



COMPANY REPORT SAMPLE: HIGH SCHOOL



BRIDGING THE GAPS

TABLE OF CONTENTS

CEO Note	1
Executive Summary	2
Aim of the Company Report	3
Company Structure	3
Darrb Team	3
Company Mission, Vision and Values	4
Product Development	5
Market Research	6
Production Report	7
Marketing Report	8
Sales Report	10
Financials Report	11
Business Plan	13
Project Management (<u>IMBEDDED</u>)	14
SDG & Track Connection	14
Reflection	14





CEO'S NOTE



Dear Shareholders, At Darrb, we deeply value the trust and support you have placed in our company, which has been instrumental in laying the foundation for our journey. Your initial contributions have been pivotal in establishing our platform, enabling us to fulfill our mission of empowering non-degree holders in the workforce.

Thanks to the collective efforts of our shareholders and the transparency demonstrated by our customers, Darrb has achieved remarkable success. Your guidance has been invaluable in ensuring the sustainability of our operations and strengthening the interests of all stakeholders.

Darrb acknowledges and appreciates your ongoing commitment to our cause, which goes beyond mere financial support. Your contributions are instrumental in helping us save lives by creating meaningful employment opportunities for non-degree holders.

Warm regards,

Ahmad Al-Hassan
CEO

EXECUTIVE SUMMARY

Business Identity

Darrb is a pioneering online employment platform dedicated to empowering non-degree holder youth. Our mission is to bridge the gap between talent and opportunity, providing a supportive ecosystem where aspiring professionals can thrive and succeed. Through innovative technology and personalized support, we create pathways to meaningful employment, unlocking the potential of every individual we serve.

The Problem

Young adults who have not pursued higher education and lack access to quality employment opportunities face challenges in securing diverse short-term and long-term jobs. This demographic often lacks resources for career guidance and professional development, and they may also lack the tools and knowledge necessary for effective self-branding. These factors contribute to a reduction in their employability leading to high rates of unemployment.

The Solution

Darrb has developed a comprehensive online platform that offers personalized short- and long-term job opportunities, tailored career guidance, professional development resources, and self-branding tools targeting non-degree holder youth.

The Product Offering

Our platform includes the following features: Job Matching and Networking Opportunities: The platform features job matching algorithms that connect users with relevant job openings based on their profiles and preferences. Additionally, it could facilitate networking opportunities allowing users to expand their professional networks and access hidden job markets. Personalized Career Guidance: Utilizing algorithms and assessments, the platform provides personalized career recommendations based on the user's skills, interests, and goals. Professional Development Resources: The platform offers a wide range of educational resources, including online courses, tutorials, and webinars, covering topics such as resume writing, interview preparation, networking skills, and industry-specific knowledge. Self-Branding Tools: Users can access tools and templates for creating professional resumes, cover letters, and online portfolios to effectively showcase their skills and experiences to potential employers. Additionally, the platform provides guidance on personal branding strategies. Continuous Support and Mentorship: The platform offers ongoing support and mentorship programs, connecting users with experienced professionals who can provide guidance, advice, and encouragement throughout their career journey.

Company Performance

Darrb has aimed to contribute to reducing the unemployment rates amongst non-degree holder youth thus adding to decent work and economic growth. The Product development team implemented advanced algorithms and user-friendly interfaces to optimize the platform, ensuring seamless user experience. -The Marketing Development team conducted thorough market research and worked on a marketing strategy that put Darrb on the map of employment networks. -The Finance team developed financial models, managed budgeting and implemented financial controls and risk management strategies. -The Sales team identified target customer segments and developed sales strategies to penetrate key markets.

Financial Performance

Darrb has successfully provided 12,008 job listings in the last year. With a price of 40USD per listing, the company's overall annual revenue was equivalent to 480,320 USD. Based on the cost of 33USD per listing and a profit of approximately 17% the net profit was equivalent to 84,056 USD.

AIM OF THE COMPANY REPORT

The aim of this company report is to provide stakeholders, including shareholders, investors, employees, and other interested parties, with comprehensive information about the company's financial performance, operational activities, achievements, challenges, and future outlook. It serves as a testament for Darrb's commitment to transparency, accountability, and communication, allowing stakeholders to assess the company's health, make informed decisions, and understand its strategic direction. Additionally, this company reports may be used to attract investors, comply with regulatory requirements, and demonstrate corporate governance practices. es in securing diverse short-term and long-term jobs. This demographic often lacks resources for career guidance and professional development, and they may also lack the tools and knowledge necessary for effective self-branding. These factors contribute to a reduction in their employability leading to high rates of unemployment.

