

Competitor Analysis



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COMPETITIVE PROFILE MATRIX

Critical Success Factor	Weight	Naukari.com		Shine.com		Timesjobs.com	
		Score	Weighted Score	Score	Weighted Score	Score	Weighted Score
Brand Reputation	0.25	3	0.75	3	0.75	2	0.5
Market Share	0.2	4	0.8	2	0.4	2	0.4
Product Quality	0.15	3	0.45	2	0.3	2	0.3
Customer Loyalty	0.15	4	0.6	2	0.3	2	0.3
Product Range	0.1	4	0.4	3	0.3	2	0.2
Marketing	0.15	2	0.3	4	0.6	3	0.45
			3.3		2.65		2.15



Naukari.com

VISION

**create world class
platforms that
transform lives.
Delivering superior
value through
enhanced offerings**

**Hitesh Oberoi-
CoPromoter,
MD and CEO in
InfoEdge**

**Working across
functions and
businesses to
create
synergies**

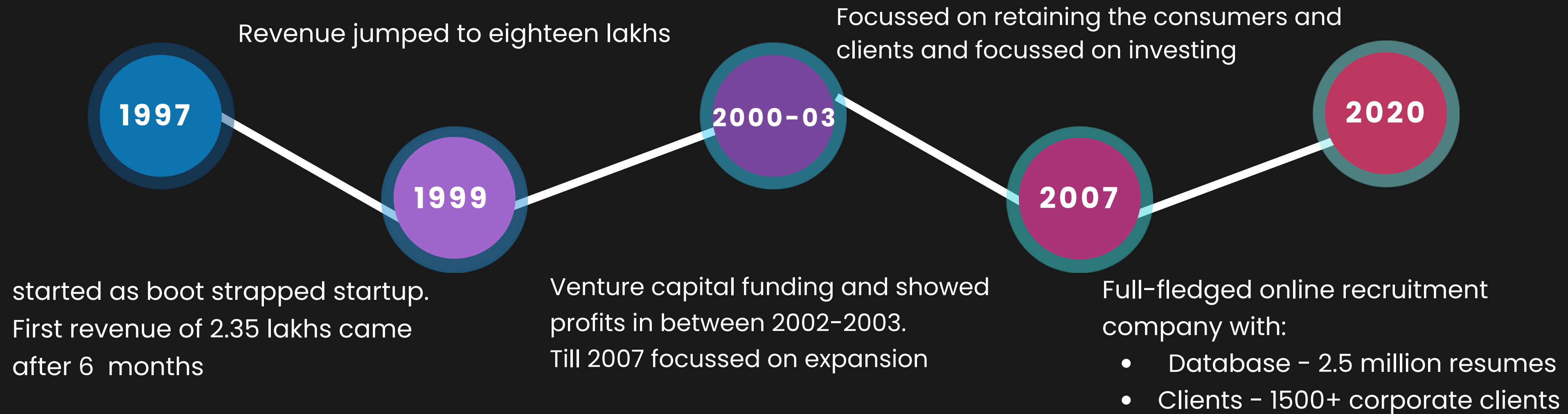
**3,569,343
unique visitors
28,554,744 page
views per day**

**Best brand recall
in terms of job
portals**

**First mover advantage
Huge database of
Potential employees
as well as employers**

**clear revenue
model since its
inception**

JOURNEY – ROADMAP



PORTER'S 5 FORCES



THREAT OF NEW ENTRANTS

Trust issues
Brand requires huge database



THREAT OF SUBSTITUTES

Companies like LinkedIn which is a social media for networking becoming slowly job portal



