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Travel and Work



Travel and Work



Team members:

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Agenda:

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Business Overview:

Travel and Work is a business launched in June, specializing in facilitating travel and employment opportunities in Germany. The company has partnerships with international service providers such as International Service Group (Austria), FAW For You (Germany).

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Target Audience:

Individuals seeking employment contracts in Germany or vocational training opportunities.

Target Regions:

Egypt, with a focus on vocational sectors such as nursing, IT, and culinary arts.

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Key Services:

- 1. Employment Contracts:** Helping people secure jobs in Germany, especially in fields like nursing.
- 2. Vocational Training:** Offering vocational training for nursing, IT, chef, and physician assistant roles. Specific criteria include:
 - **Nursing:** Nursing graduates with a B1 level of German, age limits below 30 for vocational training, and up to 45 for job placements.
 - **IT, Chefs, and Physician Assistants:** Provided through the partnerships we have.

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Situation Analysis

Market Overview:

Travel and Work operates in the vocational training and employment sector, focusing on facilitating travel, job placements, and vocational training in Germany. The business targets industries such as nursing, IT, culinary arts, and physician assistance.

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Customer Analysis:

Target Audience:

- **Nursing Graduates:** Individuals with nursing degrees looking for employment contracts in Germany.
- **IT Professionals, Chefs, and Physician Assistants:** People seeking vocational training in these specific fields through the partnerships.

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Customer Analysis:

o Demographics:

- **Nursing Graduates:** Age requirements are below 30 for vocational training and up to 45 for employment contracts. German proficiency at B1 level is required.
- **IT, Chefs, and Physician Assistants:** Likely younger professionals or those seeking to upskill in Germany.

o Qualifications:

- **Nursing candidates must have a degree in nursing and B1-level German proficiency.**
- **Vocational trainees in other fields will have varying qualifications, primarily based on industry requirements**

Motivations:

- **Nursing Graduates:** Motivated by job opportunities, career growth, better salary prospects, and the chance to work in Germany's well-regarded healthcare sector.
- **IT, Chefs, and Physician Assistants:** Motivated by vocational training leading to career advancement and the possibility of employment in Germany

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Partnership:

- o International Service Group (Austria):
With over 20 years in the industry, this partnership strengthens credibility and network reach.
- o FA For You (Germany):
Offers vocational training, especially for nursing graduates, ensuring candidates meet German standards.
- o Another partnership soon: Provides vocational training in IT, culinary arts, and physician assistance, diversifying the service offering.

Competitor Analysis:

MIG

Focus: Employment contracts exclusively for nursing professionals.

Location: Germany only.

Language Requirement: B2 German proficiency.

Key Limitation: Offers only employment contracts and no vocational training options, limiting their audience to experienced nursing professionals. The B2 language requirement could also be a barrier for potential candidates.

Competitor Analysis:

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Focus: Employment contracts only, similar to MIG, but also limited to the nursing sector.

Location: Germany only.

Language Requirement: B2 German proficiency.

Key Limitation: Same as MIG, limited offerings to a single sector (nursing) and higher language requirement.

Competitor Analysis:

Careland

Focus: Offers both employment contracts and vocational training, primarily in nursing.

Location: Germany only.

Language Requirement: B2 German proficiency.

Competitive Edge: Careland operates its own school in Germany, which provides vocational training, potentially offering more streamlined training for nursing.

Key Limitation: They charge more money for their services, which could deter potential customers. Also, they do not operate in Austria, which Travel and Work does.

Competitor Analysis:

Zukunft 24

Focus: Employment contracts in the nursing sector.

Location: Germany only.

Language Requirement: B2 German proficiency.

Key Limitation: Their geographic reach is outside of major metropolitan areas like Cairo, limiting accessibility for urban clients. Their offerings are restricted to employment contracts only.

