

# Business Proposal Plan

To: BDC Capital

From: GlobalCareerConnect

Date: November 6, 2023

Subject: Proposal for the Establishment of "GlobalCareerConnect" - An Imaginative International Student Recruitment Agency for Employment in Canada

## 1 Introduction

We are excited to present a proposal for the establishment of "GlobalCareerConnect," an innovative international student recruitment agency focused on facilitating employment opportunities in Canada. Our mission is to bridge the gap between international students seeking employment and Canadian employers looking for diverse talent. With a strong understanding of the international student community, we aim to provide a unique platform that connects students with valuable employment opportunities and supports their transition into the Canadian workforce.

## 2 Background

Canada is home to a growing international student population, with over 800,000 international students studying in the country in 2021 [?]. However, many of these students face challenges when it comes to securing meaningful employment in Canada after graduation. Our research shows that a significant number of international students express a desire to work in Canada after completing their studies, and Canadian employers increasingly value the skills and perspectives that international students bring to the workforce.

Canada's immigration policies have also been shifting to favor international students, providing them with opportunities to gain valuable Canadian work experience through programs like the Post-Graduation Work Permit Program (PGWPP). The market for a service that connects international students with Canadian employers is ripe for exploration.

## 3 Proposal

GlobalCareerConnect aims to establish a comprehensive platform that connects international students in Canada with Canadian employers looking to hire talent with diverse backgrounds and international perspectives. Our services will include:

1. Job Matching: We will provide a user-friendly platform where international students can create profiles, upload their resumes, and search for job opportunities that match their skills, education, and career aspirations.

2. **Employer Partnerships:** We will build partnerships with a network of Canadian employers, ranging from small businesses to multinational corporations, to list job opportunities and offer internships or co-op programs for international students.
3. **Immigration Support:** We will collaborate with immigration consultants to provide information and support to international students on work permits, permanent residency options, and other immigration matters.
4. **Networking and Workshops:** GlobalCareerConnect will organize networking events, webinars, and workshops to help international students improve their job search skills, adapt to the Canadian work culture, and connect with potential employers.

## **4 Costs**

We anticipate initial costs of approximately 100,000 to launch GlobalCareerConnect. This budget will cover website development, marketing, legal and administrative expenses, partnerships with educational institutions, and initial staffing. We plan to allocate a substantial portion of the budget for marketing and outreach to attract both international students and Canadian employers to our platform.

## **5 Benefits**

The establishment of GlobalCareerConnect will yield several benefits, including:

- Providing international students with more opportunities to gain valuable Canadian work experience, enhancing their employability.
- Assisting Canadian employers in diversifying their workforce and accessing a pool of highly skilled international talent.
- Contributing to the growth of the international student community in Canada and the Canadian economy.
- Fostering cultural exchange and diversity within the Canadian workforce, promoting a more inclusive and global work environment.

## **6 Marketing Strategy**

Our marketing strategy will involve online and offline tactics, including social media marketing, partnerships with Canadian educational institutions, participation in international student fairs, and targeted email campaigns. We will also leverage search engine optimization (SEO) techniques to ensure our platform is easily discoverable by potential users.

## **7 Key Performance Indicators (KPIs)**

We will measure the success of GlobalCareerConnect through key performance indicators such as:

- Number of registered international students
- Number of job listings on the platform
- Successful job placements
- Employer satisfaction ratings
- Platform engagement metrics (user activity, page views)
- Revenue generated from premium employer services

## **8 Problems and Risks**

Launching GlobalCareerConnect comes with potential challenges, including competition from existing job platforms and the need to establish a strong network of employer partnerships. Additionally, we must stay abreast of changes in immigration policies and labor market conditions. To mitigate these risks, we will continuously adapt our services and partnerships to meet evolving needs and market conditions.

## **9 Conclusion**

In conclusion, GlobalCareerConnect aims to address a pressing need in the Canadian job market by facilitating the employment of international students in Canada. We believe that our platform will not only benefit international students but also Canadian employers seeking diverse talent. By connecting these two groups, we can contribute to a more inclusive Canadian workforce and boost the Canadian economy.

We appreciate your consideration of our proposal and look forward to the possibility of partnering with BDC Capital to make GlobalCareerConnect a reality. Your support will help bridge the gap between international students and Canadian employers, promoting diversity and enriching the Canadian job market.

Thank you for your time and consideration.

## **References**

Government of Canada, Statistics Canada. (2022, June 14). Index to the latest information from the census of population. This survey conducted by Statistics Canada provides a statistical portrait of Canada and its people. The census is a reliable source designed to provide information about people and housing units in Canada by their demographic, social, and economic characteristics, information from previous censuses is also available. Census of Population. Retrieved Nov 6, 2023, from <https://www23.statcan.gc.ca/census-recensement/index-eng.cfm>