

Recruitment Agencies Business Model

<p>Key Partners</p> <p>Technical partners: Candidate management platforms – Bullhorn/Zoho Recruit</p> <p>Independent consultancies</p> <p>Training providers</p> <p>Marketing agencies</p> <p>Advertising platforms (e.g. Indeed, LinkedIn)</p> <p>Legal consultancies / lawyers / sector-specific consultants</p> <p>Business consultants</p> <p>Business and Finance Support</p> <p>Headhunters</p> <p>Local and national authority bodies</p>	<p>Key Activities</p> <p>Attract suitable candidates</p> <p>Match job requirements with a pool of candidates</p> <p>Progress the recruitment process quickly and effectively</p> <p>Keep candidates and employers informed</p> <p>Paperwork management</p> <p>Executive Services</p>	<p>Value Propositions</p> <p>Build strong long-standing relationships with big employers</p> <p>Provide trusted expert advice</p> <p>Ensure quick and accurate turnaround</p> <p>Supply candidates that fully hit the mark</p> <p>Easy to engage with</p> <p>Transparency and openness</p> <p>Provide value at different price points</p> <p>Secure top candidates who are not actively applying</p> <p>Sector-specific expertise</p>	<p>Customer Relationships</p> <p>Long-term relationships aligned to business growth</p> <p>Interactive and clear communication</p>	<p>Customer Segments</p> <p>HR Departments</p> <p>Small business owners</p> <p>Mid-sized company directors</p> <p>Larger recruitment agencies outsourcing some of their work</p>
<p>Key Resources</p> <p>Back-end Human resources: admins, agents, specialist headhunters</p> <p>First-line interview management personnel, scheduling</p> <p>Sales & Marketing reps</p> <p>Technology platforms</p> <p>Industry Intelligence / Media</p> <p>Low levels of cash flow</p>	<p>Channels</p> <p>Digital platforms</p> <p>In-person events</p> <p>Marketing</p> <p>Value-driven communication</p>			
<p>Cost Structure</p> <p>Fixed costs: Salaries, utilities, financial control, general bills</p> <p>Variable costs: Marketing/Advertising, Platform subscriptions, Sales commissions</p> <p>The business is value-driven.</p>		<p>Revenue Streams</p> <p>Subscription model / Retainer</p> <p>Pay-as-you-go</p> <p>Result-driven fees (% commission based on employee longevity)</p> <p>In-house Services (i.e. staffing a recruiter to the HR team)</p> <p>Fractional Recruiter</p> <p>Added-value services / High-end recruitment</p>		