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SWOT Analysis

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SWOT Analysis

- **B1 German Proficiency Requirement:** Travel and Work requires only **B1-level German proficiency**, which is lower than the B2 requirement of competitors. This reduces the language barrier and allows more applicants to qualify for the program.
- **Broader Field Options:** In addition to nursing, Travel and Work offers vocational training in **IT, chefs, and physician assistant roles**. This diversification sets you apart from competitors focused exclusively on nursing.
- **Dual Country Offering:** Unlike competitors, Travel and Work operates in both **Germany and Austria**, giving clients more location options for vocational training and employment contracts.
- **Family Travel Together:** The ability to facilitate **family relocation (up to four members)** from day one is a unique and highly attractive feature that no other competitor offers, making the service appealing to professionals with families.
- **Secure Employment Contracts Before Work Permits:** Travel and Work secures **employment contracts before obtaining work permits**, ensuring clients are guaranteed a job. Competitors often obtain work permits first, which can expire before a contract is secured.
- **Lower Costs for Training Programs:** Travel and Work charges **lower fees** for vocational training and takes **no money upfront for employment contracts**, making the service more accessible and affordable compared to competitors like Careland, which charges higher fees.

SWOT Analysis

- **New Business:** As a relatively new business (launched in June), Travel and Work lacks the **brand recognition** and established reputation that competitors with more years in the market, like Careland or MIG, enjoy.
- **Limited to German-Speaking Countries:** The focus on Germany and Austria may limit the business to only those interested in **German-speaking countries**. Expanding to non-German-speaking markets could help diversify the offering.
- **Narrow Target Audience:** The age restrictions (under 30 for vocational training, up to 45 for work contracts) and the requirement for specific qualifications (e.g., nursing graduates) may limit the size of the market you can target.

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SWOT Analysis

- **Growing Demand for Skilled Workers in Germany and Austria:** Germany and Austria are experiencing **high demand for skilled labor**, particularly in healthcare, IT, and other vocational fields. This aligns well with the sectors Travel and Work serves.
- **Expanding Into Additional Sectors:** While your business already caters to nursing, IT, chefs, and physician assistants, expanding into **other vocational sectors** (e.g., engineering, construction) could further broaden your appeal and market reach.
- **Online Marketing and Digital Strategy:** By leveraging **digital marketing channels** (social media, SEO, and email campaigns), Travel and Work can raise brand awareness and drive more qualified leads at relatively low costs.
- **Expansion into New Geographic Markets:** There is potential to expand beyond the Middle East (Egypt) and reach **other regions** with high demand for job relocation to Europe, such as Africa, Asia, and Eastern Europe.

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SWOT Analysis

- **Strong Competition:** Competitors like Careland with their own nursing school in Germany, and Zukunft 24, operating outside of Cairo, pose a threat by offering more established services. Careland's combination of training and employment services, although more expensive, could draw away potential clients.
- **Changes in German and Austrian Immigration Laws:** Changes in immigration policies or visa requirements in Germany or Austria could negatively impact your ability to provide work permits and secure employment contracts for clients.
- **Economic Instability:** Economic downturns or crises in target countries could reduce the demand for international workers or make it harder for companies to offer secure employment contracts.
- **Language and Cultural Adaptation:** Even though Travel and Work lowers the language proficiency requirement to B1, clients may still struggle with cultural adaptation or further language requirements once they arrive, which could affect their satisfaction and success rates.

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Based on the 5S method :

- **Sell:**
 - **Target Objective:** Secure 230 employment contracts and 50 vocational training placements in the first year.

- **Serve:**
 - **Customer Satisfaction:** Achieve a customer satisfaction score of 90% by providing personalized support with visa applications, work permits, and family relocation.
 - **Language Support:** Offer online German courses or resources to help clients reach the required B1-level proficiency.

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Based on the 5S method :

- **Sizzle:**

- **Brand Differentiation:** Promote the family relocation option, which no competitors offer, and emphasize securing contracts before work permits to reduce risk for clients.
- **Client Testimonials:** Gather positive testimonials from clients and promote success stories to boost credibility and trust.

