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STRATEGY

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Introduction

Maintaining an effective strategy is considered to be one of the major factors that are related to the operations of any kind of business institution or organisation. Maintaining an effective strategic approach is supposed to aid the business in the context of making the business of the concerned company or organisation become a far-reaching one in an easy, as well as effective manner. There can be many types of strategic approaches in the process of managing a business in a professional way. Moreover, there are some effective and influential aspects, which can have a major impact on the process of managing a business in an appropriate manner. This assignment is going to encircle all the major aspects related to the process of managing a sustainable business in a professional manner. There will also be a record of the various types of influential aspects, which can make a huge impact on the strategic approaches of the business of the concerned company.

Company context

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Controlling labour cost • Recruiting young and flexible employees (Young, 2018) • Integrated hiring and training programmes 	<ul style="list-style-type: none"> • Lack of differentiation • Lack of technological advancements <p>(Archibald et al., 2019)</p>

Opportunities	Threats
<ul style="list-style-type: none"> • Enhancing online presence • Budgeting for advertisement and promotion • Promoting development of unemployed people 	<ul style="list-style-type: none"> • Economic downfall (Cummins, 2018) • Lack of operational aspects • Increasing business without proper human resource management system

Table 1: SWOT Analysis

(Source: Self-Created)

Strengths

Recruitment agencies can be helpful in the context of maintaining the cost of each labour in an effective manner. The recruitment centres can take effective measures in the process of recruiting young employees. This can be helpful in maintaining flexibility in the operations of a certain business company or organisation. More on this, this type of recruitment centre can be helpful in the process of integrating the hiring programmes, as well as the process of training the newly recruited employees in a proper and professional manner.

Weaknesses

Apart from the mentioned strengths, there can be a mention of a few weaknesses in the business and other operations of a recruitment agency, especially the operations of RecruitHub. This type of organisation lacks differentiation in the various aspects of employees' abilities. Moreover, recruitment centres such as RecruitHub lack the technological advancements of the modern world in the various operational aspects related to the same.

Opportunities

Apart from all the mentioned strengths and weaknesses, recruitment centres have some opportunities in front of them in the flow of their operations. The concerned authorities can make decisions regarding effective initiatives in the context of maintenance of a long-

term sustainable presence on various digital platforms. This ¹ can be proven to be helpful in the context of maintaining an effective business oriented to its operations. Apart from this, the authorities can increase the estimated budget for advertising. This ¹ can be proven to be helpful in the context of maintaining a presentable view of the operations of the business of the mentioned recruitment centre. They can also ¹ take effective initiatives in the process of promoting the process of employment of unemployed people in society. These mentioned prospects ¹ can be proven to be helpful in the context of maintaining a sustainable business of RecruitHub.

Threats

Apart from the mentioned strengths, weaknesses and opportunities, there can be a mention of a few threats to the operations of the business of recruitment centres. An economic downfall of the concerned region where the centre is working can be a problem or a threat to the operations of the same. More on this, the lack of operations in the modern world ¹ can be proven to be helpful in the process of maintaining a sustainable business of the same. Moreover, running a business of managing human resources without a proper management system regarding the management system of human resources in the concerned recruitment centres, especially in the operations of RecruitHub can be proven to be one of the major problems or threats to the operations of the same.

PESTEL Analysis

Influential factors	Description
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<i>Political</i>	The stable government and stable political scenario of the United Kingdom can be helpful to expand or initiate any type of business, especially the business of a recruitment centre, in an effective manner (ons.gov.uk, 2022)
<i>Economic</i>	The high gross GDP, as well as the high rate of GDP per capita, can be proven to be helpful in the process of initiating a business related to recruitment centres in the United Kingdom (worldbank.org, 2023)
<i>Social</i>	The stable social management system in the United Kingdom can ¹ be helpful in the context of maintaining a sustainable business of recruitment centres in the United Kingdom in an effective and professional manner (hrw.org, 2022)

<i>Technological</i>	The high level of technological advancement and the provision of efficient tech-savvy people in the United Kingdom can be helpful in the process of maintaining a sustainable business of a recruitment centre in the same mentioned region (techuk.org, 2023)
<i>Environmental</i>	The strict government laws and regulations of the United Kingdom can be counted as a barrier to the business of recruitment centres if the authorities are not abiding by the mentioned regulations in a proper manner (clientearth.org, 2023)
<i>Legal</i>	The minimum wages act in the United Kingdom can be helpful for newly employed and young employees in not getting denied of their wages for their work (legislation.gov.uk, 1998)

Table 2: PESTEL Analysis

(Source: Self-Created)

These mentioned aspects related to the overall scenarios in the United Kingdom can be helpful in maintaining a sustainable business of recruitment centres, especially maintaining sustainability in the business of RecruitHub in an effective manner. According to the statistics declared by the World Bank, the rate of gross GDP and GDP per capita can be helpful in

maintaining sustainability in the business of RecruitHub. This can be helpful in maintaining a proper rate of wages for newly employed people as well. The legal aspects of the government of the United Kingdom have also invoked various types of laws and regulations, which ¹ can be considered to be helpful in the process of maintaining a sustainable business of RecruitHub in a professional manner. These aspects are expected to be meaningful in expanding the business of the mentioned recruitment centre in other various regions in the entire world as well.

