**Slide 1: Introduction**

* Registered charity established in the year 2002
* Providing free support to unemployed residents (routestowork.co.uk, 2023)
* Development of employment prospects of the clients (routestowork.co.uk, 2023)

**Speaker note:**

Routes to Work is a registered charitable organisation, which was formed in the year 2002, and is still resuming its service with utter dexterity. This charitable organisation is evident in the process of providing free support to people, who were unable to get employment in society. The aim of the mentioned charitable organisation is to provide proper guidance for the development of the employment prospects of the unemployed clients in a professional and effective, as well as in a dexterous manner.

**Slide 2: Target audience**

* Age between 25-50
* Looking for upgrading their skills (routestowork.co.uk, 2023)
* Looking for better opportunities

**Speaker note:**

The target audience of this business has been chosen between the age of 25 to 50 who are looking to improve their skills or better opportunities. This business plan of Routes to Work will target persons who are looking for improvement in their financial situation. The targeted people will be approached as per their specific criteria and demand for the opportunities.

**Slide 3: Digital presence**

* Social media platforms
* Business website
* Blogs (routestowork.co.uk, 2023)

**Speaker note:**

The target audience of this report will be approached through various digital platforms such as blogs, business websites or social media platforms. Several advertisements or cold messages will be done to reach the target audience of this business plan.

**Slide 4: Campaigns**

* Digital campaigns
* Public events
* Registration campaign

**Speaker note:**

Several campaigns of Routes to Work will be done to approach the target audience of this business plan and start the engagement process. The audience can engage with the plan through several digital campaigns, public events and registration campaigns. The digital campaigns will be made on different social media platforms keeping the target audience in mind. Public events and registration campaigns will work as offline campaigns to attract the target audience towards the beneficial programs.

**Slide 5: Conclusion**

* Determination of target audience
* Noting the presence on digital platforms
* Initiating welfare campaigns

**Speaker note:**

The report has included various aspects related to the determination of the target audience of the operations of the mentioned charitable organisation, Routes to Work. more on this, this report has taken a clear note of the presence of the same on the digital platforms in an effective manner. This report has also included the prospects related to the initiation of the welfare campaigns in a dexterous manner.

**Slide 6: References**

* routestowork.co.uk (2023) *About Us*, *Routes To Work*. Available at: https://www.routestowork.co.uk/about-us (Accessed: April 17, 2023).
* routestowork.co.uk (2023) *Our services*, *Routes To Work*. Available at: https://www.routestowork.co.uk/clients (Accessed: April 17, 2023).
* routestowork.co.uk (2023) *Skills & Training*, *Routes To Work*. Available at: https://www.routestowork.co.uk/training (Accessed: April 17, 2023).
* routestowork.co.uk (2023) *Blog*, *Routes To Work*. Available at: https://www.routestowork.co.uk/news (Accessed: April 17, 2023).