**Minutes of Meeting {MOM}**  
**Job Connector - Target Audience Discussion**  
**Date:** [10 March 2025]  
**Time:** [4.00PM]  
**Venue:** [Office Location-IT Park]

**Attendees:**

* [Varun Sir], Project Lead
* [Naincy]
* [Shivranjan]
* [Balmukund]
* [Rajvardhan]

**Reporting to Manager (Varun Sir)**

**Estimate Date of Completion - [----------------]**

**Agenda:**

1. internal hiring sales for job portal
2. Identifying the primary target audience for the Job Connector portal
3. Understanding job seekers' and recruiters' needs
4. Language and accessibility preferences ( English /Hindi )
5. Discussion on marketing strategies to reach the target audience

**Discussion Points:**

1. **Target Audience Identification**
   * **Job Seekers:** Freshers, interns, and experienced professionals looking for job opportunities in manufacturing and retail industries.
   * **Recruiters:** Companies, HR professionals, and consultants from organizations like the manufacturing and retail industries.
   * **Demographics:** Primarily Bhopal, tier2 and tier3 companies
   * **Preferred Technologies & Roles:** Corporate sectors, BPO, and other emerging sectors.
2. **Understanding User Needs**
   * **Job Seekers' Needs:**
     + Easy job search and application process
     + WhatsApp-based job connection feature
     + Resume upload and profile visibility
     + Notifications for job updates
   * **Recruiters' Needs:**
     + Enable or disable job post according to recruiter needs
     + Flash recruiter job description to our portal
     + Simple job posting and candidate management
     + Direct candidate contact via WhatsApp
     + Bilingual interface for wider accessibility
3. **Language and Accessibility**
   * **Bilingual Support:** Hindi and English to cater to a larger audience
   * **Mobile Optimization:** Ensuring a seamless experience on mobile devices
   * **User-Friendly Interface:** Easy navigation for both job seekers and recruiters
4. **Marketing Strategies**
   * **Digital Marketing:** SEO, social media, and job-related content
   * **Partnerships:** Collaborations with colleges, training institutes, and hiring agencies
   * **Referral Programs:** Incentives for users who refer job seekers and recruiters
   * **WhatsApp and Email Campaigns:** Personalized job alerts and recruiter promotions

**Action Items:**

|  |  |  |
| --- | --- | --- |
| **Task** | **Assigned To** | **Deadline** |
| Conduct market research on target audience behavior | [------------------] | [----------] |
| Develop user personas for job seekers and recruiters | [------------------] | [----------] |
| Work on bilingual support implementation | [------------------] | [----------] |
| Create a digital marketing strategy for outreach | [------------------] | [----------] |

**Conclusion:**  
The meeting successfully identified the primary target audience and their needs. The next steps involve refining user engagement strategies and implementing the discussed features to enhance accessibility and usability.

**Next Meeting:** [------------------]

*Prepared by:*  
[Balmukund and Shivranjan]  
[Optico Solutions ]

**📝 MOM - 10 Mar 2025**

**👥 Attendees & Tasks:**

✅ **Naincy** - Hiring **1 Sales Intern @5k** for **2 months** (Product & Service Marketing) ✅ **Shivranjan** - **Assessment Lead** for **Sales Executive**

* **Prepare list** of **Govindpura, Acharpura & Mandideep factories & retail sector**
* **Collect job descriptions** from **manufacturing & retail stores** 🏭🛍️
* **Prepare an Excel file** 📊 ✅ **Balmukund** - **Launch product with limited functionality** 🚀
* **Dump local Bhopal candidate data** 📂 ✅ **Rajyavardhan** - **Finalized OTP, product name & hosting**
* **Merged BigRock, Google & product under one hosting**
* **Perform end-to-end testing & deploy apps** 🖥️✅

**📌 Reporting to: Varun Sir**

**🚀 Key Outcomes:**

📌 **Targeting 2 Sectors for Data Collection:** 1️⃣ **Retail Businesses** 🛒 - **DMart, DB Mall, Manglam, Vmart, Swiggy, Zomato, Blinkit, Hero, Honda, EV dealers, BPCL, Petrol Pumps, etc.**

* **Varun to provide leads for Reliance Petrol Pump** 2️⃣ **Manufacturing & Service Companies** 🏭 - **Govindpura, Acharpura & Mandideep**
* **Hemant to provide company contacts** 📌 **Dumping candidate & requirement data for these 2 sectors** 🔄 📌 **Balmukund will upload sample data** 📥

**📢 User Needs & Features:**

✅ **Job Seekers** 🔍 - Easy **job search, WhatsApp connection, resume upload & notifications** ✅ **Recruiters** 🏢 - **Job posting, candidate management, WhatsApp chat, bilingual interface** ✅ **Bilingual Support** 🗣️ - **Hindi & English** ✅ **Mobile Optimization** 📱 - **Smooth experience across devices**

