Comprehensive Market Analysis and Strategic Business Development Plan

For: Career-Gap and Skilled Job Seeker Platform

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***1.Executive Summary***

This report presents a comprehensive market analysis and a strategic business development plan for launching a platform dedicated to supporting career-gap professionals and skilled individuals. It identifies the market need, evaluates competitors, and provides actionable strategies for product launch, marketing, and financial management.

*2.Market Analysis*



**Product**: Career-gap-friendly job portal with upskilling and mentorship services.

**Industry**: Recruitment and EdTech.

**Target Audience**:

**Age**: 25–45 years.

**Location**: Urban and semi-urban areas.

**Education**: Graduates, postgraduates, and vocationally trained.

**Behaviour**: Individuals seeking flexible job opportunities and upskilling solutions.

**Market Trends**:

Growing emphasis on diversity and inclusion in hiring.

Increased demand for online learning and mentorship programs.

Adoption of AI in recruitment and career guidance.

**Competitor Analysis**:

**Key Players**: Naukri.com, LinkedIn, Upwork, Coursera.

**Strengths**: Broad reach, established platforms, strong branding.

**Weaknesses**: Limited focus on career-gap talent and niche skills.

**Opportunities:**

Address gaps in the existing market by providing tailored solutions for overlooked talent.

Foster partnerships with companies prioritizing inclusive hiring.

***3. Strategic Business Development Plan***



**Objective:**

Launch and establish a platform as the leading solution for career-gap professionals and skilled individuals while achieving profitability.

**Product Positioning**:

Affordable, career-gap-friendly platform.

**Unique services**: Career assessments, mentorship programs, and skill-building resources.

**Marketing Strategy:**

**Digital Marketing**: Targeted campaigns on LinkedIn, Instagram, and Facebook.

**Content Marketing**: Publish blogs, testimonials, and guides for career rejuvenation.

**Partnerships**: Collaborate with training providers and corporates for outreach.

**Sales & Distribution:**

**Online**: Platform accessible via desktop and mobile.

**Mobile App**: Seamless access to job listings, mentorship, and learning tools.

**4 *Financial Management Plan***



**Budget Allocation**:

Platform Development: 40%

Marketing: 30%

Digital Ads: 15%

Influencer Partnerships: 10%

Content Creation: 5%

Operations: 20%

Contingency: 10%

**Revenue Projections**:

Year 1: 10,000 subscriptions at ₹5,000 each, generating ₹5 crore revenue.

Profitability is projected within 18 months.

**Key Metrics**:

User acquisition rates.

Engagement levels on the platform.

ROI on marketing activities.

***5 Deliverables and Next Steps***



Develop the platform prototype within six months.

Launch pilot marketing campaigns to onboard initial users.

Monitor metrics and optimize the platform based on feedback.

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