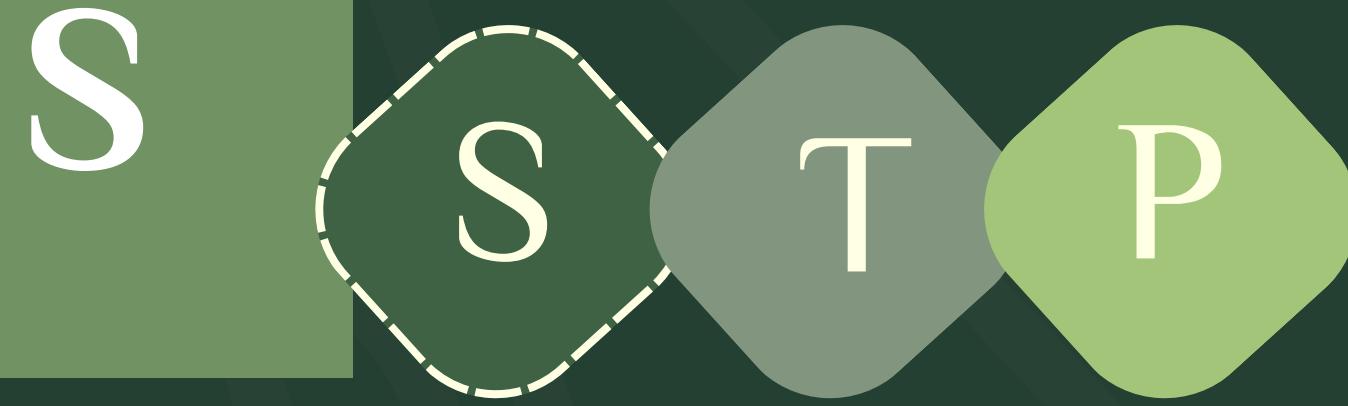
- **Save:**

- **Cost Efficiency:** Keep operational costs under control by using affordable digital marketing channels, focusing on (social media, partnerships), and reducing dependency on expensive recruitment fairs.

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Based on the 5S method :

- Speak:
 - Digital Engagement: Grow the brand's online presence through social media (Facebook, Instagram, LinkedIn) by increasing the number of followers on Facebook and Instagram by 10% within 3 months.
Also Enhance engagement and interaction with posted content to increase brand awareness and improve platform algorithms by 20%.
 - Content Strategy: Implement a content marketing strategy by publishing 2 blog posts monthly about living and working in Germany/Austria, and sharing case studies of successful clients.



