**Business Plan**

**Sean Carter**

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Competitive Intelligence Pharma/Life Science

Strategic Consulting Scientific/Technology

Clean Technology

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**EXECUTIVE OVERVIEW**

My aim is to offer the supply of permanent recruitment solutions focussing on the white collar technical/scientific and technical management marketplace.

Initially operating from within the FMCG team, I will work with a client base throughout the UK, with a view to extending the company’s services within existing and emerging markets into mainland Europe.

**MARKETS**

Technical recruitment is a “broad brush”. When taken literally it can cover a wide variety of disciplines and vertical markets. Within this broad market area I have highlighted 3 sectors I know from my experiences and research will be lucrative areas for recruitment over the next few years, and as such they will form my primary focus areas. I do fully expect to be developing business in other emerging technical areas as and when the opportunities arise.

**Focus Markets**

* Competitive Intelligence Life Sciences/Pharmaceutical
* Strategic Consulting Pharma/Technology
* Clean Technology

**Competitive Intelligence Life Science/Pharma Market**

“Competitive Intelligence is defined as the process of obtaining and analysing competitive information from publicly available sources to help achieve the objectives of the organisation. Competitive intelligence (CI) is the process of monitoring the competitive environment. CI enables senior managers in companies of all sizes to make informed decisions about everything from marketing, R&D, and investing tactics to long-term business strategies. Effective CI is a continuous process involving the legal and ethical collection of information, analysis that doesn't avoid unwelcome conclusions, and controlled dissemination of actionable intelligence to decision makers."

Clients in this industry hire PhD level candidates with specific scientific research at entry level, to experienced CI Research Analysts, Project Managers and Associate Research Managers.

I have worked closely with (confidential) for over 3 years and have a strong working relationship with not only their Chief Operating Officer but also with many of the Project Managers that I have placed. I also have a good working relationship with the Directors at (confidential) and (confidential) having assisted with search campaigns over the last 2 years.

I plan to draw down heavily on the business relationships I have developed previously and expect to maintain a steady stream of business from these 3 companies, all of whom are actively recruiting now.

**Strategic Consulting/Business Research and Analysis Technology/Engineering and Science**

Companies operating in this industry help organisations within technology, engineering and scientific fields to improve performance, primarily through the analysis of existing business problems and the development of plans for improvement.

Companies hire the services of strategic/management consultants for a number of reasons, including gaining external (and presumably objective) advice and access to the consultants specialised expertise.

There is a very strong link between this industry and Competitive Intelligence, as many of my contacts have either previously been in this industry or have moved into it. These organisations are mostly multidisciplinary, hiring Analysts with life science, technology or engineering expertise at doctorate level.

**Clean Technology**

The UK clean technology industry includes renewable energy (wind power, biomass, hydropower, biofuels), green transportation, electric motor and green chemistry companies. The aim is to create electricity and fuels with a smaller environmental footprint. Global venture capital investment in clean technology companies reached $4.04 billion in the first half of 2010.

The target companies in this market would primarily be the UK’s emerging next generation Li-ion battery technology sector. This market has over the last 2 years seen major investment from both the government and venture capitalists. The technology has been successfully piloted in the Asian motorcycle market as a successor to fuel cell electric powered vehicles. With several companies now operating in the UK (confidential) the push is now for the development and scale up in production for the automotive industry. I have for 3 years successfully sourced Electrochemists, Electrochemical Engineers and Process Engineers for companies in this sector.

Other areas that are buoyant include the UK’s fuel cell technology market. Both fuel cell and Lithium battery technology have similarities. The emphasis would be placed on the SME (10-100 employees), there will be opportunities to leverage previous business relationships in several of the blue chip multinationals such as Johnson Matthey Fuel Cells, Schlumberger and ABSL.

**Markets – In Conclusion**

The 3 main focus markets in which I aim to operate are predicted areas of sustained recruitment activity over the next few years and will return the revenue levels for the desk to achieve consistent growth. Each of these vertical markets has the breadth and diversity of technical and managerial requirements to allow the eventual spin out of highly specialised divisions focussed on specific sectors.

**MODUS OPERANDI**

As a specialist desk initially working under the FMCG umbrella, the focus will remain firmly on white-collar technical and technical management roles. These types of roles within the target markets will return fees on average in excess of 20% of basic salary, where salaries extend from £30,000 to £100,000+. The discounting of fees will only take place as a last option to gain multiple business opportunities.

The overriding aim will be to sell our service based on Quality of Service rather than Cost of Supply with a strong emphasis on a Consulting approach.

Using the full range of tools at my disposal, I will target decision makers within potential clients organisations to wherever possible remove the clients HR function from the initial sales process. Experience has shown that by selling in at the top tier of an organisation interference from HR or personnel departments can be kept to a minimum and in some cases nullified completely. The level of Quality of Service supplied to these Senior Managers and Directors usually results in exceptionally high results of repeat business and referrals through to other recruiting managers.

Internal Key Performance Indicators (my own personal) and external Service Level Agreements (SLA) will be put into place to ensure performance exceeds client expectations. The KPI’s will also allow for ease of monitoring of individual activity as the team grows in size.

Several companies who have dealt with myself have, due to previous quality of service already expressed an interest in continuing our relationship. The figures shown in Brackets are the approximate recruitment spend (GM) of these companies in 2009.

Confidential £50,000

Confidential £100,000

Confidential £40,000

Confidential £35,000

Confidential £25,000

Confidential £30,000

Confidential £20,000

**FINANCIAL PROJECTIONS FOR MONTHS 8-12**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Month | Aug | Sept | Oct | Nov | Dec |
| Headcount | 1 | 1 | 1 | 1 | 1 |
| Perm Placements | 0 | 1 | 2 | 2 | 1 |
| Income £ | 0 | £6,125.00 | £13,850 | £6,125.00 | £6,125.00 |

**FINANCIAL PROJECTIONS FOR months 13-24**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Month | Jan | Feb | Mar | Apr | May | Jun |
| Headcount | 1 | 1 | 1 | 1 | 1 | 2 |
| Perm Placements | 2 | 2 | 2 | 2 | 2 | 2 |
| Income £ | £13,850 | £13,850 | £13,850 | £13,850 | £13,850 | £13,850 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Jul | Aug | Sept | Oct | Nov | Dec |
| 2 | 2 | 2 | 2 | 2 | 2 |
| 2 | 3 | 3 | 4 | 4 | 2 |
| £13,850 | £20,000 | £20,000 | £27,000 | £27,000 | £13,850 |

* Average permanent fee of £6125.00