Business Case History

1.1   Document Location

This document is only valid on the day it was printed.
The source of the document will be found at this location – *Basecamp> This Project > Doc & File > Initiate > BA Documents*

1.2   Revision History

Date of this revision:
Date of next revision:

Revision date	Previous revision date	Summary of Changes	Changes marked
10/02/2023		First issue	

1.3   Approvals

This document requires the following approvals.
Signed approval forms should be filed appropriately in the project filing system.

Name	Signature	Title	Date of Issue	Version

1.4   Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version

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3 EXECUTIVE SUMMARY

The purpose of this Project is to modernise Tritek's career portal to match-up with current trends in project management and business analysis with the focus being on the administration staff. The portal revamp will allow for the integration of latest cutting-edge features in the market ensuring the portal is user-friendly as well as interaction with the portal being seamless.

The budget given for this project is £40,000 and a delivery timeline of 8 weeks with no tolerance bringing the expected end date to the 17th March 2023.

This project will be appraising the investment of the revamping of Tritek's career portal by exploring the Return-on-Investment (ROI) method. In addition, various business options paths such "Do nothing", "Do minimal" and "Do something" have been looked into to determine what the potential outcome could look like for Tritek. Furthermore, all key risks have been identified in this document with specific mitigation plans.

4 REASONS

There has been a significant increase in demand for professionals in tech industry over the past few years as organizations are focusing more on digital transformation initiatives. The tech industry is booming and advancing, as the world slowly becomes more and more digital. Companies will need to employ individuals who can aid in modernising, adapting, and advancing their current products, services and processes to adjust to the ever-changing world. Companies will need to invest in individuals trained in areas such as Business Analysis and Project Management, to help provide strategies that will give them a competitive edge.

Looking at the recent rise in companies joining the consulting industry, which has led to stiff competition, there is need for Tritek to modernise its career portal to help users achieve their desired goals, securing roles and finding talent.

5 BUSINESS OPTIONS

There are three options that we will explore that will determine what the potential outcome of the project would be, should one of the paths be taken. We have the understanding that any option can be taken to achieve benefits while doing what is necessary to minimize costs.
These paths are Do nothing, Do minimum and Do something.

5.1 **Business Option**: **Do Nothing**

Description: **Continue with the current condition**

The do-nothing approach means the Tritek's career portal will continue as it is, which goes against what the mandate represents. Looking at how the system currently operates; it seems to suggest that the portal is not being utilized as most of the functionality doesn't work. This indicates a lot of the work is done offline which isn't productive.

- ➢ Benefits.
    - o Project budget and resource time will be saved.
    - o No additional costs to have the portal maintained.

- ➢ Dis-Benefits

- o The portal will stay the same. Currently showing as not fully functional and therefore eventually become redundant.
- o Admin to continue working with long and cumbersome processes which are prone to mistakes.
- o Lack of change could affect the effectiveness of other teams working to improve the portal from a candidate and recruiter perspective.

5.2 Business Option: Do Minimal

Description: **Produce a solution that only addresses the elimination of long admin processes**

The do minimal approach will see only the issue of long admin processes being addressed. It is known that a lot of admin related activities are done offline with things like approval processing being cumbersome. The portal addressing this issue will help with the turnaround times of queries however the relationship between candidates and recruiters will still need to be addressed.

- ➢ Benefits
    - o Partial amount of budget can be directed elsewhere.
    - o Removes the element of human error in admin related activities.
    - o Faster query turnaround times
- ➢ Dis-benefits
    - o Tritek are unable to compete effectively in the market and therefore could see a low influx of candidates and recruiters.

5.3 Business Option: Do Something

Description: **Revamp the admin portal to have an interface that displays the latest features in the market as well as ensuring the interactions made to the portal by admin are seamless.**

The do something approach will see the aim of the mandate being fully achieved. The communication between candidates and recruiters will improve and become more visible to a substantial level. User satisfaction will also be achieved as the admin performance can now be improved. With the new portal in place admin will have the opportunity to produce metrics that could later help with new initiatives.