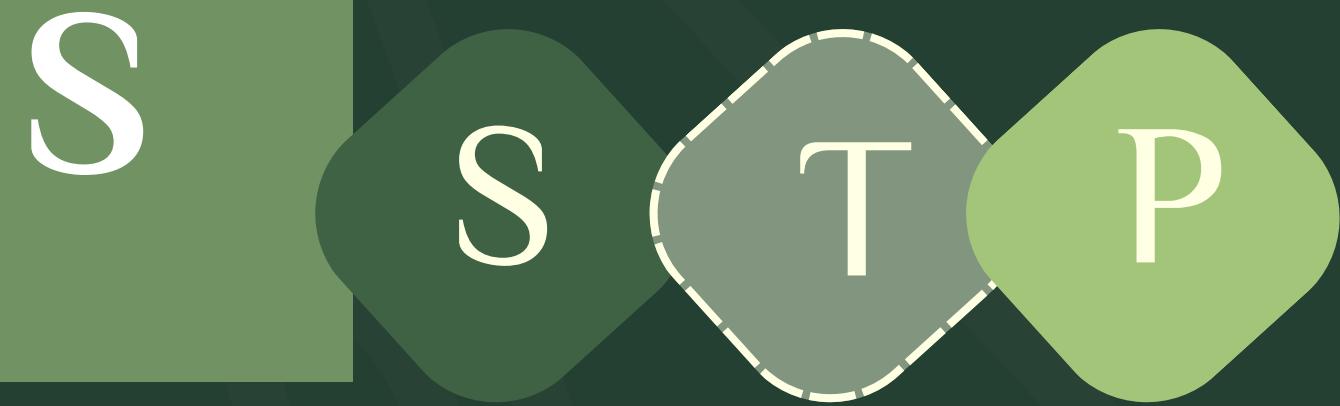
- **Segmentation:**

- **Demographics:**

- Age: Under 30 for vocational training, up to 45 for employment contracts.
 - Education: Nursing graduates.
 - Language proficiency: B1-level German.

- **Geography:** Focus on Egypt.

- **Psychographics:** Motivated by career growth, international experience, better quality of life, and the desire for family relocation.



- **Targeting:**
 - 1. Nursing Graduates (Up to 45 years old) seeking employment contracts in Germany or Austria.
 - 2. Young graduates (under 30) seeking vocational training, especially in nursing, IT, and culinary sectors.



- **Positioning:**
 - Travel and Work positions itself as the **more accessible and flexible choice**, offering vocational training and employment contracts in both **Germany and Austria**, with a **lower language requirement (B1)** and the unique **family relocation option**.
 - Emphasis on being a **cost-effective solution**, particularly compared to Careland, offering lower fees for vocational training and no upfront costs for employment contracts.
 - **Risk-free process:** Highlight the **guarantee of securing an employment contract before obtaining the work permit**, reducing the risk for clients.

Buyer Personas:

Persona 1: Nursing Graduate Seeking Employment

- **Name:** Ahmed, 26
- **Occupation:** Nursing graduate looking for a job.
- **Education:** Bachelor's degree in Nursing.
- **Location:** Cairo, Egypt.
- **Language Proficiency:** B1-level German.
- **Goals:** Secure a stable job as a nurse in Germany or Austria to gain international experience and enhance his qualifications.
- **Challenges:** Limited job opportunities in Egypt, uncertainty about the immigration process, and the need for financial stability.
- **Motivations:** Career advancement, desire for a better quality of life, and the opportunity to work in a developed healthcare system.
- **How Travel and Work Helps:** Offers secure employment contracts in Germany, assistance with the visa process, and resources to improve his German language skills.

Buyer Personas:

Persona 2: Individual Seeking Vocational Training

- **Name:** Sara, 23
- **Occupation:** Recent graduate looking to switch careers.
- **Education:** Bachelor's degree in Business Administration.
- **Location:** Cairo, Egypt.
- **Language Proficiency:** B1-level German.
- **Goals:** Gain practical skills through vocational training in nursing, IT, culinary arts, or as a physician assistant to transition into a new career field.
- **Challenges:** Unsure about which vocational training path to pursue, limited financial resources for training programs, and concerns about job security in a new field.
- **Motivations:** Desire for career change, interest in high-demand professions, and the opportunity to live and work in Germany or Austria.
- **How Travel and Work Helps:** Offers affordable vocational training options in various specialties, personalized guidance in choosing the right path, and support with the relocation process to Germany or Austria.

Marketing Mix (4Ps):

- **Product:**

- **Employment Contracts:** Jobs in Germany and Austria in nursing.
- **Vocational Training:** Training opportunities in Germany and Austria for specialties like nursing, IT, chefs, and physician assistants.
- **Unique Features:** Family relocation options from day one, B1-level German language requirement (lower than competitors), and securing employment contracts before work permits.

- **Price:**

- **Employment Contracts:** No upfront fees for employment contracts, unlike competitors.
- **Vocational Training:** Lower fees than competitors, making training more accessible.
- **Additional Value:** Offering guidance with the visa and relocation process, and language training assistance.

