**Business Case**

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| **Application Name** | Jobster |
| **Type of business model** | Freemium & subscription model |
| **Target audience of external users**  **(Customer Segments)** | Job seekers and employers |
| **Groups of internal stakeholders, users** | Do we need a product development group-Yes  Do we need a sales group-Yes  Do we need a finance group (accounts payable, receivable)-Yes  Do we need a customer support team-Yes  Do we need an advertising management group-Yes |
| **Value propositions** | Application will connect job seekers and various employers at single place |
| **How the system is used** | Web Application  Within the application, users will be able to surf through and apply for open job positions posted by genuine and verified employers.  Employers can post jobs along with number of vacancies and can contact job seekers.  The following functionalities are available:  -Premium users (job seekers) will be able to apply for unlimited jobs per day whereas freemium users can send only limited applications.  -Users will be able to sort and filter vacancies based on ratings feedback and can also access the acceptance rate of employers.  -Premium users will get CV evaluation for free.  -Live chat box or callback functionality to address user grievances urgently. |
| **Revenue generation, Revenue streams** | One time subscription and advertises |
| **Key Partners/Suppliers**  **(Stakeholders)** | Various corporate organizations |
| **Expected Benefits** | -Striking functionalities to establish smooth connection between job seekers and employers and encouraging users for subscription  -Access to all the applied job records at one place  -Having large user base to attract advertisers. |
| **Known Prototypes** | Monster  <https://www.monster.com>  Naukri  <https://www.naukri.com/> |
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