COMPANY STRUCTURE

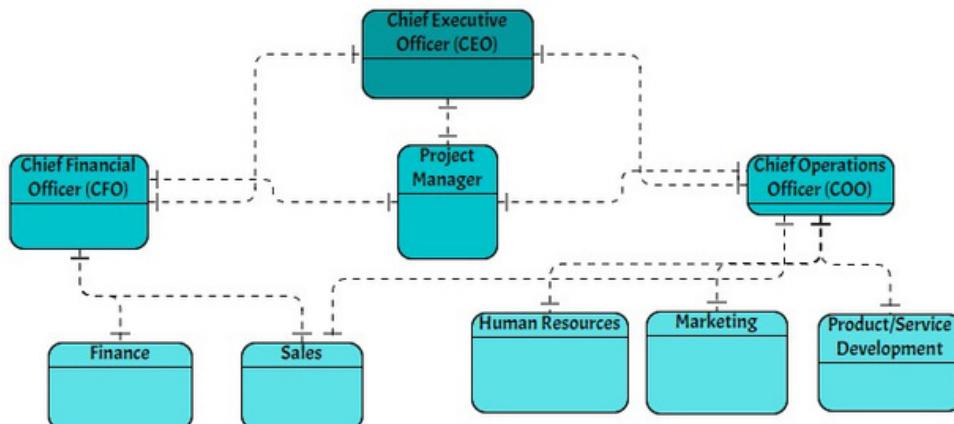


Figure 1. Company Structure

DARRB TEAM

Finance Team

Director: Aisha Al Mansouri
 Team Members:
 1.Omar Khalifa
 2.Mariam Al-Farsi

Executive Team

CEO: Ahmed Al Hassan
 CFO: Mohammed Saleh
 COO Fatima Abdullah

Marketing Team

Director: Yasmin Al Khalidi
 Team Members:
 1.Hassan Al Saleh
 2.Noura Al Hamadi

Product/Service Development Team

Director: Abdulrahman Al Ghazali
 Team Members:
 1.Noor Abdullah
 2.Hadi Al Maktoum

HR Team

Director: Khalid Bin Said
 Team Members:
 1.Layla Al Abed
 2.Ali Al Mahmoud

Sales Team

Director: Amira Al Sabah
 Team Members:
 1.Faisal Al Qasimi
 2.Sara Al Masri

Project Management Office

Project Manager: Salma Al Jabri
 Team Members: Noor Abdullah/Abdullah Al Fahim/ Salma Ahmad

OUR VALUES

Inclusivity



Innovation



Empowerment



Collaboration



Integrity



Impact



DARRB MISSION

"To empower young unemployed adults without university degrees through innovative technology solutions and comprehensive networking platforms, fostering economic empowerment and social inclusion."

DARRB VISION

"Our long-term vision is to establish ourselves as the preeminent global leader in youth employment networking solutions. We aspire to revolutionize the accessibility and effectiveness of employment opportunities for young adults without university degrees, thereby shaping a future where every individual can embark on a fulfilling and prosperous career journey."

PRODUCT DEVELOPMENT

Abdul Rahman Al-Ghazali

Based on the market and user research, the product development team decided on launching the platform with a focus on seven job sectors: Admin & office support, transportation & logistics, healthcare support services, construction & skilled trades, manufacturing & production, hospitality & food services and retail and customer service. The platform was developed to be both accessible through a variety of devices (laptop, iPad, mobiles). The first step in the production of the platform was determining a structural hierarchy for the platform.