Marketing Mix (4Ps):

- Place:
 - o Digital Platforms: services are marketed online via Facebook and Instagram, with direct engagement and information provided through these channels.
 - o Physical Reach: The service is based in Egypt (Cairo). Employment and training are based in Germany and Austria.
- Promotion:
 - o Channels: Facebook and Instagram as primary marketing platforms.
 - o Content Marketing: Sharing success stories, testimonials, FAQs, and guides on how to relocate and work in Germany and Austria.
 - o Partnership Promotion: Highlight your partnerships with International Service Group (Austria) and FAW For You (Germany) for credibility.

Channels Used:



- Facebook:
 - Best for targeting broader audiences.
 - Ideal for detailed posts, testimonials, and **video content** related to vocational training and job placements.

- Instagram:
 - Ideal for visually-driven content.
 - Great for short videos, infographics, behind-the-scenes content, and **client success images**.
 - Use **Instagram Stories** and **Reels** to highlight client journeys, milestones, and interactive Q&As.

Frequency of Posting:

- Posting everyday keeps your audience engaged without overwhelming them.
- At this frequency, you can maintain consistency and freshness, ensuring your brand stays in people's minds.
- Adjust frequency based on engagement metrics (if your audience responds well, you may increase it slightly).

Time of Posting: “Night”



- o Many of your target audience (young professionals, nursing graduates) are likely to be checking their phones after work or classes, during their free time in the evening.
- o Posting at night also avoids competing with the overwhelming volume of posts that feeds during working hours.
- o We can test and adjust based on engagement rates.

- **Professional yet Friendly:** Since you are dealing with significant life decisions, maintain a **trustworthy** tone. However, you want to stay **approachable**, making clients feel comfortable with asking questions or engaging.
- **Supportive and Positive:** The tone should always encourage people and help them feel confident in making the leap to work or train abroad. Position your company as the helpful partner in their journey.
- **Informative:** Especially when discussing visas, work permits, or training details, ensure your tone is **clear and instructive**, showing expertise without overwhelming clients with technical jargon.

Content calendar :

Week 1

Day	Post Topic	Platform	Format	Description	Promotion
Day 1	Business Overview (Promoted)	Facebook & Instagram	Image & Text	Introduction to Travel and Work: services, partnerships, and benefits of choosing us.	No
Day 2	Meet Our Partners: International Service Group	Facebook & Instagram	Image & Text	Highlight partnership with ISG in Austria and their role in securing work contracts.	No
Day 3	Why Choose Travel and Work?	Facebook & Instagram	Image & Text	Key reasons why our services stand out: B1 German requirement, family travel, Austria options.	promoted
Day 4	How to Apply for Vocational Training: Nursing	Facebook & Instagram	Image & Text	Step-by-step guide on how to apply for vocational training in nursing.	No
Day 5	Career Spotlight: Nursing in Germany	Facebook & Instagram	Video (Reel)	A reel explaining the demand for nurses in Germany and how we can help candidates secure contracts.	No
Day 6	How to Apply for Vocational Training: IT	Facebook & Instagram	Image & Text	Step-by-step guide on how to apply for vocational training in IT.	No
Day 7	Infographic: Benefits of Vocational Training in Germany	Facebook & Instagram	Infographic	Visual post highlighting the long-term benefits of completing vocational training in Germany.	No

Content calendar :