- • Benefits
    - o Tritek will have a fully functional and reliable portal which will allow the admin team to be flexible and productive.
    - o Tritek will continue to build wider relationships as a result of a good reputation in the ability to match recruiters and candidates effectively.
    - o Candidate retention rate remains high.
- • Dis-benefits.
    - o Maintenance could potentially be regular and costly.

6.0   MARKET RESEARCH

Project Name	This Project
Market Problem	As a result of stiff competition and in a bid to modernise their current career portal to matchup with current trends in the project management and business analysis space
Product/Initiative Description	To modernise Tritek's career portal to match up with the current trends in project management and business analysis, make it more current with the latest features in the market, relevant for our administrative staff.
Customer Business Case	This will be in line with making the interface and interaction of users to be seamless.
Target Segments	Administrative staff
Market Size	Tritek administrative and general staff members.
Financial Benefit	It will help the organization stay afloat with increased competition within the consulting industry and steer the organization on a sustained growth trajectory leading to increased revenue.
Competitions	RKY Careers and ENY Consulting

6.1 COMPETITORS ANALYSIS

KEY COMPETITORS	RELATIVE STRENGTHS	THREAT TO BUSINESS	BUSINESS OPPORTUNITY
RKY CAREER	**Provide visa sponsored jobs to immigrants:** non-UK citizens have always found it very hectic to secure a sponsored visa role in UK. RKY Career have been able to make it easier for immigrants living inside and outside UK to secure their desired job roles in the country, by providing courses and sponsored visa job roles on their website. **Collaborations**: RKY career have been able to partner with different recruiters who advertise sponsored visa jobs on their website. In addition, they have collaborated with various training providers who teach interested candidates in their desired field of study. Collaborating with other companies also increases visibility for RKY careers.	**Visa Sponsorship:** Tritek Consulting currently does not provide services for visa-sponsored jobs for immigrants, whereas RKY Careers offers this service. As a result, this could potentially serve as a competitive threat to Tritek Consulting. **LinkedIn Optimization** RKY provides LinkedIn optimization services, which include reviewing, optimizing your	Tritek should collaborate with recruiters who offer both visa sponsored jobs and non-visa sponsored jobs to advertise their company's vacant job roles on tritek's career portal. This will give tritek an edge over RKY career and increase the influx of candidates coming into tritek, thereby driving traffic to the portal.

	Consultation: RKY career provides consultation services like CV optimization, LinkedIn optimization, interview preparation, career advisory and course consultation to potential job applicant who find it very stressful to get visa sponsored jobs with their skills and expertise.	LinkedIn profile and developing a content strategy while Tritek does not offer LinkedIn **services.**	
ENY CONSULTING	**Client Base:** The website for ENY Consulting lists several well-known clients, including large corporations and government agencies. The size and diversity of a company's client base can be an indicator of its relative strength. **Revenue and Growth:** ENY Consulting is a privately owned company and does not publicly disclose its financial information. However, if the company has a track record of strong revenue and growth, this could be an indicator of its relative strength. **Employee Expertise:** A company's strength can also be measured by the expertise of its employees. ENY Consulting appears to have a team of experienced professionals with diverse backgrounds, which could be an indicator of its strength.	**Certification:** ENY Consulting has professional partnerships with international institutes such as the International Institute of Business Analysis (IIBA) and Scrumstudy (VMEdu) to provide training and certification services for Business Analyst, Agile and Scrum. This gives ENY a competitive advantage over Tritek Consulting, which may not have such partnerships **Client base:** ENY Consulting has a wide client base that includes several well-known corporations and government agencies, whereas Tritek Consulting has a more limited client base. This could be a **relative** threat for Tritek Consulting.	Talent retention: Tritek should have a retention policy in place to ensure that employees who are good at their jobs do not leave the company and top performing candidates are employed in tritek.

