

Training Guide for Sales and Customer Support

Background:

- **Background information:**
Recent graduates may not be fully professionals yet, but we want to recommend the best jobs to recent college graduates based on their skills and preferences to:
 - 1- increase chances to recent graduate to get a great hire.
 - 2- Expand the network to create professional community.
 - 3- Discover emerging talent early.
- **Problem Statement:**
There is a problem for a recent graduate to find the appropriate job.
- **Product Goals:**
 - We will add some tips in the application to expand their network communication.
 - If they had a job, we would get feedback from their supervisor or HR.
 - We will add a virtual interview for HR and candidates.
 - We will find some hiring opportunities or internships for them.

Market background:

We will Write a short description of our market and audience:

- **target audience:**
 - Fresh graduates.
 - Unemployment's peoples.
 - Senior students who want to improve their skills.
- **target market:**
 - We will launch our application in Saudi Arabia.
 - There were 5453000 LinkedIn users in Saudi Arabia in May 2021, which accounted for 15.3% of its entire population.
 - In 2020, Saudi Arabia's estimated unemployment rate amounted to approximately 13% which compare to 4.4M of the total population.

- **Competitors:**

- Indeed
 - Indeed, is an efficient job search engine for both job seekers and employers around the world. It is accessible in more than sixty countries and twenty-eight languages. The website is built with Google-like search engine algorithms, allowing job seekers to search for jobs and apply to positions that match their skills, experience, expertise, and career path seamlessly and easily.
- ZipRecruiter
 - ZipRecruiter is used by as many as 100,000 companies. It allows you to post vacancies on over 50 platforms and social networks to help you gather candidates from all places in one system. This way, you can screen, discuss, share, and evaluate their resumes with team. They have a huge database already has 2 million resumes and the information of about a thousand of candidates.

Product Background:

- **Features:**

- Certificate track:
 - It's a feature with minimum price subscription to help recent graduates by giving them the right certificates track in any field they want to be qualified on it.
- Upload resume:
 - Users can upload their resume into their profile professionally through our application so that they can enroll to any job without submit their resume each time.
- Upload certificate:
 - Users can upload their certificate professionally through our application so that they can find jobs that match to their qualification.

- **known issues:**

- The app doesn't support Arabic language, only support English language.
- Virtual Interview will not be in this release, may take some time to add it in the next release.

- **Visual:**

- [mocks](#)

Pricing:

- The **Revenue goal** for the first year:
 - In the first year we will focus to have 400,000 users in our application which equal 9% from the total of unemployment or recent graduation.
 - The Profit will be from job adv. And subscription.
 - The total subscription profit will be approximately 1M \$ subscribers in the first year.
 - The total profit from job Adv. will be approximately 450K \$ subscribers in the first year.
 - The price of subscription will be 30 \$ per year.
 - The price of job adv. will be 25 \$.
- **Special discounts/offerings:**
 - The sales team will provide a discount to the student which their facility partner with us like:
 - Universities.
 - Student clubs.
 - We will provide 1 month trail for free for all users.
 - The sales team will provide a discount in some season such as:
 - Back to university season.
 - Summer vacation season.