. One case is Alma project, which is sponsored by RAY, the third sector. Three cases are private households in Hervanta. Their life situations are old age, chronic disease and single working parent.

5.4 Self Reflection: SWOT Analysis on Hervannan Hyvinvointipalvelut

By the end of study, the author has made several interesting findings. A SWOT form is used here as it is clear viewed and effective way to analyze in four aspects; strengths, weaknesses, opportunities, and threats.

Table 4. SWOT analysis on Hervannan Hyvinvointipalvelut

<p>Strengths:</p> <ul style="list-style-type: none"> -Service provision is client-centered. -Flexibility; Service plan is frame worked according to personal current situation. - Case management implementation. -Network is more real to the client. -Providing preventive care or cares that prevent further difficulty. -Encourages actions that support coping. -Ethnic element works as additional value to the practice. -Empowerment is final goal. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> -Language barrier between a foreigner workers and local clients. -Inter-cultural conflict is not avoidable. Mutual understanding could take long period of time. -Lack of connection. Public advertising is not always a best solution for social welfare and social services promotion in Finland.
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<p>Opportunities:</p> <ul style="list-style-type: none"> -Possible home nursing and home help work across and jointly. -Promotion of cultural pluralism. Smooth ethnicity, in this case, the Chinese cultural elements into Finnish society. For example, Tai chi and Chinese cooking. -Possibility to meet higher national standards for quality control, financial and social welfare framework. In consequence, possibility to upgrade into governmental sponsored service agency. 	<p>Threats:</p> <ul style="list-style-type: none"> -Possible violation of people's privacy. -Confidentiality issue. -Danger of creating dependency. -Might be, as a reluctant result, costing the highest among other services providers.
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Unfortunately, none of the available data shows the interest of ethnic social services implementation in Finnish society. Acceptance among old age is also low. Therefore, the language barrier is concluded at this point to be the primary weakness. Speaking the same language opens the channel for communication and leads to creating trust and mutual agreement. The author emphasizes that skillful language training can be help for a great improvement.

The threat of being violation of people's privacy and confidentiality issues can be avoided by organizing internal education and setting up regulations. A good case in point is the ethical education to be given within the company.

6. Conclusion

6.1 Review and Evaluation

In order to cope with the changing society for old age and growing social context of multiculturalism, the author was willing to establish and operate a private social services company with objectives to reach out for methodology in real live situations and to support individuals' living at home.

The applied methodology worked fundamentally for this study. In the early stage of the study, literature review was used to gather information on social service providers and their cooperation/collaborations. Knowledge of the establishing process of a business was obtained through local business consultancy organization, Ensimetri. These valuable information induced the empirical study. In the empirical stage of the study, Action Learning approach was employed, which laid four ground guidelines in the study. They were plan, action, observation and reflection.

Sustainable development in this study refers to the trial establishment of immigrant's entrepreneurship on the local social services market without any harm or damage to existing social policies and social order. The aims for establishing social service entrepreneurship are to (1) gain better knowledge about social capital concerning individuals' living at home. (2) put social service professional knowledge and skills into practice, and helping establish a new private social services company named Hervannan Hyvinvointipalvelut. (3) provide possible alternative choices and opportunities for continuing to live at home. (4) possibility, offer ethnic\Chinese cultural element on the service market.

The welfare system in Finland is making all possible resources available in social capital. The Tampere municipality is the core responsible for maintaining basic human functions and human rights in the region. Means of service provision is decided independently by the municipality. They can be provided by public service or can be purchased from private service providers. The Tampere municipality can also encourage the private social

service companies such as Hervannan Hyvinvointipalvelut, to take part in sharing the responsibility for supporting people's daily life. The Focus is on maintaining and improving quality of individuals' independent live.

During the process of establishing this private social service company, there are several achievements as follows:

- (1) Providing home-help to private households especially to elderly families, people with chronic disease, and families having little children.
- (2) Working alongside with government social department, hospital and private household and, making contribution to preventive and recuperative community activities, e.g. Tai Chi activity; life skill support, e.g. Chinese cooking lessons.
- (3) Promoting social cohesion-cultural exchange as a method. The company is delighted to make Chinese cultural introduction to Finnish society. Offering great Chinese cultural elements in the market as often requested by clients. Eventually creating community activities for all can encourage the social equivalence and participation for all.

