



INFORMATION SYSTEM DEPARTMENT

Fundamentals of IS- IS231

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Wuzzuf

(Online Recruitment Job Site)

Team Members:

ID	Name	Dept/Group
20160299	Yusuf Fawzy	CS/1
20160018	Ahmed Adel	CS/1

Presented to: TA. Noura Hassan & TA. Hala Magdy

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Project Background/Description

Wuzzuf is Online marketplace that connects jobseekers with employers in Egypt. It is important for graduated student or people who searching for jobs, they can add their CVs and be seen by the employers.

Project Purpose/Goals

Connect jobseekers with employers to apply to a specific job.

Trying to reduce the unemployment as much as possible.

Key stakeholders

People who want to apply the job or internship, national companies in different fields (software development- business – Marketing ... etc.) and companies or organizations which want to hire employees.

Project Deliverables

The final product is web site has some services that help job candidates to apply a job or internship and companies through showing the job requirements.

Project Limitations/Exclusions

Specify the scope and other potential features which are not included

SWOT Analysis

STRENGTHS: -

- Have many return customers.
- Facilitate the filtration procedure.
- Support a lot of companies and many fields.
- Start-ups can recruit people easily.

WEAKNESSES: -

- Some companies don't reply to the applicants which make no credibility for the website and may ruin its image.
- There are problems in the filtering and recommendation system, some users get recommended jobs that doesn't fit them, or even interests them.

OPPORTUNITIES: -

- Increasing use of social media, where people see the advertisements.
- Percentage of unemployment increases over a time, which increases our users.

THREATS: -

- The site depends on companies, and they may decide to leave the site.
- Have competitors like LinkedIn, Forsna and others.
- Some people tend to be a freelancer.

PEST Analysis

POLITICAL: -

- Wuzzuf won't have any environmental issues as it exists on the Network, so not to produce any ecological problems or environmental matters.
- As It depends on getting people connected with companies offering jobs for them, so by default it won't have any home market troubles of being charged as breaking the law; because these companies already have to undergo the current legislation home market and Wuzzuf is already a representation of them in the network.
- Wuzzuf doesn't break the International legislation and there's no intent for something like that, it deals with many Big Important Technical Companies, so it should be on the straight line following the rules all the time.x1
- Our Startup go along with any new regulatory bodies or new processes to achieve the safety for everyone.
- Government is thought to foster and encourage startups like this as it provides many jobs against unemployment as long as it doesn't penetrate the government policies.
- Trading polices will be through the Network and the Ads will be on Sites like Google.
- Funding and grants primarily will be by the companies and organizations which want Wuzzuf to host their jobs on the Wuzzuf Website.

- As a debutant startup, we may find other international pressure groups from the outside but we believe that we are capable of proving ourselves in the lobbying groups.
- Wars and Conflicts will be solved using negotiation, persuasion and Consultation as the book (Project Management in Practice) recommends.

ECONOMIC: -

- How stable is the current economy? Is it growing, stagnating, or declining? A great question should be answered, Wuzzuf is a dependable startup have many sponsors and supporters that we can claim that it has a growing economy, nationally or Internationally as following point explains.
- Wuzzuf intends to broaden its area to be an international oriented website rather than being a national Startup, so it may face some economic problems such as the trends in the market isn't always stable therefore we overcome this problem by having many alternatives, if problem happened in some country, the overall progress won't stop and continue working of the site providing jobs all over the world for other countries.
- What is the unemployment rate? Will it be easy to build a skilled workforce? Or will it be expensive to hire skilled labor?
- Consumers have the ability to access all the jobs companies offering and easily choose the harmonious one that's suitable for him or her; therefore, they can organize for a meeting with him and of course this makes huge moves and wakes up the market and trade cycles.
- Seasonality and weather issues isn't a great problem as most of the work is done on the cloud so it doesn't be affected by the Environmental Conditions as mentioned previously.

SOCIAL: -

- Lifestyle in our startup isn't a routine one as we always try to do more improvements to help client find his prospective job quickly by showing suggestions for him/her and keep up with new changes in our lifestyle trends to be on the pace of the world.

- Demographics may be tied with consumer opinions so we can show him the suitable offers using this information even without using any machine learning algorithms.
- Wuzzuf makes occasionally a multimedia videos and ads on the Search Engines or Social Media to make a propaganda for itself in order to have its publicity and can compete with any potential Competitors.
- Wuzzuf doesn't pay any attention to an ethnic or religious factor.
- Wuzzuf has developed a Code of Ethics that all employees follow on doing their tasks considering the major differences between national and international ethics.

TECHNOLOGICAL: -

- Wuzzuf will do its best to be a competent organization in its field using all available technology development methods.
- Research funding is a must work as we always encourage our workers to get us with a new plan and out of scope objectives that we can adopt as long as it increases our profitability at the end.
- Maturity of Technology, currently it's a website on the world wide web, our next step is to make a cross platform apps to be existed with you anywhere providing an easy way to access our services.
- We need special skilled people as ones who can provide us with a good sponsors and multimedia group to be always available on the social media.
- We don't face any intellectual property issues because we show on our website the products that the companies want us to present to our users, so we don't steal any information but we get it from the stakeholders themselves.
- consumer buying mechanisms and any treatments is done through our website by filling the application and click on the button, then the considered company continue to do its processes.