

recruit2suit

John O'Reilly, after leaving college in 1995 with a Business degree, went to work in a large bank, working there for six years. He was quickly promoted to the Human Resources department where part of his job was to engage new staff for the bank. During this time John gained considerable experience of, and skills in, the recruitment area. He believed that the Irish economy was entering another boom period and this would encourage businesses to expand and increase their staff numbers. He decided to become his own boss and to set up his own recruitment agency. John felt he had a lot of fresh ideas and that he could make a success of this business.

Having completed extensive market research, John became more aware of the challenges facing him. He sought help from bodies promoting and developing enterprise. They offered support and advice in finance, management and, particularly, marketing. They recommended that summaries of these areas should be included in his 'business plan' as an aid to defining the proposed business and to gaining financial support. He spent considerable time preparing this document and it helped him secure a substantial loan from a bank.

John started his business in a local business park, initially employing four staff. He invested heavily in 'state of the art' Information and Communication Technology. Four years later, John is the owner of a very successful and profitable business. He now has leased offices in the same business park and employs twenty two staff vetting applications and recommending suitable candidates to employers.

John suspects, however, that his business is too heavily dependent on recruitment and is investigating other opportunities for the security, survival and success of the firm in the longer term. This rethink has been further encouraged by a request from a multinational company for his firm to provide services for its large worldwide Research and Development facilities.

1. Describe the entrepreneurial qualities/characteristics displayed by John in this Case Study. (6)
2. John prepared a business plan when looking for his first bank loan.
 - (i) Why was completing market research important? (3)
 - (ii) Set out the marketing section of this plan using three relevant headings. (9)
3. Describe what other opportunities John could explore. What are the implications of each of those for the business. (12)