The clientele of this study includes the elderly, people with disabilities, people with chronic diseases and families having small children, who live around Hervanta region, such as Hervanta, Kaukajärvi, and Hallila. Thanks to such a private service provider, people can live in their own houses and have individual style of living. The familiar home environment provides pleasant sense of security and belonging. Better living at home phenomenon can also reduce the cost of centralizing institutional care, for example, nursing homes and hospital beds. The welfare state policy encourages taking advantage of all possible forms of welfare resources, including also the service providers from the private sector. This research has shown that a private social services company can serve people as an alternative and/or additional choice to them.

6.2 Recommendation

Hervannan Hyvinvointipalvelut is formed by an immigrant. For a foreigner working in Finland, there are two major problems; (1) Lack of local competency, e.g. local language, Finnish working system. (2) Possible discrimination. Despite the negative aspects, there are quite a number of foreigners found their career in Finland. That is because they can get help from the Unemployment Office (Työvoimatoimisto) and easy access to information, customized career planning, efficient education and possible economical support. The working culture in Finland is prefunded and healthy as well.

Education plays an essential role in the management of Social Welfare and Social Service Company. It requires applying sociological knowledge in the company. 'Bridge' is to be made between the gap of academic exhortation and practice in reality. School subjects are often involved in professional communication and interaction, professional social work, ethical values, social work administration and others. In addition, the home-nursing knowledge and business financing skills are to be discussed and tested in the future work.

6.3 Prospective

In planning of future company strategies, it is of great public interest to take into account the concept of social entrepreneurship. In the United Kingdom, the central government's Department of Trade and Industry (DTI) defines social enterprise as "businesses with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximize profit for shareholders and owners" (DTI, 2004). Also in the United Kingdom, the West Midlands Social Economy Partnership (WMSEP) defines social enterprise as "a collective term for an organization that is driven by particular social and community values, whilst aiming to operate effectively and sustainably within a competitive business framework i.e., helping the community as well as maintaining a viable business" (WMSEP, 2004).

In this particular case, the social innovation derived from two social objectives. The first is to support individuals living at home. The second is to generate job opportunity for immigrants. It is our vision that these two missions complete and enhance each other in the practicing of such a social service company. Recruitment of immigrants' employees in the home care business can be a solution of immigrant unemployment, might be a way of promotion for multiculturalism society meanwhile serving the aging population's independent living at home purpose.

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APPENDIX

Hervannan Hyvinvointipalvelut Regulations Concerning Work Safety and Healthy

- Being orderly and clean;
- Using protective devices and equipment as ordered to prevent accidents or health hazards;
- As far as possible, eliminating any faults and deficiencies observed by them resulting in obvious danger;
- Notifying the supervisor and occupational safety and health officer of any deficiencies in the protective devices, machinery, equipment or tools;
- Wearing clothes not exposing them to a risk of accident;
- Refraining from removing or spoiling devices and instruction or warning labels intended to prevent accidents or a risk of illness;
- Taking part in medical examinations pursuant to the Occupational Safety and Health Act conducted to evaluate their capacity to work both before the start of and during the employment relationship;
- In case the work causes a serious risk to the employee's own or another employee's life or health, the employee has the right to refuse to perform such work.
- Adopting ergonomics technique which can be described as a simple and practical educational method which alerts workers to ways in which they are misusing their bodies, and how their everyday habits of work may be harming them. In order to use that of the appropriate amount of effort for a particular activity.
- Deliberately abuse, treatment or humiliation in circumstances relating work is not appropriated and is taken as harassment and/or violence at work that against law and be presented at court.

- If workers are able to make their own choices and adjust to their work according to their own resources and routines, in a way to reduce their psychological workload, they will cope well in their work.
- Monitoring staffs over stress/burnout at work. Showing symptoms from outside a person are mostly like exhaustion, cynicism and lack of professional competence. There are several reasons often causing by such as, too much work load, rash in time, harassment at work or be threatening in life situation by money or others. The symptom could appear, in the beginning, like, losing temper, losing speech, getting sick is a serious stage.
- To be noticed that one is having medical reason should not be coming to work. Preventing other co-workers getting health problem from him/her.