



# Zukunftsmarkt Pflegehotel. Eine Marktanalyse (German Edition)

*Katja Rosowski*

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Akademische Arbeit aus dem Jahr 2007 im Fachbereich Gesundheitswissenschaften, Note: 2,3, , Sprache: Deutsch, Abstract: In der folgenden Arbeit wird zunächst erläutert, wie eine Marktanalyse definiert ist, wie Sie für diese Arbeit durchgeführt worden ist und welche Materialien für diese Marktanalyse zur Verfügung standen. Anschließend folgt die Marktanalyse in Form eines orientierenden Überblicks zum Thema Pflegehotel. Dazu werden zunächst die Rahmenbedingungen, die diesen Markt beeinflussen, dargestellt. Darauf folgend werden einige Anbieter und deren Konzepte vorgestellt und miteinander verglichen. Schließlich werden Kunden und deren Ansprüche, potenzielle und tatsächliche Wettbewerber, Kosten und der Bedarf nach Pflegehotels untersucht, analysiert und eine Prognose für die Zukunft gegeben.

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