STRATEGIC BUSINESS PLAN

Simon Vision Consulting

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AGENDA

1. Which counties should JK enter?
2. Who are target customers and how could JK reach target customers?
3. What kind of talent pool should JK focus on developing for the future job market demand?

PART 1

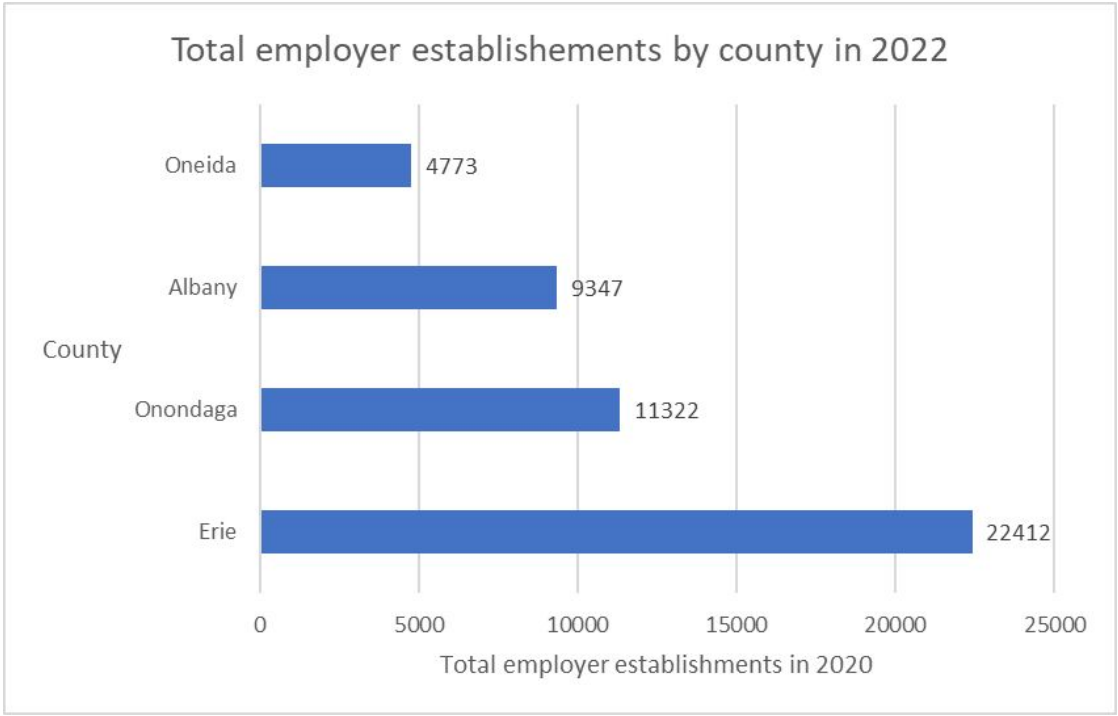
Which counties should JK enter?

PART 1
RECOMMENDED COUNTIES TO ENTER & OVERVIEW OF EACH RECOMMENDED COUNTY

Recommendation is based on 3 factors:

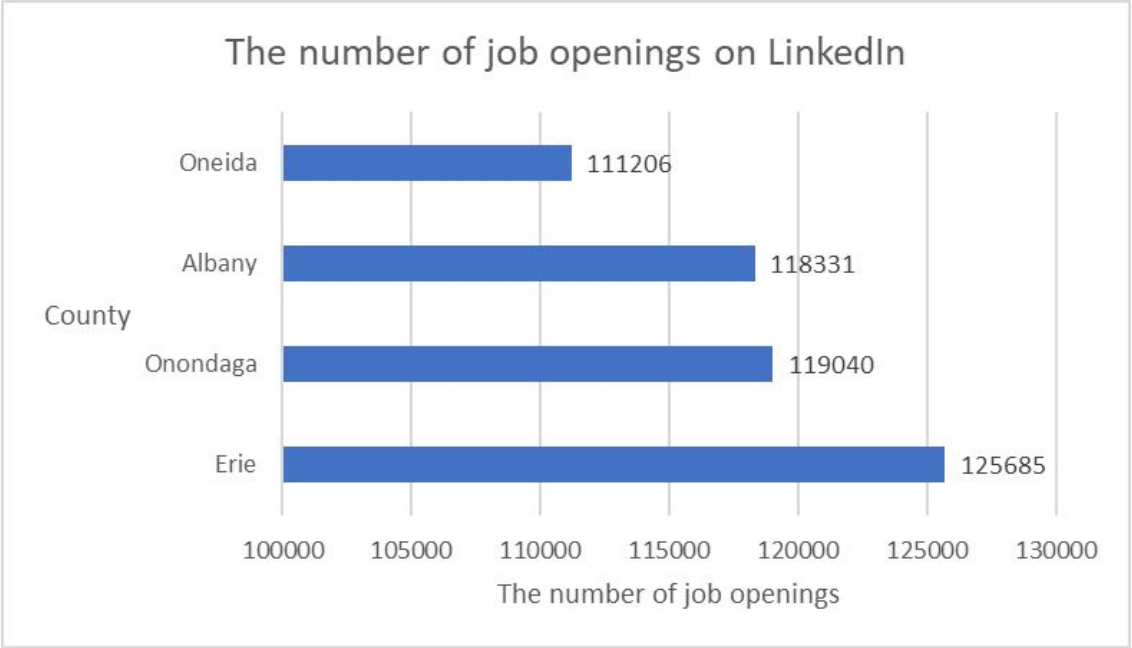
- The number of employer
- The number of job openings
- Total Revenue of staffing agencies in each county