**📣 Marketing Plan:**

📍 **SEO & Social Media** 📢 📍 **College & Institute Partnerships** 🎓 📍 **Referral Programs** 🎁 📍 **WhatsApp & Email Campaigns** 📩

**📌 Next Steps:**

📆 **Next Meeting:** [Insert Date] 📌 **Prepared by:** Balmukund & Shivranjan 📌 **Optico Solutions**

**📝 Minutes of Meeting**  
**📌 Job Connector - Target Audience Discussion**  
**📅 Date:** 10 March 2025  
**⏰ Time:** [Insert Time]  
**📍 Venue:** [Online/Office Location]

* **Naincy** - Hiring **1 Sales Intern @5k** for **2 months** for product and service marketing
* **Shivranjan** - **Assessment Lead** for **Sales Executive**, prepare a list of **Govindpura, Acharpura & Mandideep factories and retail sector addresses**. **His assessment will be conducted over one week, collecting job descriptions from all manufacturing and retail business stores.** 🚀 **Shivranjan - please prepare an Excel file for all details.**
* **Balmukund** - **Fix the requirements and launch the product** with **limited functionality**. More features will be added after the **marketing strategy is finalized**. **Dump local Bhopal candidate data** for **retail and manufacturing companies**.
* **Rajvardhan** - **Finalized and purchased** **low-cost OTP, product name & hosting**. **Combined BigRock, Google, and this product under one hosting vendor**. **Perform end-to-end testing and deploy apps to production.**  
    
  📌 **Reporting to Manager:** **Varun Sir**  
  📆 **Estimated Date of Completion:** [Insert Date]  
    
  1️⃣ **Internal hiring sales for job portal**  
  2️⃣ **Identifying the primary target audience for the Job Connector portal**  
  3️⃣ **Understanding job seekers' and recruiters' needs**  
  4️⃣ **Language and accessibility preferences (English/Hindi)**  
  5️⃣ **Discussion on marketing strategies to reach the target audience**  
    
  📌 We will **target the below two business sectors** to **collect details and dump data into the database**:  
    
   1️⃣ **All Retail Businesses** - **DMart, DB Mall, Manglam, Vmart, Swiggy, Zomato, Blinkit, Hero, Honda, EV dealers, Oil, BPCL, Petrol Pumps, etc.** (**Varun will provide leads for Reliance Petrol Pump**)  
  2️⃣ **All Manufacturing, Services, and Part Manufacturing Companies** in **Govindpura, Acharpura & Mandideep** (**Hemant will provide some company addresses and contact details**)  
  3️⃣ **We will dump all requirements and candidates' data for the selected two sectors only. Balmukund will upload sample data for both.**  
    
  ✅ **Job Seekers:** **Freshers, interns, and experienced professionals** looking for job opportunities in **manufacturing and retail industries**.  
  ✅ **Recruiters:** **Companies, HR professionals, and consultants** from organizations in **manufacturing and retail industries**.  
  ✅ **Demographics:** **Primarily Bhopal, Tier-2, and Tier-3 companies**.  
  ✅ **Preferred Technologies & Roles:** **Corporate sectors, BPO, and other emerging sectors**.

✔️ **Job Seekers' Needs:**

* Easy **job search** and **application process**
* **WhatsApp-based job connection** feature
* **Resume upload** and **profile visibility**
* **Notifications** for **job updates**  
    
  ✔️ **Recruiters' Needs:**
* **Enable or disable job postings** based on recruiter requirements
* **Flash recruiter job description** to our portal
* **Simple job posting and candidate management**
* **Direct candidate contact via WhatsApp**
* **Bilingual interface for wider accessibility**

📌 **Bilingual Support:** **Hindi and English** to cater to a **larger audience**  
📌 **Mobile Optimization:** Ensuring a **seamless experience** on **mobile devices**  
📌 **User-Friendly Interface:** **Easy navigation** for both **job seekers and recruiters**

📍 **Digital Marketing:** **SEO, social media, and job-related content**  
📍 **Partnerships:** **Collaborations with colleges, training institutes, and hiring agencies**  
📍 **Referral Programs:** **Incentives for users** who refer **job seekers and recruiters**  
📍 **WhatsApp and Email Campaigns:** **Personalized job alerts** and **recruiter promotions**

|  |  |  |
| --- | --- | --- |
| **Task** | **Assigned To** | **Deadline** |
| Conduct market research on target audience behavior | [------------------] | [----------] |
| Develop user personas for job seekers and recruiters | [------------------] | [----------] |
| Work on bilingual support implementation | [------------------] | [----------] |
| Create a digital marketing strategy for outreach | [------------------] | [----------] |

| [Date] |  
  
✅ The meeting **successfully identified the primary target audience and their needs**.  
✅ **Next steps involve refining user engagement strategies** and **implementing the discussed features** to enhance **accessibility and usability**.  
  
📌 **Next Meeting:** [Insert Date & Time]  
  
📍 **Optico Solutions**