

BUSINESS CASE	
Proposed Project	HOLDHOUSE
Date Produced	26 th January 2026
Background	The job market has become quite competitive and controlled. Workers only get access to job opportunities when they are committed to a company and organization. In reality, it is really difficult for workers to find jobs without connection and when they do get the job, they have limited autonomy, slow career progression, reduced income control, less variety in work and many others. This project aims to promote autonomy among workers who want to utilize their skills and make money, bridge the gap between services and workers by eliminating intermediary companies, and make it easier for the average worker to find jobs.
Business Need/ Opportunity	This project aims to tackle a few issues: The lack of autonomy among average workers, income lost by workers due to intermediary fees that companies take for services, workers' inability to control prices for their services and difficulty in getting home service job opportunities.
Options	Option 1: Do nothing Option 2: Proceed with the project
Cost-Benefit Analysis	
OPTION 1:	
Costs:	
1. Continued reliance of workers on companies for source of living. 2. Average workers would continue to find it difficult to find jobs. 3. Workers would remain limited in skills as most jobs would require them to perform the one skill they were hired for. 4. Team's knowledge of frontend and backend technologies would remain limited.	
Benefits:	
1. No time, effort or money involved. 2. More than enough time to focus on other course work and private life.	
OPTION 2:	
Costs:	
1. Two months of work and effort put into the implementation of the project 2. Intensive research for proper understanding of the job market, the average worker and the average home owner. 3. Risk of a final project that does not perform as expected, that is, the web-based software application created does not tick all the boxes of the entire process of job services. 4. Learning of the frontend and backend technologies required to make the project a reality.	
Benefits:	
1. Multiple job opportunities provided for the average home service worker. 2. Increased skill learning amongst people as a result of ease of work.	

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| <p>3. Increased sales for local workers and the website.
4. Opportunity to expand into other skills that are not limited to home services.</p> |
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| <p>Recommendation</p> |
| <p>The recommended option for this project is Option 2 because it has more benefits and has the opportunity to change the job market.</p> |