Factor 1: Total Employers on the left



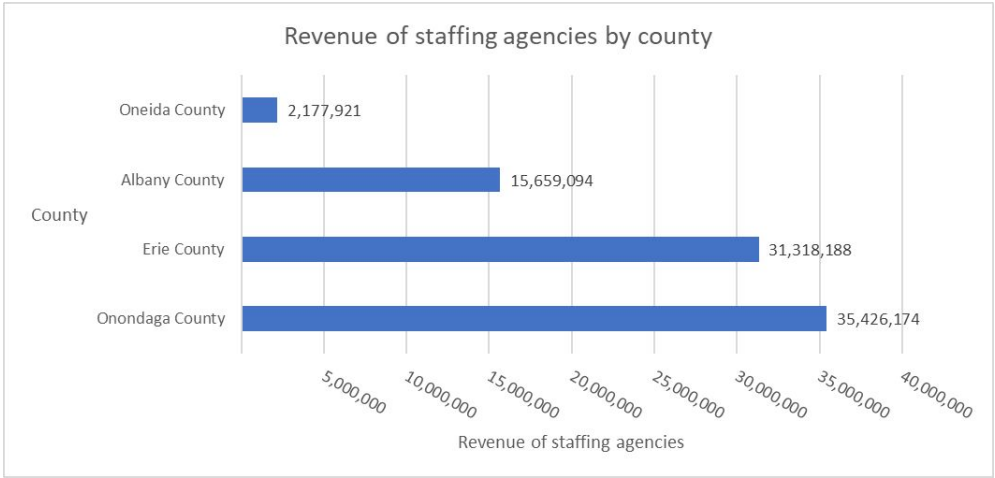
PART 1
RECOMMENDED COUNTIES TO ENTER & OVERVIEW OF EACH RECOMMENDED COUNTY

Factor 2: Job Openings



PART 1
RECOMMENDED COUNTIES TO ENTER & OVERVIEW OF EACH RECOMMENDED COUNTY

Factor 3: Staffing Agency Revenue



County	Annual Growth Rate (2021-2022)	Share of State
Onondaga	4.67%	1.71%
Erie	4.67%	1.51%
Albany	4.67%	0.76%
Oneida	4.67%	0.11%

Overall Ranking Among 4 Counties

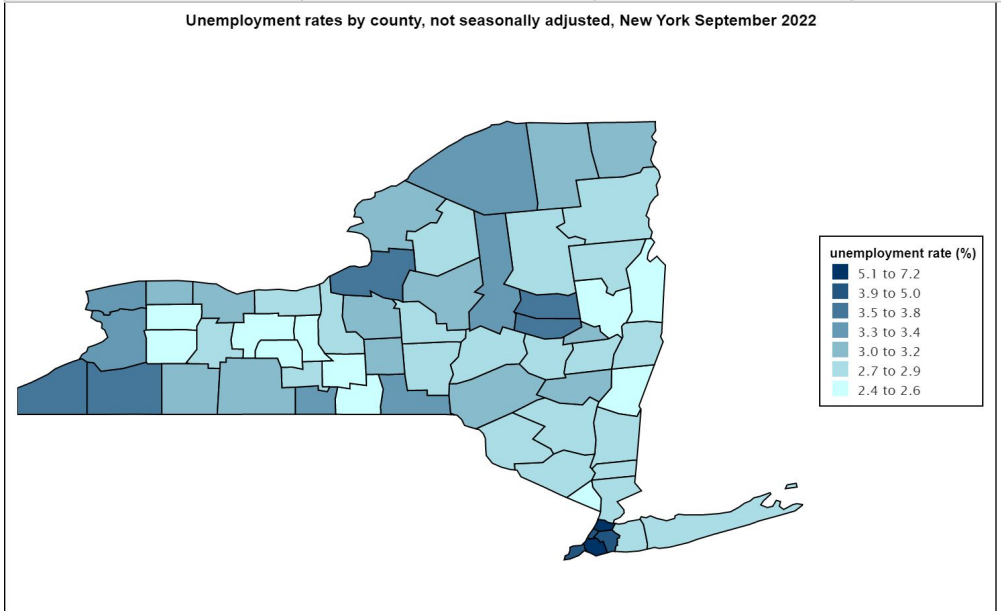
JK is recommended to first enter Erie county. Then, Onondaga County, Albany County, and Oneida County.

County	Ranking for number of employers	Ranking for number of job openings	Ranking of Industry revenue
Erie	1	1	2
Onondaga	2	2	1
Albany	3	3	3
Oneida	4	4	4