6.3 SWOT ANALYSIS

Strengths	Weaknesses
• **The portal provides an enhanced service for Tritek candidates through internal opportunities.** • **Support in achieving corporate goals (forward integration)** • **Helps Tritek in utilising current buzz and developments in the tech sector.** • **Improved portal functionality - website will be easy to use and will produce positive feedback.** • **Verifying users makes sure that everyone is committed to future job prospects, which improves the effectiveness of the hiring process.** • **Offers the ability to search for prospects according to their skill set - personalised experience for recruiters.** • **Unlike most competitors, the portal provides internal opportunities in a structured method.** •	• **The activities that other users of the portal can perform are fairly limited so there is a lack of freedom.** • **Heavily reliant on manual processes leading to potential time inefficiency.** • **Lack of integrated support for candidates and recruiters in the hiring process, as admin only act as middle men.** • **Limited applicant information prevents recruiters from doing a more thorough and refined search.** • **No internal mechanisms exist for Tritek admin users to provide feedback to candidates.**
Opportunities	**Threats**
• **Ability to broaden the pool of potential applicants to non-Tritek candidates so they can compete with sites like Totaljobs, LinkedIn, etc.** • **Expanding IT sector; IT will be used in most jobs.** • **Increased growth and success stories to serve as a greater incentive for prospective clients to sign up with Tritek.** • **The potential to attract additional tech recruiters with tech jobs in Tritek.**	• **Applicant needs may not be met by Tritek's clientele (recruiters).** • **Changing demands for both candidates and recruiters (users may change their views about what they like or want)** • **Resources (specifically people) needed to manage the portal could be more effectively utilised.** • **High levels of competition - many businesses provide the same service.**

- **Better communication and thus rapport with clients through features such as automated notifications.**
- **Growing economic crisis - could eventually result in a scarcity of job opportunities.**

6.3   PESTEL ANALYSIS

	Political	Economical	Social	Technological	Environmental	Legal
Possible Factors:	Change in Government policy. Immigration Policy for International Recruitment	Taxation Exchange Rate Minimum Wage	User Preference Consumerism Changes Age Range	Technological Advancement Emerging Technologies	Promotion of Green Environment as a result of the online portal.	Labour Law Copyright/ Intellectual Property Law Data and Information Protection Law
Impact:	Will determine the mode of business operations within a jurisdiction. Most countries require Visa for foreign recruitment	High taxation can lead to increased pricing and reduced profits. Exchange rates will affect profitability of tritek Minimum Wage will	Can lead to increased or decreased user engagement within the portal.	This will ensure the latest cutting-edge technology is utilized to allow for seamless user interaction and the development of a user friendly portal.	The career portal will eliminate the need to set up a recruitment office thereby leading to reduced carbon emmission and the promotion of a	The labour, Intellectual property and information protection law can affect the operations of a business within a jurisdiction. Hence, tritek's career portal must prioritize these laws.

		determine wage structure of tritek's staff.			paperless economy	

7   EXPECTED BENEFITS

- **Seamless interaction between admins and users**
  This will enable admins to track activities of the users and offer solutions to them as at when due.

- **Increased access for the admin**
  This allows admin to have extra control on the portal hence ensuring that the right candidate/recruiter is registered on the career portal.

- **Drives more traffic to the portal**
  This will bring more visibility to tritek and can be converted into monetary gain in the near future.

- **Uncomplicated resume search**
  This will filter out inappropriate resume for the admin, so they can get competent applicants for the recruiters as soon as possible.

- **Match up to competitors**
  Tritek would have latest features on the career portal to enable them match-up with the current trends in market.

- **Getting notifications**
  This will ensure that admins get instant updates on all activities across the portal.

8   Expected Dis-benefits.

High-Cost Maintenance:

To benefit from this career portal, Tritek need to invest in training staff. Also, ongoing maintenance and updates may also be required, which can add to the overall cost.