Week 2

Day 8	Live Q&A Announcement	Facebook & Instagram	Image & Text	Announce an upcoming live session to answer questions about contracts and vocational training programs.	No
Day 9	How to Apply for Vocational Training: Chefs	Facebook & Instagram	Image & Text	Step-by-step guide on how to apply for vocational training in chefs.	No
Day 10	Meet Our Partners: FAW For You	Facebook & Instagram	Image & Text	Highlight partnership with FAW For You in Germany and their vocational training programs.	No
Day 11	Promoted Post: Career Opportunities in IT	Facebook & Instagram	Image & Text	A post promoting IT vocational training and job opportunities in Germany.	No
Day 12	Test Your German Proficiency	Facebook & Instagram	Quiz Post	A fun post asking followers to test their German proficiency with a mini quiz.	No
Day 13	How to Apply for Vocational Training: Physician Assistants	Facebook & Instagram	Image & Text	Step-by-step guide on how to apply for vocational training in physician assistant roles.	No
Day 14	Live Q&A Highlights	Facebook & Instagram	Video (Reel)	A reel recapping key takeaways from the live Q&A session.	No

Content calendar :

Week 3

Day 15	Meet the Team	Facebook & Instagram	Image & Text	A post introducing the Travel and Work team, their roles, and how they support clients.	No
Day 16	Infographic: Pathways for Non-Nursing Graduates	Facebook & Instagram	Infographic	Visual guide showing how non-nursing graduates can start new careers through vocational training.	No
Day 17	Tips for Learning German Faster	Facebook & Instagram	Image & Text	Share tips on how to quickly learn and improve German language skills to B1/B2 proficiency.	No
Day 18	Client Expectations: What to Prepare for Your Move	Facebook & Instagram	Image & Text	Client expectations and preparation for moving to Germany.	No
Day 19	Behind the Scenes: Partner Collaboration	Facebook & Instagram	Video (Reel)	A behind-the-scenes video of a meeting or collaboration with one of your partners.	No
Day 20	Testimonial from Partner (FAW For You)	Facebook & Instagram	Image & Text	Quote from your partner about the importance of vocational training in Germany.	No
Day 21	Behind the Scenes: Application Process	Facebook & Instagram	Video (Reel)	A reel showcasing the step-by-step application process with Travel and Work.	No

Content calendar :

Week 4

Day 22	Vocational Training Success Story	Facebook & Instagram	Image & Text	Case study on a successful vocational training (based on market research or partners' testimonials).	No
Day 23	Promote Next Live Q&A	Facebook & Instagram	Image & Text	Promote the next live Q&A session for prospective clients.	No
Day 24	Vocational Training Success Story	Facebook & Instagram	Image & Text	Case study on a successful vocational training (based on market research or partners' testimonials).	No

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Action plan :



Day	Item	Who	When	How Many	Cost	Objectives
Day 1	Business Overview	Content Creator	30-Sep	1 post	Organic	Introduce services, partnerships, and benefits to raise brand awareness
Day 2	Meet Our Partners (ISG)	Content Creator	1-Oct	1 post	Organic	Highlight partnership with ISG to build credibility
Day 3	Why Choose Travel and Work?	Content Creator	2-Oct	1 post	\$50 (promoted)	Promote unique benefits: B1 German, family travel, Austria options; increase inquiries
Day 4	How to Apply for Vocational Training (Nursing)	Content Creator	3-Oct	1 post	Organic	Educate audience on nursing vocational training application process
Day 5	Career Spotlight (Nursing in Germany)	Video Editor	4-Oct	1 reel	Organic	Highlight nursing demand in Germany, drive engagement
Day 6	How to Apply for Vocational Training (IT)	Content Creator	5-Oct	1 post	Organic	Guide IT applicants through the application process
Day 7	Infographic (Benefits of Vocational Training in Germany)	Designer	6-Oct	1 post	Organic	Show benefits of vocational training, attract more applicants

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Action plan :