MARKET OVERVIEW OF EACH RECOMMENDED COUNTY

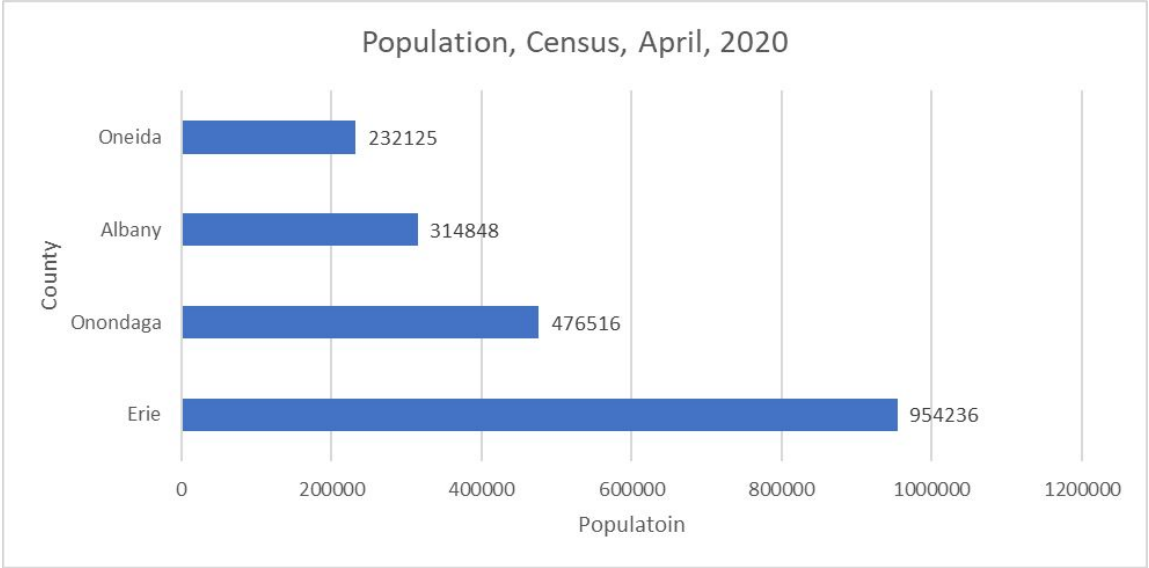
1. Unemployment Rate

County	Unemployment Rate		
	September 2022	September 2021	Year over Year
Erie	3.3%	4.4%	-1.1%
Oneida	3.2%	4.1%	-1.1%
Onondaga	3%	4%	-1%
Albany	2.8%	3.6%	-0.9%



MARKET OVERVIEW OF EACH RECOMMENDED COUNTY

2. Population



MARKET OVERVIEW OF EACH RECOMMENDED COUNTY

3. Competitive Landscape in Buffalo

Company Name	Important Notes on the company
Imagine Staffing Technology, INC.	1. Imagine's business scatters across industries and across the country. 2. Their clients range from **startups to Fortune 500 firms**. 3. Services Imagine providers to employers: ● Recruitment and Talent Acquisition ● Recruitment Process Outsourcing ● Managed Services Programs
Staffbuffalo LLC.	1. StaffBuffalo is created and operated by former HR managers. 2. StaffBuffalo serves **small and mid-size businesses**. 3. StaffBuffalo have **50+ years of combined experience**; 1000+ employees are supported by StaffBuffalo each day; 100+ companies already have been supported throughout the buffalo region. 4. Staff buffalo has built the brand organically, and has established a **strong media presence**. 5. Services Staff Buffalo providers to employers: ● HR complete management ● HR compliance subscriptions ● HR project consulting ● Other services: compliance training, employee relations, talent acquisition, performance management, employee management, rewards & recognition, compensation & benefits, training & development, EDI, leadership development, onboarding, organizational development

MARKET OVERVIEW OF EACH RECOMMENDED COUNTY

3. Competitive Landscape in Buffalo

Company Name	Important Notes on the Company
Systems Personnel INC	1. It has **services for both job seekers and employers**. Services Systems personnel provides to job seekers: ● Direct hire, contract and contract-to-direct positions ● Candidates can send their resumes to the agency and the agency will match candidates to jobs. ● Opportunities are posted on their website. Services Systems personnel provides to employers: ● smart sourcing process
Lighthouse Technology Services, INC	1. Lighthouse has 15-year experience **specialised in IT staffing**. 2. Services Lighthouse provides to job seekers: ● Contract, contract to hire and permanent positions ● Lighthouse also posts featured jobs on its website. 3. Lighthouse targets **small-to-mid-size companies**. 4. Lighthouse provides prerecorded video and customised AI-powered technical testing tools for clients to measure the capacity of candidates. 5. Lighthouse provides clients who plan to recruit new employees with standard job description forms or customised job description services.

MARKET OVERVIEW OF EACH RECOMMENDED COUNTY

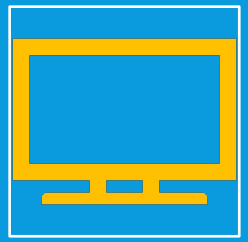
3. Competitive Landscape in Buffalo

Company Name	Important Notes on the company
Selective Staffing Solutions INC	1.Selective staffing provides full-time or executive recruiting services. 2.Services Selective Staffing provides to employers: ● Executive search: ● Selective staffing solutions
HR Partners Staffing LLC	1.Services HR Partners provides to employers: ● Direct Placement / Talent Search
Key Resource Group, LLC	1.Key Resource was **previously named to the Inc. 500 list**, having been identified as one of the fastest-growing small businesses in the United States. 3. Key Resource **provides national and international search** capabilities. 4. Key Resource has **40 years of experience**; and they identify themselves truly local and down-to-earth.

PART 2

Who are target customers and how could JK reach target customers?

Methodology - How we identify target customers



Identified popular industries

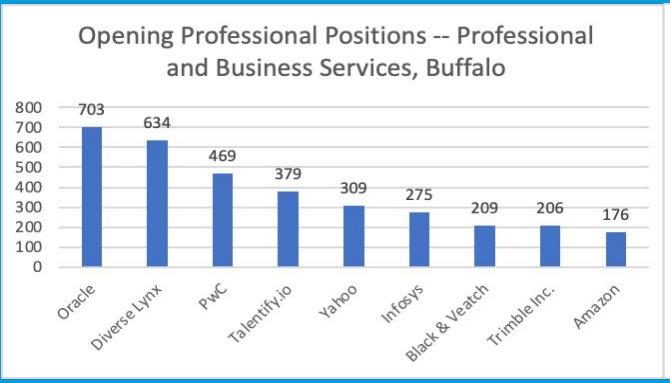
For each popular industry, find out companies that have higher number of job openings in each of four counties on LinkedIn job searching platform.