User Resistance to change:

 If the portal is significantly different from the previous version, there may be some resistance from users who are used to the old system. This could lead to confusion and frustration.

9   TIMESCALE

This project has duration of 8 weeks, and the summary of the project plan is outlined in the table below.

Start date: 23rd January 2023

End date: 17th March 2023

Project Stage	Duration	Start	Finish	Budget (£)
Initiate	**11.5 days**	**23/01/2023**	**07/02/2023**	**13,120**
Define	**8 days**	**07/02/2023**	**17/02/2023**	**5,040**
Execute	**18 days**	**17/02/2023**	**15/03/2023**	**17,080**
Close	**2.5 days**	**15/03/2023**	**17/03/2023**	**3,960**
Total				**40,000**

10   COSTS

This project has a budget of £40,000 to work with throughout 8 weeks with no tolerance; the cost will be spread over the 4 stages of the project i.e initiate, define, execute and closure stage. The costing of this project includes Personnel Cost, Principal Cost and Maintenance Cost.

Personnel Cost: Project Team Cost (PM, DPM, PMO, BA Lead, DBA & BAs)

Principal Cost: Developer and Designer Cost
                    Web Hosting Service Provider
                    Advance Testing Cost
                    SEO Cost

- *Option 1 – Do Nothing costing.*

None

- *Option 2 - Do Minimum costing.*

Personnel Cost	£20,000
Principal Cost	£5,000
TOTAL COST	**£25,000**

- *Option 3: Do Something costing.*

Personnel Cost	£30,870
Principal Cost	£6,130
Maintenance Cost	£3,000
TOTAL COST	**£40,000**

Some benefits would include:

- Admin engagement with Recruiters and Candidates
- Ease of Communication
- Quick Support interfaces
- Strong Competitive market presence

11   INVESTMENT APPRAISAL

This appraisal focuses on the financial and economic viability of this project. Currently Tritek is not making any financial gain from the career portal because it is not being utilized.

This project will use the Return on Investment (ROI) method. The ROI is calculated as the average annual profit as a percentage of the initial investment.

Assumption post-project completion*:*

It is assumed that the current project will drive traffic to the career portal which will be converted to paying customers in the near future.

Assumption: the project will generate £150,000 return over 3 years

Hence, average annual profit - £50,000

Initial investment - £40,000

Return on investment = Average annual profit x 100
                                      Initial investment

ROI = £50,000 x 100
            £40,000

ROI = 125%

12   MAJOR RISKS

NO	RISK TYPE/ SEVERITY	RISK DESCRIPTION	RISK MITIGATION
1	BUDGET SEVERITY: HIGH	There is a risk of running out of budget during the project which could lead to project extension.	To ensure the project plan is regularly reviewed and monitored. Adjustments would be made where necessary.
2	DATA BREACH SEVERITY: HIGH	As a result of the current regulations on data protection, there is a need to guarantee prospective users of the portal that their personal information will be used solely for the advertised purpose.	The career portal must be in accordance with the current legal requirement depending on the different jurisdictions.
3	CYBERSECURITY SEVERITY: HIGH	There is a risk that the career portal could be hacked and stored information may fall into the wrong hands.	User's personal information should be encrypted. Similarly, there should be continuous and regular portal update to ensure its cybersecurity remains up to date.
4	SCOPE CREEP SEVERITY: HIGH	There is a risk that the requirements and scope collated may not be in line with the sponsor's expectations. This will impact the delivery and quality of the project.	Periodically send copies of project documents to sponsor for sign off
5	TECHNOLOGICAL RISK SEVERITY: HIGH	There is a technological risk of running the project because of high turnover of new and advanced technologies. This aspect of risk poses a critical threat to data security, organizational services, compliance and information security.	To ensure the latest cutting-edge technology is utilized and to ensure system design allows for regular updates.