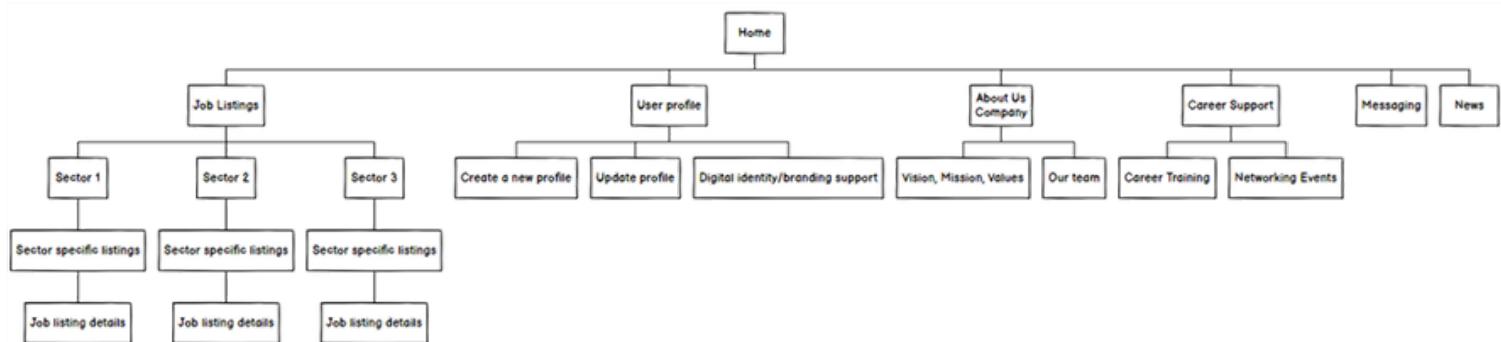


Figure 2. Platform structure

The wireframe design followed the structure above. This went through several iterations before deciding on the most efficient and intuitive structure.



Figure 2. Platform wireframe

MARKET RESEARCH

Yasmin Al-Khalidi

After analyzing the online employment market, we identified three main competitors. Those competitors were analyzed and three market gaps were identified. Those were used to construct the unique selling point for Darrb platform. In accordance to our value of inclusivity and empowerment, we also conducted thorough user research to enable us to design a user centered platform. An empathy map was created accordingly.



Competitor 1:



Strengths:

- provides professional networking with connections
- provides valuable job opportunities
- Professional branding options
- Learning Opportunity along with Insights Management

Weaknesses:

- presents spam and unsolicited messages
- Time consuming
- Limited personalization features
- Targets well established professionals or young adults with impressive CVs and educational background

Competitor 2:



Strengths:

- Make potentially incredibly valuable business connections
- Network with dozens of people at once using Shapr direct messages.
- Exposure to new markets by using the Shapr Teleport function.
- Search for potential investors, clients, business partners, employers at a fraction of the price of LinkedIn Sales Navigator.

Weaknesses:

- limited direct employer interaction as it connects with individuals rather than businesses
- highly susceptible to scammers and multilevel marketing (MLM)
- Connects people according to city which might limit exposure to certain job opportunities

Competitor 3:



Strengths:

- Extensive job listing
- Global reach
- User friendly interface
- Company reviews
- Mobile compatibility
- Resume posting

Weaknesses:

- Job scams
- overwhelming job options
- limited direct employer interaction
- Competition: Popular job postings on Indeed can attract a large number of applicants, increasing competition for those positions.
- Limited Networking Features
- Incomplete Job Listings
- Focus on Entry to Mid-Level Jobs

Market Gaps

Gap 1: An employment networking platform tailored to facilitate connections and opportunities for individuals in niche or specialized industries/jobs with a higher level of inclusivity.

Gap 2: An employment networking platform that offers short term job opportunities.

Gap 3: A platform that targets low established individuals that do not have a university degree or any work experience.

Unique Selling Point (USP)

Darrb addresses the following:

- Targeting low established individuals without university degrees or work experience Short term job
- opportunities platform Career
- coaching opportunities within the same platform

PRODUCTION REPORT

The figure below shows the production timeline leading up to the launch of the platform.

Timeline shown below:

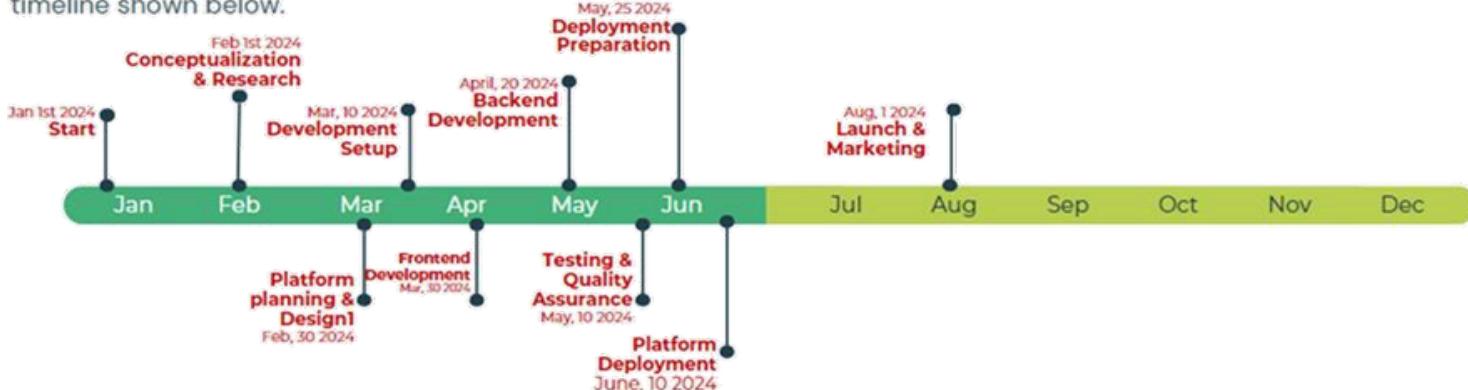


Figure 2. Timeline

Based on the market and user research, the platform was launched within 7 specific sectors as per the following graph. This graph has also helped us identify employment peak periods per sector. For example, Transportation and logistics had a noticeable peak between May and June. This is attributed to the beginning of the summer vacation for the majority of the local schools, hence an increased role for transportation.

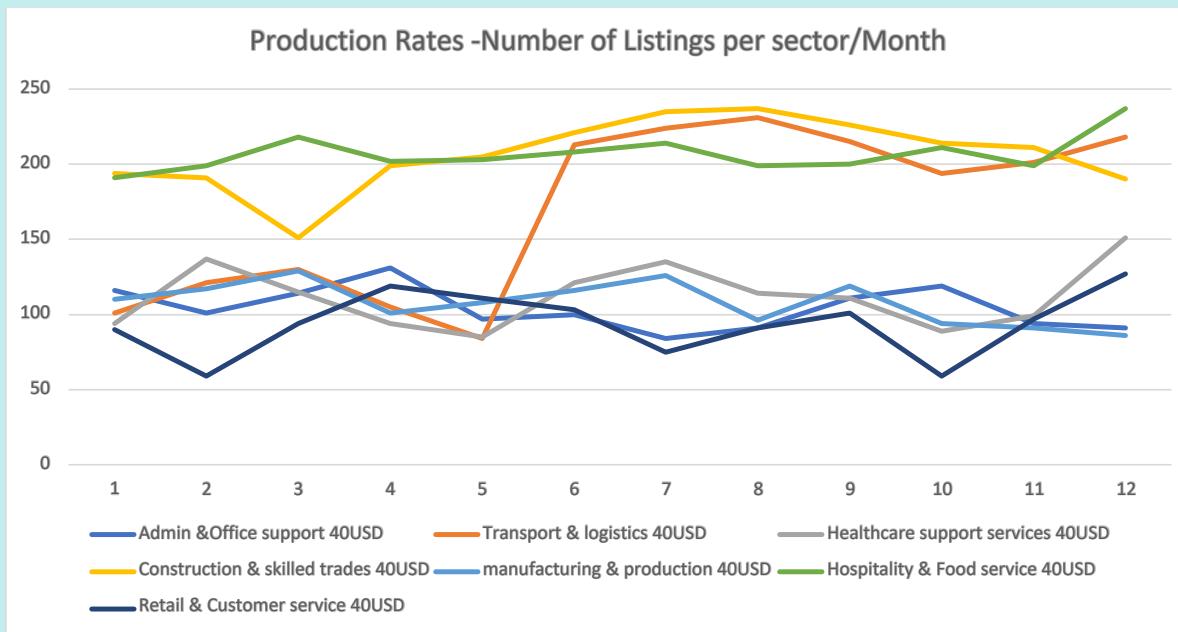


Figure z. Listings per sector on Darrb

User registration: 7651 users registered throughout the first year Total job applications: 3700 job applications (almost 50% of registered users) Successful employment: 1440 successful employment, 1% included employers recruiting the same individual for different short-term posts.

MARKETING REPORT

Yasmin Al-Khalidi

Based on thorough market and user research, we worked on empathy maps analyzing our target market. After which, our marketing team worked on the branding of the company and the platform, deciding on communication channels that we used to advertise and market Darrb.



Target Market

Darrb's core demographic comprises young adults aged 18-26, encompassing individuals of both genders who have recently completed high school and possess "I wish I had the opportunity to limited professional experience. These users seek assistance in refining their skill sets and identifying suitable employment opportunities or industries aligned with their interests and capabilities. Moreover, they express a desire for mentorship and support in navigating the complexities of the job market, including guidance on effective self-presentation to prospective employers. Additionally, many of these individuals are inclined towards short-term employment engagements as they embark on their journey of career exploration and development.