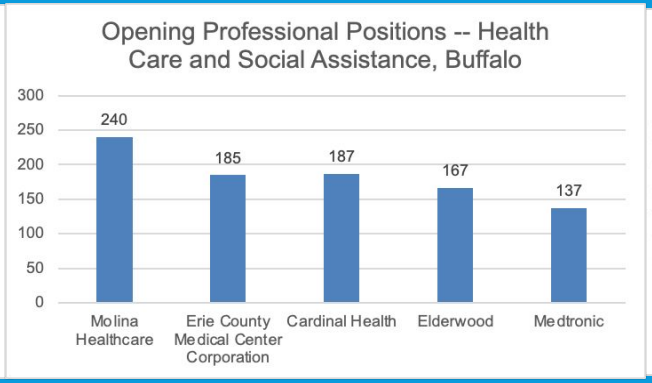
The search is done separately for both professional search service and executive search service.

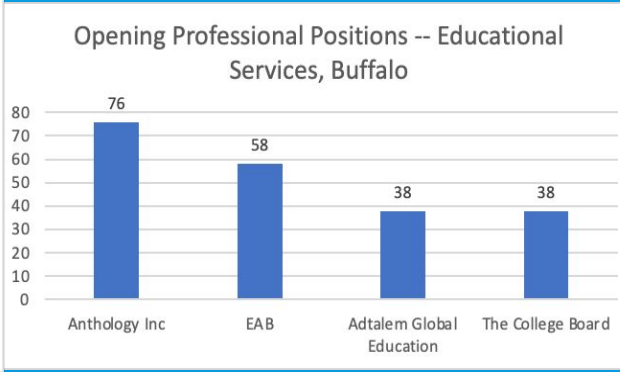
POPULAR INDUSTRIES

Ranking	Buffalo - Western NY	Albany - Capital region	Onondaga - Central NY	Oneida -Mohawk Valley
1	Health Care and Social Assistance	Health Care and Social Assistance	Educational Services	Health Care and Social Assistance
2	Educational Services	Government	Health Care and Social Assistance	Educational Services
3	Professional and Business Services	Educational Services	Professional and Business Services	Government

