

**ASSIGNMENT # 1 - CORE PRODUCT, AUGMENTED PRODUCT & BUSINESS MODEL**

**GROUP MEMBERS:**

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**SUBMITTED TO: SIR SHAHZAD PARACHA**

* Group Name: Agile Explorers
* Product Name: Rozee.pk
* Core Product: The core product of Rozee.pk is its online job search and recruitment platform. The website connects job seekers with potential employers and offers a range of services for both job seekers and recruiters. Job seekers can create a profile on Rozee.pk and search for job openings in various industries and locations. They can also apply for jobs directly through the website and receive notifications when new job opportunities become available. Employers, on the other hand, can use Rozee.pk to post job openings, search for potential candidates, and manage their recruitment process. The website offers various tools and services for employers, such as applicant tracking systems, candidate screening tools, and job posting analytics. Overall, Rozee.pk's core product is focused on creating a platform that makes it easier for job seekers and employers to connect and find the right fit for their needs.
* Augmented Product: The augmented product of Rozee.pk includes additional features and services that enhance the core product and provide additional value to users. Some examples of the augmented product of Rozee.pk are:

1. Resume Services: Rozee.pk offers resume writing services to job seekers to help them create a professional-looking resume that stands out to potential employers. This service helps job seekers to highlight their skills and experience effectively and increase their chances of getting hired.
2. Career Counseling: Rozee.pk provides career counseling services to job seekers to help them identify their strengths and weaknesses, set career goals, and explore different career paths. This service is useful for job seekers who are unsure about their career direction and need guidance to make informed decisions.
3. Employer Branding: Rozee.pk offers employer branding services to companies to help them build their brand reputation and attract top talent. This service includes creating a company profile page, promoting the company's culture and values, and showcasing employee testimonials.
4. Online Assessments: Rozee.pk provides online assessment tools to employers to help them evaluate candidates' skills and knowledge. These assessments can help employers to identify the most qualified candidates and make informed hiring decisions.

Overall, the augmented product of Rozee.pk provides additional value to users by offering a range of services that complement the core product and help job seekers and employers to achieve their goals more effectively.

* Business Model: Rozee.pk operates on a business model that is based on a combination of subscription fees from employers and advertising revenues from job postings and other services. Here is a breakdown of the key elements of Rozee.pk's business model:

1. Employer Subscription Fees: Rozee.pk charges employers a subscription fee to access its job posting and recruitment services. Employers can choose from various subscription plans based on their needs and budget. The subscription fee provides employers with access to a range of services, such as candidate sourcing tools, applicant tracking systems, and recruitment analytics.
2. Job Posting Revenues: Rozee.pk earns revenues by charging employers to post job vacancies on its platform. The fee varies depending on the duration of the job posting and the level of visibility required.
3. Advertising Revenues: Rozee.pk generates advertising revenues by displaying ads from third-party companies on its website. These ads are targeted at job seekers based on their search history, location, and other factors.
4. Premium Services: Rozee.pk offers a range of premium services to both employers and job seekers for an additional fee. These services include resume writing, career counseling, and employer branding services.

Overall, Rozee.pk's business model is based on providing value to both employers and job seekers by connecting them through its online recruitment platform. The company generates revenues through a combination of subscription fees, job posting revenues, advertising revenues, and premium services.