Promotion

Gamification Challenges: Introduce gamification elements to make the job search process more engaging and rewarding for users. The developers created challenges, quizzes, and digital scavenger hunts within the application where users can earn points, badges, or rewards for completing tasks, applying to jobs, or referring friends.

Advertising

Targeted Social Media Campaigns: Run targeted advertising campaigns on social media platforms such as Facebook, Instagram, and Twitter. Use advanced targeting options to reach specific demographics, job titles, industries, or interests relevant to the target audience. Geo-Targeted Ads: Utilize geo-targeted advertising to reach users in specific locations or regions where there is high demand for employment opportunities. Tailor the ad content and messaging to address local job market trends and preferences.

EMPATHY MAP

Says

"I've applied to so many jobs, but no one seems to give me a chance."
"prove my skills and capabilities."
"It's frustrating to see my peers with degrees getting ahead while I'm stuck in this cycle."

Does

Apply for various job opportunities, even if they are outside of their desired field. Seek out vocational training programs or certification courses to improve skill sets. Network with friends, family, and community members to explore potential job leads or opportunities.

Non-degree holder unemployed youth

Thinks

"Will I ever find a job that values my experience and abilities?" "Is there something wrong with me that's preventing me from getting hired?" "How am I supposed to support myself and my family without a stable income?"

Feels

Frustration:
Feeling

overlooked and undervalued in the job market. -Insecurity: Doubting one's abilities and self-worth due to repeated rejections. -Anxiety: Worrying about the future and financial stability without a steady income.

Social Media Utilization

Promote Job Listings and Features: Regularly shared job listings, company profiles, and platform features on the social media channels. Used eye-catching visuals to attract attention and encourage users to explore opportunities on your platform. Use Hashtags Strategically: Utilized relevant hashtags to increase the visibility of our posts and reach a broader audience interested in topics related to employment, career development, and industry-specific trends. Researched trending hashtags and incorporate them into our content strategy. Host Q&A Sessions and Webinars: Hosted live Q&A sessions/ webinars on platforms like Facebook Live, Instagram Live. These sessions covered topics such as resume writing tips, interview strategies, and industry-specific insights, positioning our platform as a valuable resource for job seekers

SWOT ANALYSIS

Strengths

Extensive Job Listings:

The platform offers a wide range of job opportunities across seven different sectors, catering to diverse user preferences and skill sets.

Digital Branding and Career Coaching:

By providing digital branding services and career coaching to registered users, the platform enhances the employability of candidates and adds value beyond job listings.

Free Registration for Job Seekers:

Offering free registration for job seekers incentivizes user engagement and attracts a larger user base, fostering a vibrant community of potential candidates.

Revenue Model:

Generating revenue from companies and employers listing job openings ensures a steady income stream without imposing financial burdens on job seekers, thereby maintaining user satisfaction.

Weaknesses

Limited User Base:

Initially targeting young unemployed non-university degree holders may limit the platform's reach and diversity, potentially excluding other demographic segments seeking employment opportunities.

Dependency on Employers:

The platform's revenue model relies primarily on fees from companies and employers, making it susceptible to fluctuations in employer demand and market conditions.

Competition:

The presence of established job portals and networking platforms may pose a challenge, requiring strategic differentiation and aggressive marketing efforts to stand out in a crowded market.

Skill Gap:

Addressing the skill gap among users, especially those with limited work experience, may require significant investment in educational resources and training programs to enhance employability.

Opportunities

Market Expansion:

Diversifying the target audience to include university graduates and mid-career professionals could broaden the platform's user base and increase its market potential.

Strategic Partnerships:

Collaborating with educational institutions, government agencies, and industry partners can amplify the platform's reach and credibility while facilitating access to additional resources and support services.

Technological Advancements:

Leveraging emerging technologies such as AI and machine learning can enhance job matching algorithms, personalize user experiences, and improve overall platform efficiency.

Global Expansion:

Exploring opportunities to expand operations beyond the local market can unlock new revenue streams and tap into international talent pools, fostering growth and scalability.

Threats

Economic Instability:

Economic downturns or market disruptions may lead to reduced hiring activities by employers, affecting the demand for job listings and posing financial challenges for the platform.