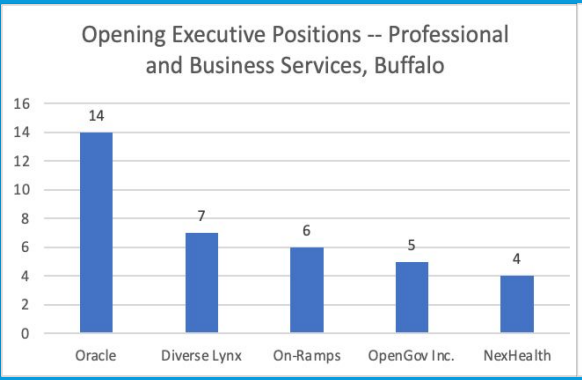
JK PROFESSIONAL SEARCH SERVICE'S TARGET CUSTOMERS IN BUFFALO

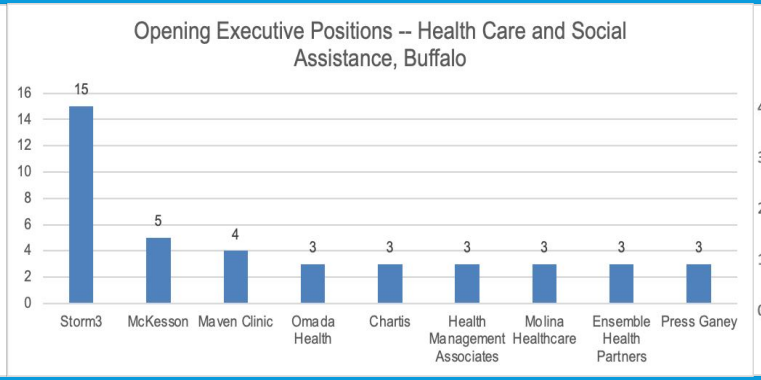


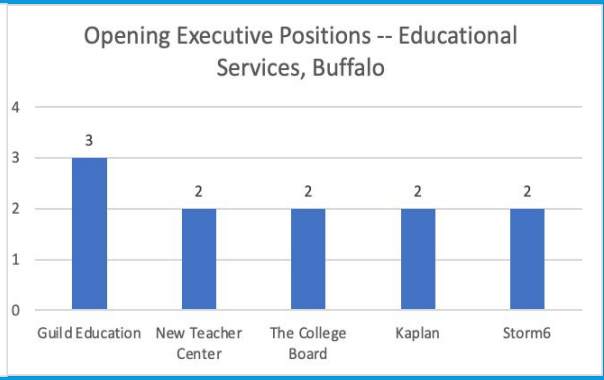




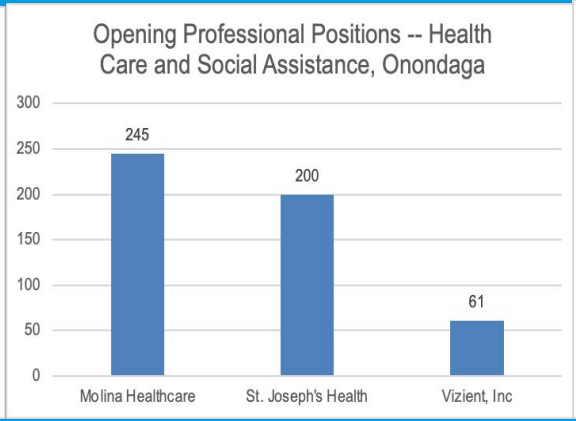
JK EXECUTIVE SEARCH SERVICE'S TARGET CUSTOMERS IN BUFFALO

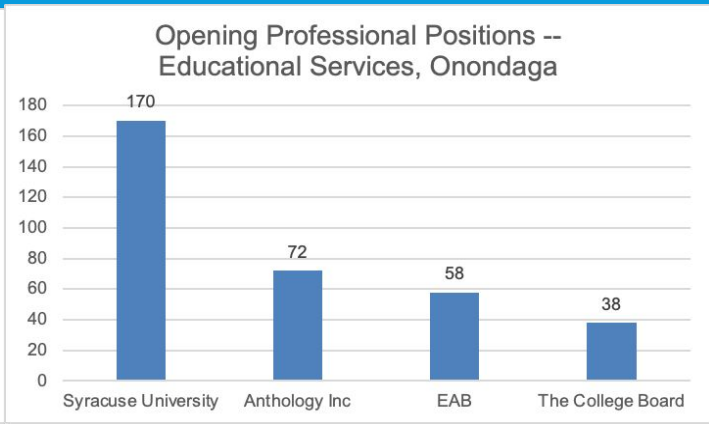




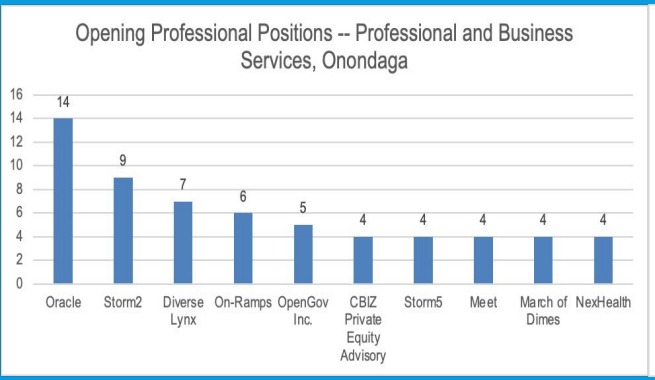


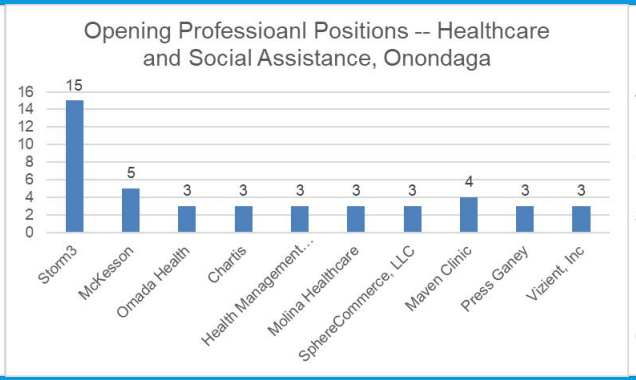
JK PROFESSIONAL SEARCH SERVICE'S TARGET CUSTOMERS IN ONONDAGA

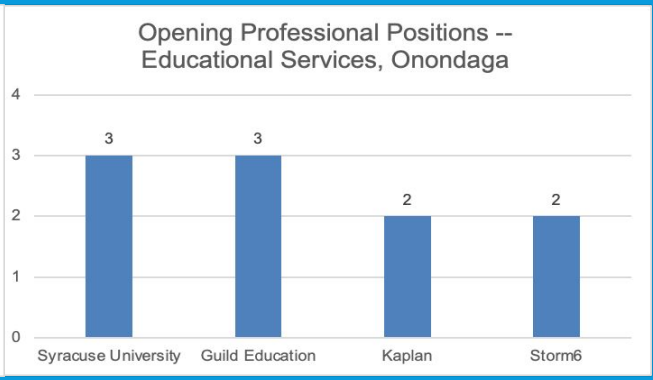