Day 8	Live Q&A Announcement	Content Creator	7-Oct	1 post	Organic	Announce live Q&A session, encourage participation
Day 9	How to Apply for Vocational Training (Chefs)	Content Creator	8-Oct	1 post	Organic	Guide chef applicants through the vocational training application process
Day 10	Meet Our Partners (FAW For You)	Content Creator	9-Oct	1 post	Organic	Highlight partnership with FAW For You in Germany, promote training programs
Day 11	Career Opportunities in IT (Promoted Post)	Content Creator	10-Oct	1 post	\$50 (promoted)	Promote IT training, increase inquiries for IT vocational training
Day 12	Test Your German Proficiency (Quiz)	Content Creator	11-Oct	1 post	Organic	Engage audience with a quiz, drive more engagement
Day 13	How to Apply for Vocational Training (Physician Assistants)	Content Creator	12-Oct	1 post	Organic	Guide applicants for physician assistant training
Day 14	Live Q&A Highlights	Video Editor	13-Oct	1 reel	Organic	Share key takeaways from the Q&A, promote future sessions

A

Action plan :

Day 15	Meet the Team	Content Creator	14-Oct	1 post	Organic	Introduce team members, build brand trust and connection
Day 16	Infographic (Pathways for Non-Nursing Graduates)	Designer	15-Oct	1 post	Organic	Visual guide for non-nursing graduates to find training pathways
Day 17	Tips for Learning German Faster	Content Creator	16-Oct	1 post	Organic	Share tips to improve German skills, drive engagement
Day 18	Client Expectations (What to Prepare for Your Move)	Content Creator	17-Oct	1 post	Organic	Educate clients on preparations for their move
Day 19	Behind the Scenes (Partner Collaboration)	Video Editor	18-Oct	1 reel	Organic	Showcase collaboration with partners to build trust
Day 20	Testimonial from Partner (FAW For You)	Content Creator	19-Oct	1 post	Organic	Share a partner testimonial to enhance credibility
Day 21	Behind the Scenes (Application Process)	Video Editor	20-Oct	1 reel	Organic	Show the application process to educate potential clients

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Action plan :

Day 22	Vocational Training Success Story	Content Creator	21-Oct	1 post	Organic	Share a case study on successful vocational training
Day 23	Promote Next Live Q&A	Content Creator	22-Oct	1 post	Organic	Promote the next live Q&A session for prospective clients
Day 24	Vocational Training Success Story	Content Creator	23-Oct	1 post	Organic	Share another case study on successful vocational training

Metrics and KPIs:

- o **Social Media Engagement:** Track likes, shares, comments, and views. Objective: Increase engagement by 25% in 2 months.
- o **Lead Generation:** Monitor inquiries from social media messages. Objective: Generate 50 inquiries per month.
- o **Conversion Rate:** Measure how many leads convert into applications. Objective: Achieve a 5% conversion rate.
- o **Post Interaction Rate:** Measure the ratio of total interactions (likes, comments, shares) per post compared to the total followers, Boost post interaction rate by 10% in the next month.

Follow-Up Program



- o **Weekly Social Media Performance Report:** Use Facebook and Instagram Insights to track reach, engagement, and follower growth. Review every Monday.
- o **Ad Performance Review:** Monitor ad performance every day during campaigns to adjust the targeting and optimize budget allocation.
- o **Engagement Feedback Monitoring:** Respond to all inquiries within 24 hours. Monitor customer feedback on posts to assess the overall sentiment and make adjustments to content.
- o **Monthly Review Meeting:** Assess digital marketing progress, focusing on social media metrics and ad performance. Tweak strategies as needed based on results.

FaceBook Ad. :

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Results	Reach	Impressions	Cost per result	Amount spent
554 Post engagements	11,703	15,872	0.67.₪ Per Post Engagement	370.39.₪
554 Post engagements	11,703 Accounts Center acco...	15,872 Total	0.67.₪ Per Post Engagement	370.39.₪ Total spent

Results	Reach	Impressions	Cost per result	Amount spent	Entered
815 Post engagements	20,562	28,681	0.64.₪ Per Post Engagement	520.10.₪	2023-01-10 10:45:00
815 Post engagements	20,562 Accounts Center acco...	28,655 Total	0.64.₪ Per Post Engagement	519.76.₪ Total spent	2023-01-10 10:45:00



THANK YOU