**Ng Chi Hui**

**SEM 12**

**Introduction**

* Video – Attention Getter (Story)
* Introduce topic and passion
  + Passionate about serving the migrant community
  + Realized problem of high debt rates among migrant workers and want to solve it.

**Body**

1. **Issue:** 
   * High Recruitment Fees due to multiple intermediaries
   * Lack of transparency due to unfamiliarity with recruitment process
   * High debt rates among low-skilled migrant workers in Singapore
2. **Impact of high recruitment fees for migrant workers**
   * Debt causes workers to be vulnerable to other forms of abuse such workplace exploitation and poor working conditions
3. **Proposed Solution**
   * JOBSGlow is a technology-driven employment agency to provide foreign workers with an alternative by implementing a direct hiring process.
   * **Features of the App**
   * **Reasons why businesses should work with us**
     + JOBSGlow as a one-stop platform allows companies to reduce their time spent on recruitment process
     + Happier employees = more efficient and reliable employees
4. **Implementation Timeline and Financials**
   * Implementation will take 6 months
   * Financials:
     + $1100 for app development
     + $300 for 3 other marketing phases

**Conclusion**

* End with an impact
  + Memorable Ending – Quote, linking back to the story of Ali
* CTA