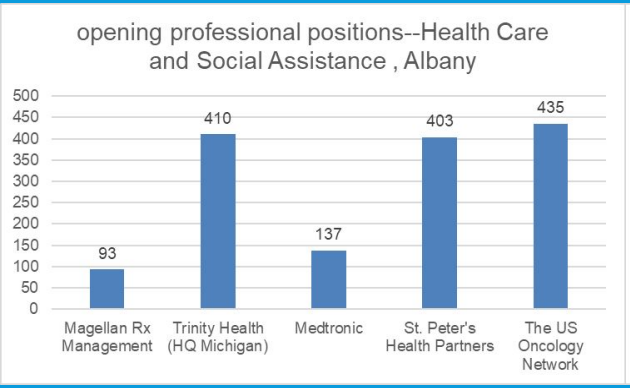
JK EXECUTIVE SEARCH SERVICE'S TARGET CUSTOMERS IN ONONDAGA

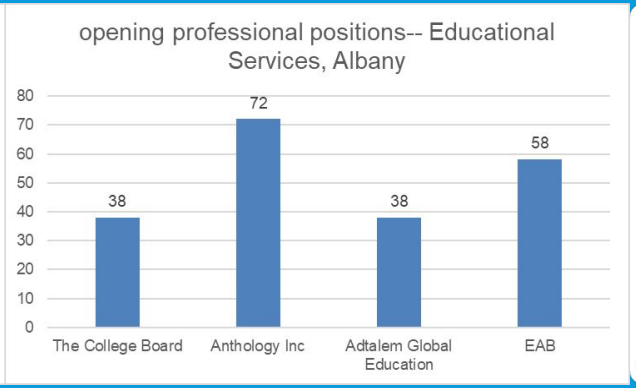


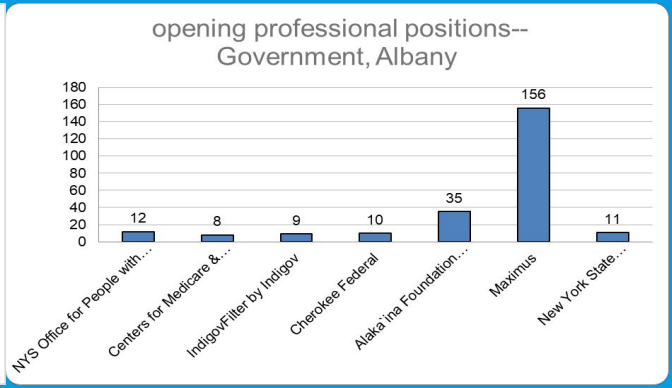




JK PROFESSIONAL SEARCH SERVICE'S TARGET CUSTOMERS IN ALBANY







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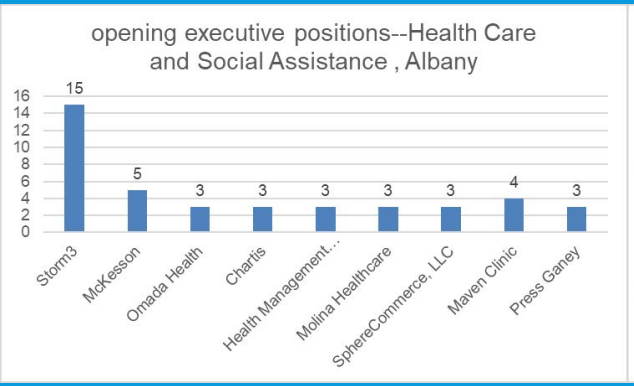
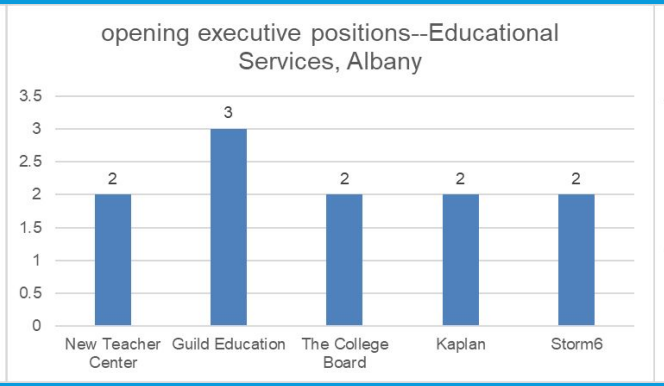
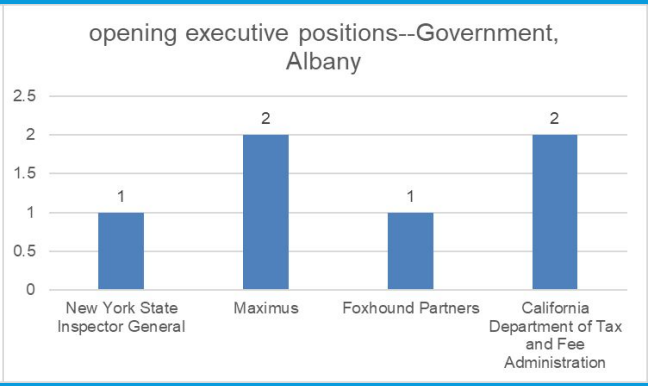
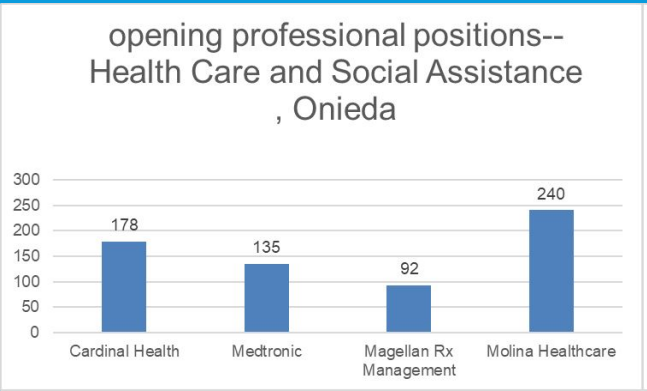
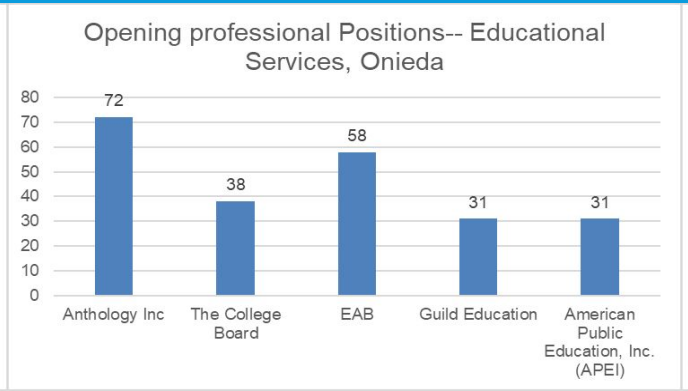


