## **📌 Market Positioning Strategy – Prabu Digital Profile**

### **🎯 Purpose & Market Fit**

Traditional resumes and job platforms fail to provide **real-time recruiter visibility**, forcing manual updates and repeated resume exchanges. **Prabu Digital Profile** solves this by offering a **SaaS-based interactive profile** that enables **instant updates, role-based navigation, and Power BI analytics**—ensuring recruiters always see the latest candidate information with zero friction.

### **🔍 Competitive Market Analysis**

We benchmarked **LinkedIn, portfolio sites, and interactive resumes** to identify key limitations:

✔ **LinkedIn** → Static, text-heavy, lacks live updates.  
 ✔ **Portfolio Sites** → Code-heavy, not designed for recruiter workflows.  
 ✔ **Interactive Resumes** → Visually appealing but rarely role-based or analytics-driven.

🚀 **Our Unique Edge**:  
 ✔ **One-page simplicity** – Instant profile access without scroll fatigue.  
 ✔ **Role-based execution** – PM, PO, and BA-specific navigation.  
 ✔ **Embedded Power BI analytics** – Recruiter engagement insights.  
 ✔ **Real-time updates** – No more sending new resume files.

### **📊 Target Market & Positioning Statement**

**Primary Users:** ✔ **Recruiters** – Need fast, structured candidate evaluation.  
 ✔ **Hiring Managers** – Want a single source of truth for hiring decisions.  
 ✔ **Candidates** – Need visibility and control over their profiles.

**Positioning Statement:** *"Prabu Digital Profile is an interactive SaaS resume platform that streamlines recruiter workflows by offering instant updates, role-specific navigation, and embedded analytics—bridging the gap between static resumes and dynamic professional portfolios."*