COMPETITIVE RIVALRY

Brand value
Market share around 60%



BARGAINING POWER OF SUPPLIERS

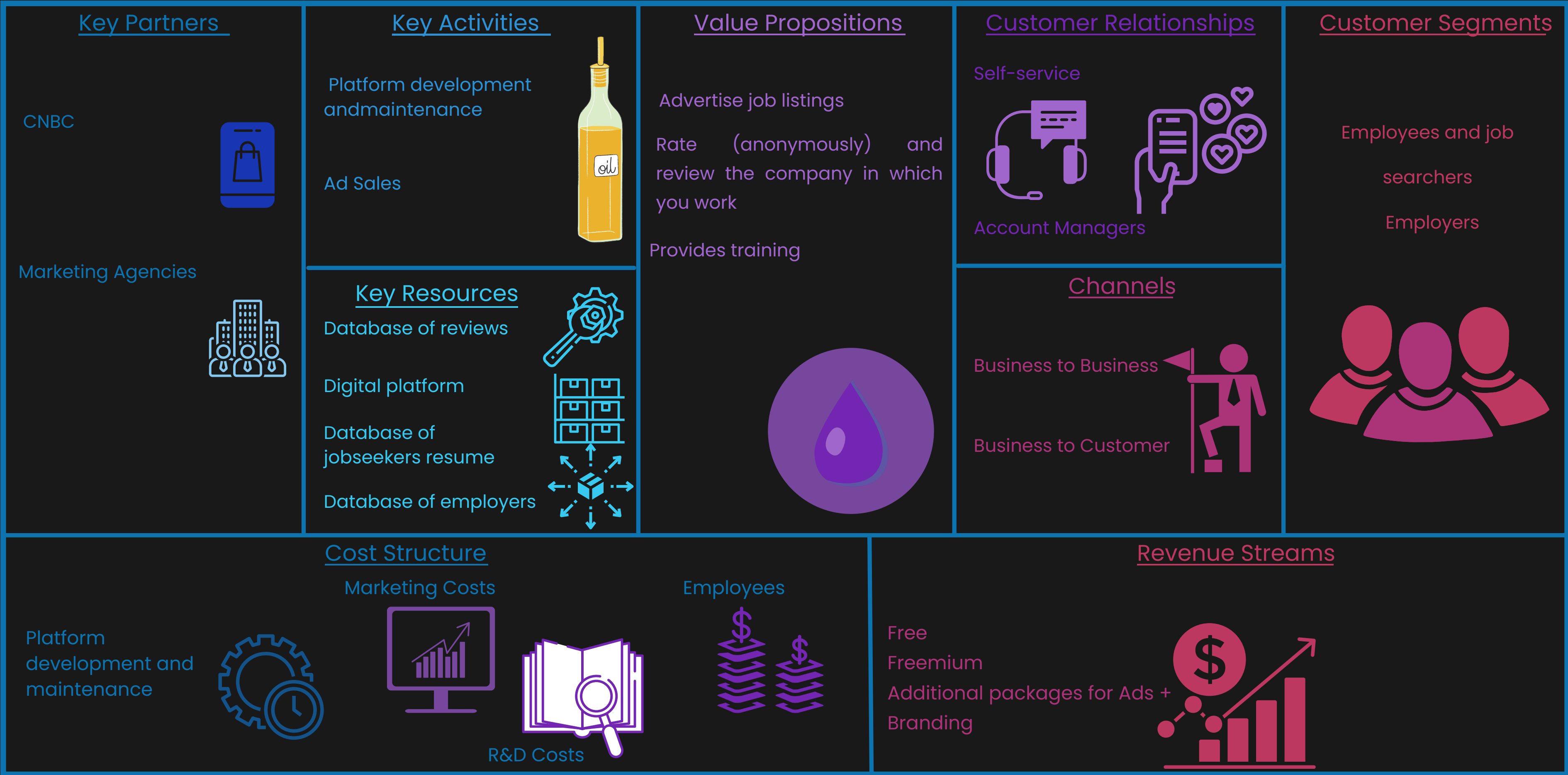
large no of companies
large number of job seekers



BARGAINING POWER OF BUYERS

competitors offering some free services
through direct referral

Business Model Canvas



SWOT Analysis

STRENGTHS



First Mover advantage
Site design better than its competitors
Large market share

OPPORTUNITIES



7.5 million urban indians are using Net
With new 5G spectrum rolling out may further increase the use of internet



WEAKNESS



Parent company into to other verticals
Less visibility of branding in portal

THREATS



More potential companies entry to market

REVENUE

B2B

- Product is RESDEX which provides end to end recruitment services to various corporate companies
- Services offered to the companies are like resume database excess, vacancy listing, email marketing, SMS marketing, etc.

B2C

- Company offers various services like resume writing, profile enhancement,
- Recruiter reach and some premium jobs to the job seekers

Naukri.com earns \$ 28,555 per day and estimated its value as \$ 30,839,400.

Naukri is an INR 300 billion brand.

70% of its parent company which is infodege revenues and 120% of profit come from Naukri.

MARKETING CAMPAIGNS

HariSadu-TVC

A grumpy boss expressing displeasure at his subordinate's work
Suggested that most people don't leave jobs. They leave bad bosses.

#MyKindaNaukri

Monday Blues

Indicates the personality of one who drags themselves to office on Monday
The one who goes peacefully is the one who loves his job

Millennials to Gen Z, it is important to re-discover the evolved motivations
Naukri.com conducted research to understand the changing perceptions, motivations and requirements

MARKETING STRATEGIES

SEO marketing

- Organic traffic is about 51.23%
- 26.7% of total traffic is coming from Search engine marketing and SEO contributes 96.16% of total searches
- Rest of the traffic to its website comes from a paid form of search engine marketing

Social Media Marketing

- Contributes about 1.25% of total traffic out of which Facebook has 70% of traffic
- Rest 30% comes from Twitter, LinkedIn, and YouTube etc.

Email Marketing

- Major part of the traffic is coming from India, which contributes of about 92%
- Rest of the traffic comes from U.S., U.A.E., Pakistan and Japan



GROWTH TACTICS

Resume writing

- Standout from the crowd with professionally written Resume by expert

Job search booster with referral

- Referrals increase chances by 5X
- Get access to the hidden job market
- Earn a job referral in a top company

Recruiter connection

Send a personalized message to recruiters hiring in your domain

- Send Customized messages to recruiters
- Get Exclusive recruiter recommendation
- Get Assured credit back for Unseen messages

Highlight profile

- Increase your profile visibility upto 3 times among recruiters hiring for jobs
- Become visible to more recruiters with Highlight service



THANK YOU!