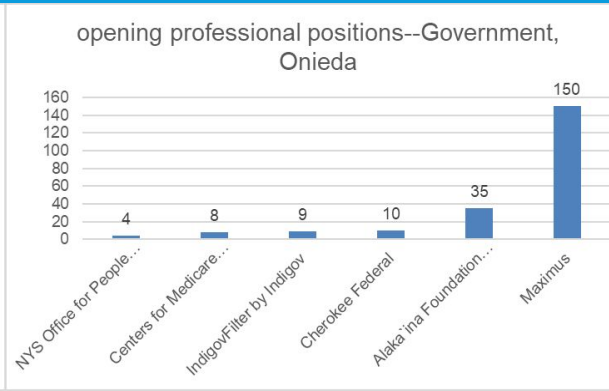




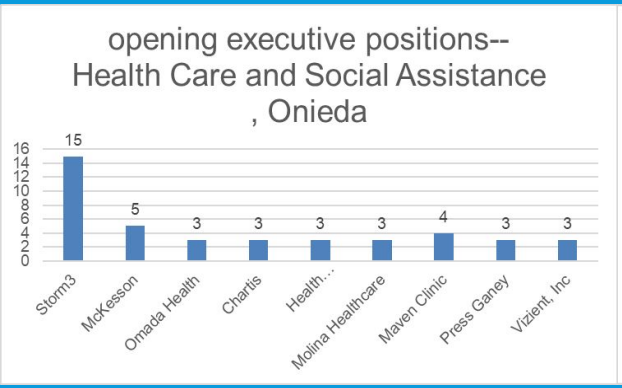
JK PROFESSIONAL SEARCH SERVICE'S TARGET CUSTOMERS IN ONEIDA

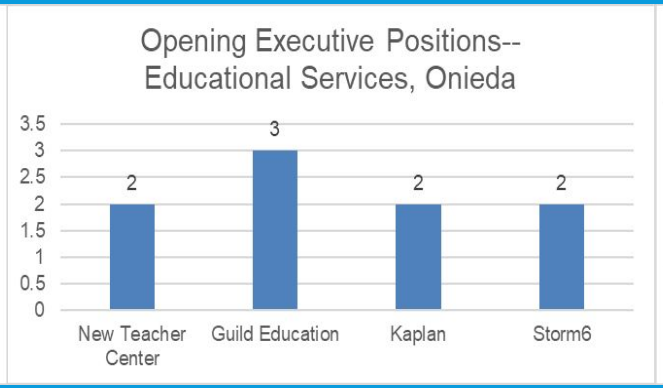


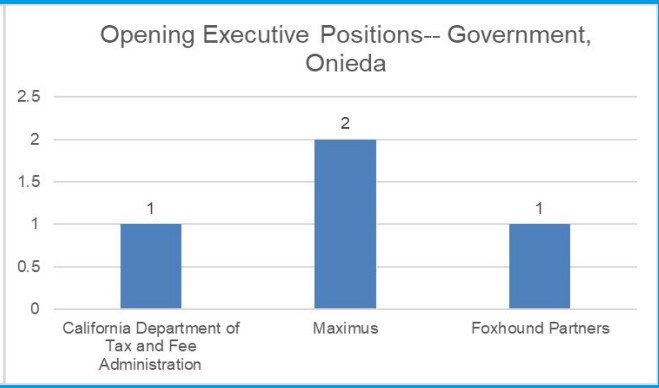




JK EXECUTIVE SEARCH SERVICE'S TARGET CUSTOMERS IN ONEIDA







STRATEGIES TO REACH TARGET CUSTOMERS

1. Marketing strategies

Push:

Search Engine Marketing/Search Engine Optimization

- Optimize the website to appear on searching result to drive higher traffic and build awareness

Social media

- Social media is a good way to build awareness in a new market.

Email

- Connect target company's HR or related personnel through email.
- Use recruiting CRM is one way to organize the email marketing campaign process. For example, recruiterflow, a recruiting CRM specifically designed for recruiting and staffing agencies, can be used to analyze metrics related to email sent to target groups.

Pull:

JK Website Content:

- Add previous customers reviews to the website that demonstrate JK's competitive advantages and attract new customers.
- Develop good content, such as industry insights and reports, to attract new customers.

