**Business Case – HireHub**

**Introduction**

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| **Business Case Conceptual Structure** | **Definitions** |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenue; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Team No: 3**

**Application Name: HireHub**

*Business case should be documented by completing the table below (Answers column).*

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| **Category** | **BC Section** | **Questions** | **Answers** |
| WHAT? | **Product Overview** | *Give a brief description of the proposed software product.* | HireHub is a web-based job application, designed to facilitate the job search and recruitment process for job seekers and employers. It offers a comprehensive platform for job discovery, application management, and recruitment. |
| **Value Propositions** | What Customer business needs are we satisfying? | The application addresses the need for an efficient, streamlined job search and recruitment process by connecting job seekers with potential employers and providing tools for managing applications and job postings. |
| What value do we add to the Customers? | HireHub adds value by offering a user-friendly platform with real-time updates, advanced search and filtering options, comprehensive application management, and enhanced visibility for job postings. |
| **Type of Business Model** | What type of business model do we adopt? | The app adopts a Platform-as-a-Service (PaaS) model, generating revenue through job posting fees, subscription plans, resume database access, targeted advertising, and transaction fees |
| **Key Resources** | What Key Resources do our value propositions require? | Key resources include the MERN stack for development, AWS infrastructure (EC2 for hosting, S3 for file storage), a development team for front-end and back-end work, real-time communication services, and teams for sales and advertising. |
| What are our Distribution Channels? | Web application is the main channel, accessible via web browsers for both job seekers and employers, featuring customized user interfaces with functionalities specific to each group. The platform will have a responsive design to ensure accessibility and functionality across devices, including desktops and smartphones. Future integrations with external platforms may include social media networks and HR management systems to extend reach and enhance functionality |
| **Technology** | What technology will we use to build the product? | **Tech stack: M E R N**  **(MongoDB - Express - React – Node.js)**   * **Frontend**: React.js for building a dynamic and responsive user interface. * **Backend**: Node.js with Express.js for handling server-side logic and API management. * **Database**: MongoDB for flexible and scalable data storage. * **Cloud Hosting**: AWS EC2 for hosting the server and managing application scalability. * **File Storage**: AWS S3 for storing and managing user-uploaded files. |
| Is it a mobile or desktop application? | **Web application**: Accessible via web browsers and responsive across all devices. |
| **Known Prototypes** | What are the known prototypes of your product?  *Reference some known portals on the Internet that are like your product. You will use these prototypes for developing business and user requirements.* | List of Prototypes:  Similar platforms include LinkedIn (for job searching and networking), Indeed (for job postings and applications), and Glassdoor (for company reviews and job listings). |
| WHO? | **External Customers** | Who are our customers? | Job seekers looking for employment opportunities and employers seeking to recruit talent. |
| **External Suppliers** | Who are our Suppliers?  *Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.* | 1.Cloud Service Providers: AWS (Amazon Web Services) for cloud infrastructure, including EC2 for hosting, S3 for file storage, and DocumentDB for database management.  2.Payment Gateway Providers: For processing payments related to subscriptions and premium services, we may integrate with one of the following third-party payment gateways: Stripe, PayPal, Square, or Razorpay.  3.External System Integrations: In the future, we may integrate with HR management tools such as Workday. |
| **Internal Stakeholders** | Who are our internal Stakeholders?  *Do we need a product development group?*  *Do we need a sales group?*  *Do we need a finance group (accounts payable, receivable)?*  *Do we need a customer support team?*  *Do we need an advertising management group?* | Internal stakeholders include the project managers, Sales group, Finance group and Customer support team, Advertising Management Group.  A development group is essential for building and maintaining the platform.  Sales Group: Needed for acquiring new employer clients, managing subscription plans, and maintaining client relationships.  Finance and customer support teams are needed to manage platform operations and user issues. Advertising Management Group**:** Needed for managing ad sales, designing ad campaigns, and optimizing ad revenue. |
| WHY? | **Expected Benefits to the Customer** | Why do we believe our new products will be better than those already existing on the market? | HireHub offers a curated, user-focused experience with advanced features such as real-time updates, comprehensive application management, and enhanced job matching capabilities, specifically designed for job seekers and employers. |
| Why would the Customers want to use our system? | Customers are attracted for its efficient job matching, comprehensive application tracking, user-friendly interface, and added features like career resources and targeted job alerts. |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system use scenario for the External Customers? | External customers: Job seekers will use the app to search for jobs, apply for positions, track application statuses, and access career resources. Employers will use the platform to post job listings, manage applications, and view candidate profiles. |
| What is the main system use scenario for the Internal Users? | Internal users (admins) will manage user accounts, oversee job postings, monitor platform stability, handle support requests, and generate performance reports. |
| **Revenue Generation, Revenue Streams** | How will we make money?  *Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.* | Revenue will be generated through job posting fees, subscription plans for premium employer services, paid access to resume databases, targeted advertising, and transaction fees for premium features and services |