Porter's five forces

Forces	Description
<i>Competition from existing companies</i>	Many companies other than RecruitHub are operating in the United Kingdom with utter dexterity and professionalism. Among them, there can be a mention of TalentPlace, VeroHR and many others (thetalentplace.co.uk, 2023; verohr.co.uk, 2023). These can be mentioned as a few of the major competitions in the market of business advertisement placement around the whole world.
<i>Power of buyers</i>	The power of the unemployed people is high in the case of the business of RecruitHub. The concerned unemployed people may choose to have some consultations from other recruitment centres as well. Thus can be counted as one of the major influential factors in the business of RecruitHub.

<i>Power of suppliers</i>	The power of the recruitment centre is moderate. The concerned company may not be able to provide proper employment to the unemployed people in a proper and effective manner.
<i>Threat from new entrants</i>	There can be a mention of new recruitment centres and recruitment agencies in the United Kingdom. These agencies can make a huge negative impact on the business and other operational aspects related to RecruitHub.
<i>Threat of substitute services</i>	There has been an aspect related to the alternative approaches taken by the unemployed people of the concerned society. They can now directly apply for employment in their field of expertise. This has created a new type of threat in the operations of RecruitHub in a negatively effective manner.

Table 3: Porter's 5 forces analysis

(Source: Self-created)

These mentioned aspects related to the advantages, and mostly the disadvantages, related to the operational aspects and other major prospects related to the business of RecruitHub in an effective manner, around the whole world. This mentioned analysis of the market and the threats to the business of the mentioned employment ad recruitment agency can be helpful to develop ¹ the various aspects related to the business of the same. These can even be helpful in the context of maintaining a sustainable chain of communication with the unemployed people of the concerned society and maintaining the process of implementation of advanced technologies for the betterment of the same.

Key drivers of change

In the process of analysing the operations of RecruitHub in an effective manner, there can be a mention of the key drivers, which are expected to cause subtle changes in the business of the same. One of them can be the social, as well as political scenarios in the United Kingdom. It can be seen that there is no scope for invoking instability in the societies in the United Kingdom, though there can be some problems related to social issues. There can be seen a mixed picture of various types of problems, an individual may face in the concerned societies in the United Kingdom. There can be a reflection on one of the concerned societies, where there is a lowering graph of divorce and domestic violence and other crime rates are also going downward. On the other hand, there can be seen a high level of drug abuse and convictions of assault cases in the same concerned society. This can be counted as a major issue, which also has the capability of making changes in the business of RecruitHub in an effective manner (parliament.uk, 2023).

There can be a mention of another type of key aspect, which can make a relevant change in the business of RecruitHub. This key aspect can be related to the economy of the United Kingdom. Although the GDP rate is high in the United Kingdom, there can be seen some aspects of economic downfall in the same mentioned country. This can be easily stated that there are some problems, which can be very appropriately linked to the various types of operations related to the economy of the United Kingdom. This can even be stated in a clear way that the employers may not be able to provide salary to the newly recruited employees in a proper way (cnn.com, 2023).

There can be a mention of another key driver related to the technological aspects related to the business of RecruitHub. The inclusion of various advanced technologies in various businesses and other types of industries and organisations has made a deep impact on the process of maintaining a sustainable chain of recruitment. This can also be counted as one

of the major flaws related to the process of maintaining a sustainable business of recruitment centres or agencies (Lumi, 2020).

VRIO

VRIO is a four-question framework. This mentioned framework is considered to be helpful in the context of focusing on values, rarity, imitability and lastly organisation. These aspects are strongly related to the various factors that are in relation to the process of assessing, as well as analysing, the various aspects related to the resources and capabilities of the concerned business company or organisation. There will be a mention of some of the essential resources, which are required to make the business of the concerned company sustainable and effective in the global market of finance and business.

Valuable	Rare	Hard to Imitate	Properly organised	Outcome
NO				<i>Competitive disadvantage</i>
YES	NO			<i>Competitive equality or parity</i>
YES	YES	NO		<i>Temporary competitive advantage</i>
YES	YES	YES	NO	<i>Unused competitive advantage</i>
YES	YES	YES	YES	<i>Sustainable competitive advantage</i>

Figure 1: VRIO analysis

(Source: Self-created)

In this case, the services of RecruitHub can be analysed through this VRIO model. The business and other operative aspects related to RecruitHub are based on the resources which are valuable for the business of the same. The resources which are essentially required for the betterment of the business and operations of RecruitHub are valuable, they are not

even rare, they are hard to imitate and they are not properly organised. This type of portfolio of the essentially required resources of the operations of RecruitHub is known to be able to trigger the outcomes related to competitive equality in the market in this kind of business and financing in the entire world.

