

# Report

## Overview

At Preplaced, we are dedicated to helping people achieve their career goals by providing mentor-led guidance. Our mentors are top industry experts associated with global brands and companies across tiers. They are selected after a thorough screening process to ensure that you always get the best-qualified mentors to guide you.

Your mentor will guide you until you achieve your goal of getting into your dream job, taking complete responsibility to prepare you in every aspect. We believe that individuals who have walked the journey themselves are the best suited to help candidates prepare for their interviews, and our mentor community is made up of just such individuals. With our help, you can rest assured that you will be well-prepared to tackle even the toughest interview questions and land your dream job.

## Strength and Weaknesses:

### Strengths:

- Superior website UI compared to competitors.
- Covers all domains, ensuring diverse upskilling opportunities and not limited to a single focus.
- Pricing is low for the first month and decreases as the duration increases, which is an effective business strategy to encourage long-term user engagement.

### Weaknesses:

- Primarily focused on job transitions, which may limit their appeal to users seeking broader career support.
- Only provides mentorship and does not offer workshops or events, which could limit hands-on learning opportunities.
- Mentors' skill sets may vary, and when they meet the required level, the expertise can differ.

## Features and Services Comparison:

- Provides free trial sessions, allowing users to experience the platform before committing.
- Focuses on highlighting success stories and results, showcasing the impact of mentorship.
- Targets three key audiences: freshers for upskilling, professionals for further development, and individuals switching jobs.
- Displays the number of mentors available on the platform.
- Offers job referrals through mentors, helping users connect with job opportunities.

## **User Engagement and Community Building:**

- Building a community through social media by collaborating with top tech YouTubers from MNCs.
- Influential YouTubers tweet about joining Preplace to connect with the best mentors, helping to increase platform visibility.
- Actively sharing success stories of mentees, showcasing their achievements to inspire and engage new users.
- Implementing a mentor evaluation process to ensure high-quality mentorship, building trust within the community before mentors are approved.

## **Insights and Recommendations:**

- Add a short YouTube video on the homepage to provide an overview of what the website is about and how it works.
- Highlight success stories and the percentage of salary hikes mentees have received to demonstrate the effectiveness of mentorship.
- Clearly mention the availability of free trial sessions to encourage users to explore the platform without commitment.
- Showcase mentors' experience and credentials prominently to build trust and credibility, helping to establish a strong community.