Regulatory Changes:

Changes in labor laws, data protection regulations, or industry standards could necessitate compliance efforts and impose additional operational costs and legal liabilities.

Cybersecurity Risks:

The increasing prevalence of cyber threats and data breaches poses a risk to the platform's reputation and user trust, necessitating robust security measures and proactive risk management strategies.

Negative Publicity:

Any instances of poor user experiences, data breaches, or ethical lapses could damage the platform's reputation and erode user confidence, leading to loss of trust and diminished market credibility.

COMPANY BROCHURE

Visit us at www.dorrb.com or download the Dorb app from the App Store or Google Play Store.

Connect with us:

- Facebook: [@DorbNetworking](#)
- Twitter: [@DorbScreens](#)

Follow us on social media for the latest updates, job postings, and career advice.

EMPOWERING YOUTH, SHAPING FUTURES

About Us: Dorrb was founded by a group of visionaries who believed that the high unemployment rates amongst young adults were not held at a single city level, but rather at a global level. We believe in the right to equal opportunity and the right to education. Our mission is to provide tools and resources to help individuals pursue their dreams and goals, and to be a part of a global employment networking platform.

Inclusivity, Collaboration, Empowerment: We believe in creating an environment where everyone, regardless of gender, ethnicity, or background, can succeed. We encourage collaboration and teamwork, and we empower individuals to reach their full potential.

Our Vision: Our long-term vision is to establish Dorrb as the go-to platform for young adults seeking employment opportunities. We aim to facilitate the transition from education to the workforce, providing resources and support for young adults without secondary education, vocational training, or apprenticeship.

Impact: We believe that our impact is measured by the success of our users. By providing them with the tools and resources they need to succeed, we are helping to create a better future for everyone.

Integrity: We are committed to maintaining the highest standards of integrity and transparency in all our actions and decisions.

Innovation: We are always looking for ways to stay ahead of the curve and bring new and innovative solutions to the table.

Products and Services Offered:

- Employment Networking Platform:** Our primary product is an online platform that facilitates networking, job search, and career development for professionals in various industries. Individuals seeking short-term job opportunities, and learners seeking internships, apprenticeships, or work experience.
- Networking Tools and Resources:** We offer a range of features and tools within the platform, including industry-specific groups, forums, events, job listings, and additional resources to support professional growth and networking.
- Short-Term Employment Opportunities:** We provide a dedicated section for short-term job listings, providing a streamlined interface for employers to post short-term opportunities and for users to search and apply for positions.
- Career Development Support:** We provide personalized support and guidance to help users build their professional networks, acquire skills, and gain relevant work experience, bridging the gap between education and employment.

SALES REPORT

Amira Al Sabah



The following sales report reflects the company's performance in its first year. We are very pleased with the number of listings in the first year, although it did not add up to the initial target of 18,000 listings. However, a total of 12,008 listings was not an easy task and is considered to be a promising start for the platform.

Sales Tracking																	
Order #	Job Sector	Unit Price	Jan	Feb	Mar	Apr	May	Jun		Jul	Aug	Sep	Oct	Nov	Dec	Subtotal	
1	Admin &Office support	40USD	116	101	114	131	97	100	84	91	111	119	94	91		50,080 USD	
2	Transport & logistics	40USD	101	121	130	105	84	213	224	231	215	194	201	218		81,480 USD	
3	Healthcare support services	40USD	94	137	115	94	85	121	135	114	111	89	99	151		53,800 USD	
4	Construction & skilled trades	40USD	194	191	151	199	205	221	235	237	226	214	211	190		98,960 USD	
5	manufacturing & production	40USD	110	117	129	101	108	116	126	96	119	94	91	86		51,720 USD	
6	Hospitality & Food service	40USD	191	199	218	202	203	208	214	199	200	211	199	237		99,240 USD	
7	Retail & Customer service	40USD	90	59	94	119	111	103	75	91	101	59	97	127		45,040 USD	
Total: 480,320 USD																	

REVISED SALES PLAN

Only the sales target will be revised, assuming a specified target per sector as not all sectors are in similar demand. Sales targets: Increasing all sector's sales by a minimum of approximately 10% as per the following:

- Admin and office support: Adding 125 listings in the next quarter
- Transport and logistics: Adding 200 listings in the next quarter
- Healthcare support services: adding 135 listings in the next quarter
- Construction and skilled trades: adding 250 listings in the next quarter
- Manufacturing & Production: adding 130 listings in the next quarter
- Hospitality and food services: adding 250 listings in the next quarter
- Retail & customer service: adding 115 listings in the next quarter

Consequently, sales targets a total increase in job listings of 1,205 listings equivalent to 48,200 USD

Customer retention strategies:

- Personalized user experiences
- Offer value-added services such as resume building tools, interview preparation resources, and career counseling sessions to help users advance their careers
- Reward users for their engagement and loyalty through loyalty programs, badges, or VIP perks.