This type of mentioned hierarchical analysis may be proven to be useful in the context of maintaining a proper strategic approach for the betterment of the business and other operations related to RecruitHub. This mentioned analysis can even be helpful in the context of maintaining a sustainable business and providing the related relevant facilities in a professional, as well as dexterous manner. These outcomes of the VRIO analysis are dependent on the values of the various types of resources which may be rare, may not be imitable, and may even be properly organised. This type of trait in the behavioural aspects and characteristics in the resources are effectively capable to make the business of a concerned company, agency or organisation, a sustainable one in the entire market of business and finance around the whole world.

Comparison of Strategic planning and Emergent strategy

Strategic planning is considered to be effective in the process of managing any type of business with utter dexterity and professionalism. This can be effectively applied to the various functions of any type of organisation related to any type of business in the global market of finance. This can even be applied to the process of managing human resources, monetary resources and many others in an effective manner (Bryson et al., 2018). On the other hand, emergent strategy is considered to be a set of various types of actions or behaviours. This can be measured effectively over a specified span of time. This can even be helpful in the process of mitigating the problems related to sudden changes in the various

types of operational aspects of the concerned organisation or company
(interactioninstitute.org, 2022).

There can be a mention of an example related to the process of strategic planning. There can be many phases, which can be proven to be useful in the context of maintaining a successful business with profit. In this context, there can be a mention of a few phases, which can be proven to be helpful. The authorities of the concerned business companies can take up a proper strategy, which is supposed to be implemented in the flow of the business. After this, the authorities are supposed to set the goals and objectives, which can be helpful in gaining the desired outcomes of the business in an effective manner. More on this, there can be a mention of the procedures which are applicable for non-profit organisations. In this case, the authorities are supposed to make a plan, do a minute study of the surroundings, identify the issues in a proper manner, and many others (Kabeyi, 2019).

On the other hand, this type of approach is not followed in the process of emergent strategies. In this context, the decision-makers of the business of the concerned company are in need to make changes in the strategic approaches in the business of the same. The authorities may implement prospective initiatives in amid of any type of operation of the business. ¹ This type of approach from the end of the authorities of the business is expected to be helpful, as well as effective in the business.

Innovation and Opportunities

In the process of making a sustainable business related to recruitment agencies, there can be an aspect related to innovative technologies in the same. As this type of agency operates on the basis of human resource management, the authorities can very appropriately make an effective use of ² blockchain technology in the same mentioned process. Blockchain technology is based on the various operational aspects related to the Internet of Things. This

can be helpful in the process of managing the process of human resource management in a dexterous, as well as in a manner that has a positive impact. ¹ This type of approach can even be helpful in the context of enhancing the traits of leadership in the various prospects of the operations of the concerned business company or other types of organisation. This type of approach regarding the implementation of blockchain technology can even ¹ be proven to be beneficial ¹ in the process of maintaining behavioural changes in the organisation as well. This type of technological approach can be helpful in the process of adding value to the process of hiring and training new employees with utter dedication and dexterity (Yi et al., 2020).

Apart from this, there can be a mention of the various prospects related to the future scope and opportunities in the business of RecruitHub in an effective manner. The mentioned type of strategic, as well as technical approach ¹ can be proven to be helpful in the process of maintaining a sustainable business of the mentioned agency in an effective manner. ¹ This type of approach can be helpful in the process of maintaining a thread of opportunities for the betterment of the employees of the concerned business companies in an effective manner. This type of approach can even ¹ be helpful in the process of developing an attitude related to positivity regarding the process of making effective changes in their jobs (Vuorelma, 2018).

Discussion

From all the aforementioned discussions and other attributes related to the operational aspects of the recruitment agencies, it can be very appropriately stated that the business can be beneficial one in the United Kingdom. This type of recruitment agency, such as RecruitHub can be effectively functional ¹ in the various aspects of the business in the United Kingdom, as well as in other different regions of the entire world.

Recommendation

¹ In the process of maintaining a sustainable business for recruitment agencies, ¹ there can be a few recommendations made for the development of the same. The authorities can take effective initiatives to take note of the various aspects related to the various businesses in the concerned country, as well as in the entire world. The authorities should also apply a proper management system in the process of managing human resources in a proper manner. Apart from this, the agencies should take effective measures regarding the process of maintaining sustainability in the process of promoting the need of recruiting new employees in various operations of any type of business.

Conclusion

This assessment report has taken clear note of the various aspects related to the operational aspects related to RecruitHub. There has been a dexterous usage of various types of analysis tools, which are also applicable to the process of getting a clear idea of the various prospects related to the operations of RecruitHub. Apart from this, there has been a record of the various procedures regarding the implementation of strategic approaches, which can be proven to be helpful in the prospect of the development of the mentioned recruitment agency in an effective manner. This report has even recorded the various prospects related to the innovative technologies which can be applied in this mentioned context. It has also mentioned the various types of future opportunities for the business of RecruitHub.

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