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Executive Summary

A health care facility by the appellation of Mid-Atlantic Nursing Center specializes in the provision of the assisted living facility and a nursing home. The facility discharges its services in the Mid-Atlantic region. Lately, it is planning on inaugurating a novel nursing home with the primary aim of explicitly serving the elderly populace of Vietnamese descent. This paper will deliver a compelling analysis of both internal and external evaluation of the Mid-Atlantic Nursing Center based on the provided case of Build It and They Will Come case. Besides, since the elderly Vietnamese population presents a niche market to the organization, this paper will equally deliver cogent recommendations of specific strategies that Mid-Atlantic Nursing Center can adopt to guarantee its success in that market. In essence, Mid-Atlantic Nursing Center operates based on one main functional objective. The firm aims to provide operative nursing care services to the ever-increasing number of the elderly Vietnamese populace. The organization equally seeks to realize the latest endeavor in harmony with the wishes of its principal investor. Thus, Mid-Atlantic Nursing Center must adopt various strategies to accomplish the dictates of the objective cited above. These strategies entail starting a wholly new and pilot Vietnamese nursing home on the Virginia-Washington D.C, in the Maryland Metro region. The area is a good premise since it represents one of the sites with the highest Vietnamese populations.

External Environmental Analysis

SWOT Analysis

For any given market, SWOT analysis happens to be the best approach for analyzing a company because it covers all significant areas worth considering for a firm to create a

competitive edge. Concerning the strength aspect, Mid-Atlantic Nursing Center (MANC) exhibits superlative nursing home experience besides home health care provisions to its customers. Secondly, the organization targets competent personnel who command good technical knowledge and abilities; thus, they fit MANC's culture and structure. MANC operates with a stable pool of staff who have a low rate of employee turnover. Besides having a decent and even financial performance, MANC equally has regular processes. The leadership upon which MANC is based is innately able as well as visionary. For instance, the CEO Mary Ann Lewis has the interest of the firm at heart. Lastly, Mr. Nguyen is concerned with donating in his mother's memory proves that MANC has a good reputation.

Subsequently, some weaknesses are underscoring Mid-Atlantic Nursing Center's operations. These include zero experience with the provision of customized nursing. Such a want in the organization may pose a challenge when MANC shall require to formulate the way forward. Secondly, the anxiety expressed by MANC senior management (the CEO) to enter the niche market demonstrates a lack of confidence at this crucial level of administration, which may see the entire project fail. Lastly, MANC has no necessary abilities and programs tailored to suit the cultural needs of the Vietnamese.

The opportunities for MANC include lack of alternative nursing home in the selected region that offers the Vietnamese community customized nursing services. Secondly, the fledgling Vietnamese origin Americans are ready and willing to admit their aged parents in nursing homes. There is a high potential customer base of the elderly Vietnamese populace in the United States. Since the target individuals passed a one million mark and out of this projected figure, five percent are 65 years old and above (Tran & Hinton, 2010). Mr. Nguyen's willingness to inject the required capital into the project infers that MANC has a reliable investor that will

safeguard that the venture is successful. Finally, the AARP report shows that the elderly population of Asian Americans is exhibiting a high growth rate (Aarp, 2016). Besides, they have increasing needs counting someone to offer customized care as one of their health challenges.

Finally, the threats that MANC confront include low patient turnout. Unlike American culture, the Vietnamese community values an aged person's interdependence between the family and group. Hence, it is a tight-knit community (Tran & Hinton, 2010). The targeted elderly Vietnamese may be barred from seeking services from a nursing home due to the english language barrier. A majority of the immigrant, totaling 66 percent of Vietnamese in the USA, have been reported to exhibit poor command of the language (Alperin & Batalova, 2018).

Internal Environmental Analysis

Organizational Capacity

Since the CEO, Mary Ann, exhibits clinical knowledge of a home health care nurse, she will inevitably help captain MANC in the right direction to serve the niche market. Moreover, when it comes to the provision of general nursing home services, the organization has steady operations and sturdy financial performance. As a result, MANC requires a few customization activities to attend to the elderly Vietnamese' niche market.

Possible Strategies That MANC Should Adopt

There are various strategies that MANC can adopt to enter the niche mentioned above market and ensure its eventual success. These include training its employees in the Vietnamese culture by hiring a competent expert in the same. Such a move will see the firm's personnel equipped necessary technical skills to handle the elderly Vietnamese population. Likewise, the expert may be a key input to developing a customized program that shall suit the selected

market. Secondly, MANC could hire workers with a good understanding of Vietnamese and English to solve the language barrier issue. This is because a study has shown that many patients open up when conversing in the same dialect with the service provider (Karliner, 2018). Since many emphases are placed on the interdependence of a family and group in the Vietnamese culture, the organization should consider seeking the services of Vietnamese volunteers willing to discharge their services in the nursing home in a bid to attract the aged population to the facility.

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