New sales development:

Targeted outreach campaigns; the platform will launch with 7 sectors (Administration and office support, transportation and logistics, healthcare support services, construction and skilled trade, manufacturing and production, hospitality and food services). An expansion of sectors and industries will add to the adoption of the platform by a wider market.

FINANCIALS REPORT

Aisha Al-Mansouri



The following financial report reflects the company's performance in its first year. We are very pleased with the numbers during the first year.

Direct Costs

Item1	cost per 1unit	Item4	cost per 1unit
Platform development	9	Marketing & promotion	5
Item2	cost per 1unit	Item5	cost per 1unit
Content creation	2	Technology Infrastructure	5
Item3	cost per 1unit	Item5	cost per 1unit
Customer support	3	Communication Costs	7

Indirect Costs

Item1	Total cost	Item4	Total cost
Administrative expenses	5000	Research & development	8000
Item2	Total cost	Item5	Total cost
Training and development	2000	Legal and compliance	3000
Item3	Total cost		
Salaries & Staff costs	9000		

The total cost per unit: (USD)	32.5
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5. How much profit do you want to have for each unit? (USD)	7.5
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Selling Price: (USD)	40
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Break even point: (number of units)	3600
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Expected Sales (for all units produced) USD	720,000
Expected Costs (direct and indirect)	585,000

CAPITAL & Return on Investment ROI

START OF THE COMPANY

The Total Costs to start the company: QAR	585,000
Your Capital or Equity	585,000
6. How many share you want to have?	1000
Share price: USD	585

END OF THE PROGRAM

Total Sales	720,000
Net Profit	57,056
New Share Price	720
Return on each share (QAR)	57.056
Return on each share % or ROI	10%

PROFIT & LOSS STATEMENT

For the period: 2022

Income / Revenue	USD	TOTAL USD
Sales (revenue from job listings)	480,320	
Sales from Services (if any)	0	
Other Income (if any)	0	
Total Income or Revenue		480,320
Expenses / Costs	USD	TOTAL USD
Variable or Direct costs		396,264
Cost of Goods Sold (Direct or variable costs of production)	396,264	
Fixed or Indirect Costs		27,000
Training and development	2000	
Bank Charges	0	
Design costs* <i>part of salaries as we have our own team</i>	0	
Research & development	8000	
Electricity * <i>all staff work online from home</i>	0	
Administrative expenses	5000	
Insurance* <i>will be incorporated next year</i>	0	
Salaries & Staff costs	9000	
Office Supplies & Stationary* <i>all staff work online from home</i>	0	
Postage and Printing	0	
Rent* <i>all staff work online from home</i>	0	
Repairs and Maintenance* <i>all staff work online from home</i>	0	
Telephone* <i>all staff work online from home</i>	0	
Other expenses	0	
Total Expenses		423,264
Gross Profit/Loss (income)	Gross Profit	57,056
Interest paid	0	
Taxes <i>(based on Jordanian taxes)</i>	11,410	
Net Profit/Loss (income)	Net Profit	45,645