STRATEGIES TO REACH TARGET CUSTOMERS

2. Join or corporate with professional associations

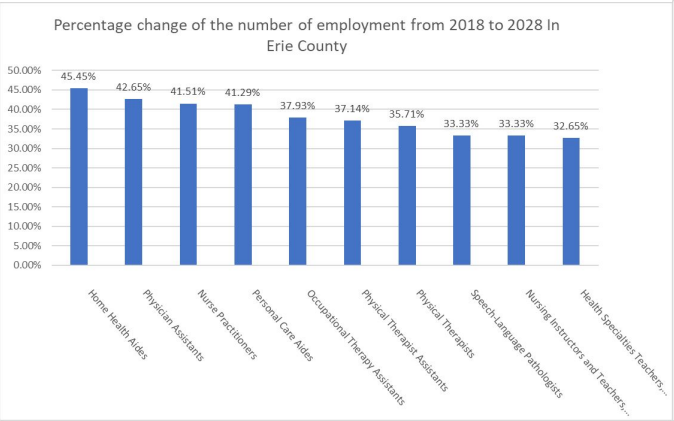
- Buffalo Niagara Partnership

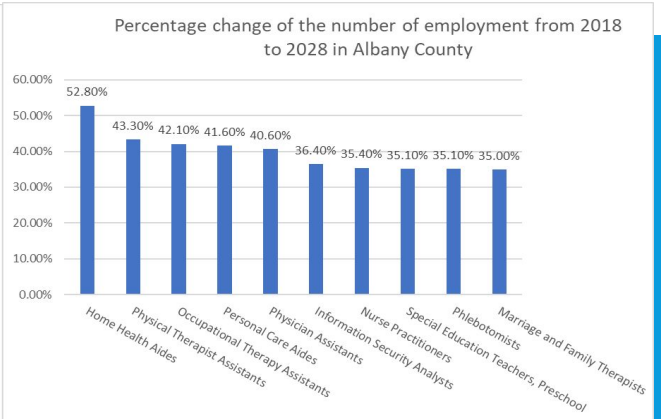
- New York Staffing Association

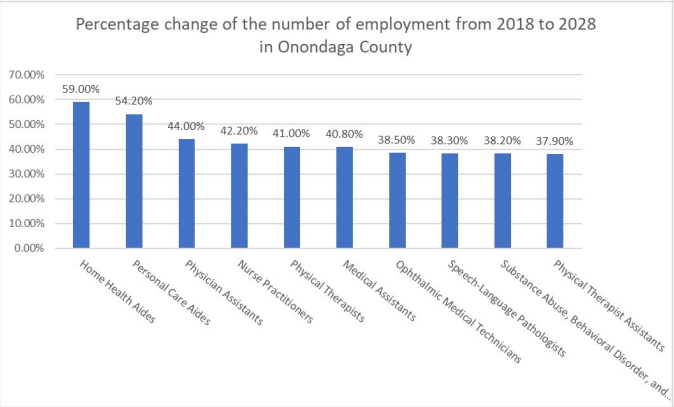
PART 3

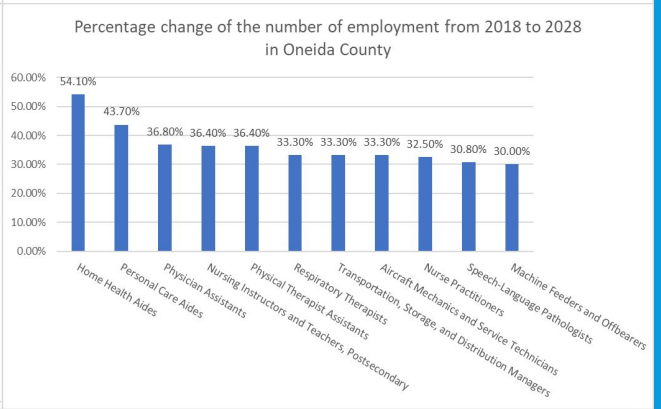
What kind of talent pool should JK focus on developing for the future job market demand?

BY GROWTH RATE



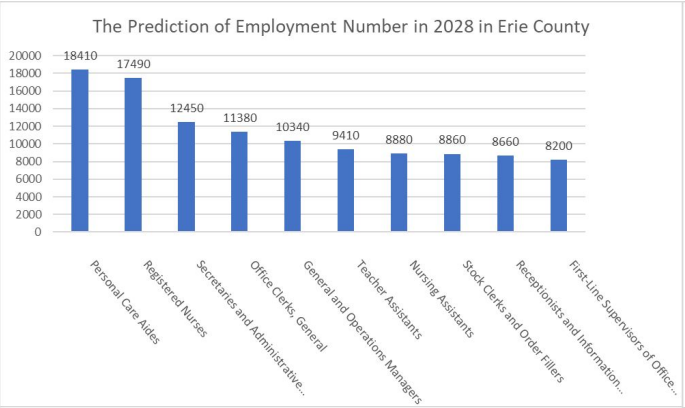


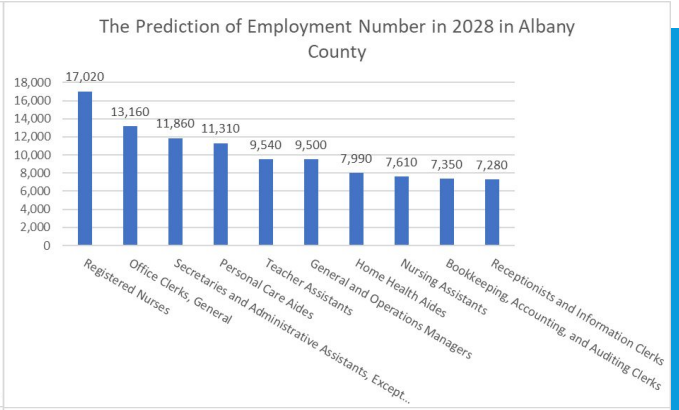


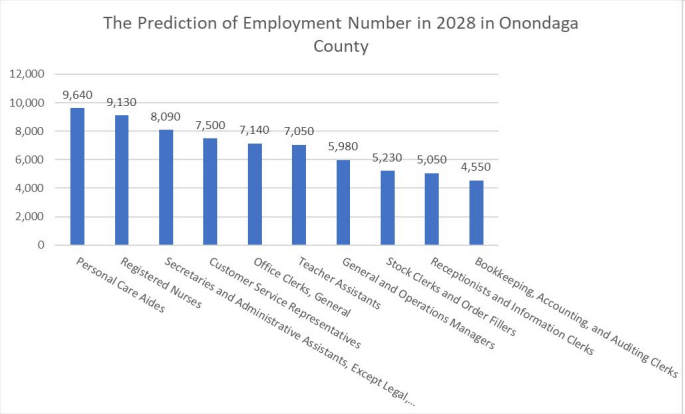


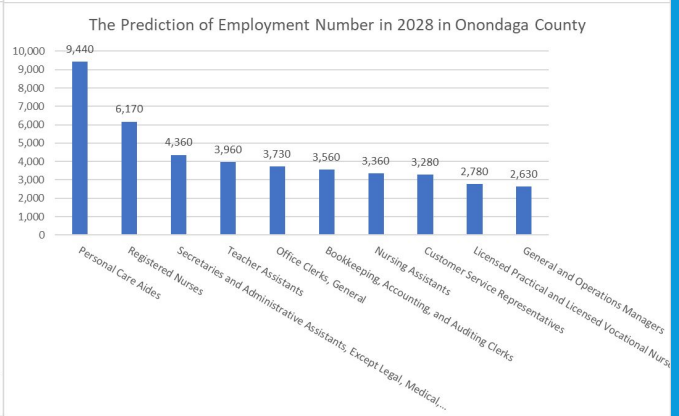
- **Home Health Aides** has the highest growth rate among all occupations in the future 5 years in all four counties.
- Among top 10 occupations with relatively higher growth rates, almost all of them are **healthcare-related occupations**
- To meet the future surge in demand for these occupations, JK can focus on **preparing a healthcare industry talent pool**.

BY ABSOLUTE NUMBER









- **Personal care aides and registered nurses** are two dominant occupations in all four counties.
- Besides healthcare-related occupations, **administrative roles** also take up a large portion of the job market.

Conclusion for Part 3

JK should prioritize the development on the healthcare industry talent pool to meet the future job market demand.

THANK YOU

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