The continued aging population in the US continues to be a social challenge as well as a promising business opportunity. It has been noted that “medical improvements have increased the national life expectancy; however, the senior and elderly care industries are seeing an increase in dementia and memory loss cases as a result” (Spitzer et al., 2014, pg.39) which creates a market gap for senior care at all stages. The associated senior care health options imply that technology and other innovative services are necessary to deal with these numbers. Interesting, statistics indicate that with the baby boomers coming full circle, the senior population in the US aged 65 years and above is likely to reach 60.1 million by 2022. It represents an 18% demographic change, and the highest level of population change in the US across any population.

            Therefore, it is not surprising that it has been noted “As Americans age during the next several decades, the elderly population will require a larger number of formally trained, professional caregivers as a direct effect of these chronic diseases, which often affect independence and mobility” (Spitzer et al., 2014, pg.41) and this is what informs the business idea to start a community center for elders at a fixed income. It is a reflection of the realism of American society and the dynamism of the people and society. One of the primary reasons I feel that the business of providing care to the senior population is because of the market gap that exists in the US. It is clear that the social dynamics all show a surging aspect of the demand for senior care. Additionally, in an individualized and capitalistic society such as the US, most people make plans towards their old age. The cost of senior care in each state varies, but the community centers are an integral way of ensuring that they remain independent and have a quality life.

            The main idea that needs to be seen is that most of the senior people choose to relocate to senior homes “based on several key factors, including modifications and amenities, proximity to friends and family, and cost” (Eng et al., 2017, pg. 227) and this shows why a local community center appeals to most, if not all of these needs. The global competition plays a minimal role in influencing the business idea, and this means that one has to look at ways of meeting the needs of the target population. Urbanization is one of the trends in developed countries such as the US, and this means that the senior community center will mainly seek to appeal to the elderly living in urban areas and thus will require to lead independent lives.

            The shift in the proposed model is that it seeks to focus on having a locality, and thus ensuring that it can maintain social networks. The business model of starting a small community center means that it will depend on the social affiliations and ensuring that the senior population has the best care, emotionally, socially and professionally while residing in the center. It can be challenging to try and build trust with the local community. However, as a member of the community, I feel that this aids my cause because I can easily form connections with the people. The US population will continue to experience a higher life expectancy due to medical and technological innovations, and this means that the business will continue to have an expanding market to focus on.

**References**

Eng, C., Pedulla, J., Eleazer, G. P., McCann, R., & Fox, N. (2017). Program of All‐inclusive Care for the Elderly (PACE): an innovative model of integrated geriatric care and financing. *Journal of the American Geriatrics Society*, *45*(2), 223-232.

Spitzer, W. J., Neuman, K., & Holden, G. (2014). The coming of age for assisted living care: New options for senior housing and social work practice. *Social Work in Health Care*, *38*(3), 21-45.