BUSINESS PLAN

What, How Who	WHAT do we do?	We provide an online employment networking platform tailored for non-university degree holders, offering job listings, career resources, and networking opportunities to facilitate career development and job placement.
	HOW do we do it?	Utilizing advanced algorithms, user-friendly interfaces, and personalized recommendations, our platform matches job seekers with relevant job opportunities, training programs, and networking events. We offer a seamless user experience, empowering individuals to build their careers and unlock new opportunities.
	WHO do we serve?	Our target audience includes non-university degree holders, young professionals seeking career advancement, and individuals looking for short-term job opportunities/niche markets or skill development. Non-university degree holders often face challenges in finding suitable job opportunities and accessing career resources tailored to their needs. Traditional job search methods may not cater to their unique skill sets and aspirations, leading to frustration and underemployment.
Why	Define customer problem	An online platform that addresses this problem by providing a centralized hub for job listings, career resources, and networking opportunities specifically curated for non-degree holders. Through personalized recommendations and tailored support, we empower individuals to navigate their career paths effectively.
	Define solution provided	We offer a freemium model, allowing users to access basic features for free while offering premium subscription tiers with enhanced features and benefits. Additionally, we may implement a pay-per-post model for employers and partner with educational institutions for revenue sharing opportunities.
Revenue	Pricing + Billing strategies	Our income streams include subscription fees for premium features, advertising revenue from employers, partnerships with educational institutions, and commissions from training programs or job placements.
	Income streams	We will leverage digital marketing channels such as social media, search engine optimization (SEO), email marketing, and paid advertising to reach our target audience. Additionally, partnerships with industry organizations, educational institutions, and employment agencies will expand our reach.
Marketing	Customer reach strategy	Implementing referral programs offering incentives for users to refer friends and colleagues will stimulate organic growth and increase user engagement.
	Referral generation strategy <small>Top competitors</small>	Competitors include established job search platforms like Indeed, LinkedIn, and Monster, as well as niche platforms targeting non-degree holders such as WayUp and Snagajob.
Competition		Our platform offers a tailored solution specifically designed for non-degree holders, providing personalized recommendations, career resources, and networking opportunities for niche markets and short term employment opportunities that traditional job search platforms may lack.
	Our competitive advantage	We prioritize user experience and engagement, fostering a supportive community focused on career advancement.
Metrics	Success milestone marker 1	Achieve 10,000 registered users within the first six months of launch, with a 20% conversion rate to premium subscriptions.
	Success milestone marker 2	Establish partnerships with at least five educational institutions and at least 10 employers from seven different sectors (administration and office support, transportation and logistics, healthcare support services, construction and skilled trades, manufacturing & production, hospitality and food services, retail and customer service) within the first year, generating significant revenue through subscription fees and advertising.

PROJECT MANAGEMENT

Students should (throughout the report), refer to how Project Management essentials were used in creating their Company. NOT INCLUDED IN THIS REPORT- PLEASE BE SURE TO HIGHLIGHT IT AND MENTION IT THROUGHOUT THE REPORT.

SDG & TRACK CONNECTION



SDG 4-Quality education + SDG 8-Decent work and economic growth The solution provides unemployed youth with lifelong tools and networks to allow them to continue developing their careers and avoid opting for less decent approaches to financial growth. In addition, there is an element of career development education that the solution will offer that will ensure the sustainability of the advantages of the solution.

Track: Innovation and Technology (SDG 9 - Industry, Innovation, and Infrastructure)

One of the key features that would add to the possible sustained success of Darrb is automation and efficiency driven by innovation and technology. Many online employment platforms incorporate automation technology to streamline processes such as job posting, candidate screening, and application management. By automating repetitive tasks, these platforms increase efficiency for both job seekers and employers, reducing the time and effort required to fill vacancies. In addition, advanced online employment platforms use technology to deliver personalized experiences for users based on their preferences, skills, and job search history. By leveraging algorithms and machine learning, these platforms can recommend relevant job opportunities, training programs, and career resources tailored to each user's unique needs and interests.

REFLECTION

Successes

1. Market Penetration and User engagement: Darrb successfully penetrated the market and established a strong user base among non-university degree holders seeking employment opportunities. The platform's user engagement metrics, including active users, job applications, and profile completions exceeded expectations for most of it, indicating a positive response from the target audience.
2. Innovation and Technology Integration: Darrb demonstrated a commitment to innovation and technology integration in its platform development. The incorporation of AI-driven job matching algorithms, personalized career guidance features, and mobile accessibility enhanced the user experience and differentiated the platform from competitors. These technological advancements contributed to attracting and retaining users, positioning the company for future growth.

Areas for Improvement

1. Sales performance and revenue generation: while achieving 60% of the target sales is a notable accomplishment, there is room for improvement in sales performance and revenue generation. Darrb should assess its sales strategies, customer acquisition channels and pricing models to identify opportunities for optimization and expansion. Implementing targeted marketing campaigns, exploring partnerships with employers, and refining the value proposition could help drive sales growth in the next fiscal year.
2. Customer feedback and satisfaction: Darrb should prioritize gathering customer feedback and monitoring satisfaction levels to ensure a positive user experience. While the platform has attracted users, it's essential to address any pain points, usability issues, or feature requests identified through user feedback. Establishing channels for feedback collection, conducting user surveys, and implementing iterative improvements based on user insights will help enhance customer satisfaction and loyalty over time.