1. Name, Location, & Nature:

The name of the service business will be accounting staffing services. Its location will be at 3rd Street, White Bear Lake, Minneapolis.

The nature of the business will be providing accounting staffing service to business in Minnesota.

2. Self-Analysis: I have a graduate degree with specialization in personnel management and accounting. I have knowledge of recruitment. Further, I know several accountants in large firms in Minnesota and they are likely to give work to me. There are other staffing agencies in Minnesota but they provide staffing services of for all types of personnel. Most are not specialized in providing accounting staff. I also have contacts with my class mates and other accounting alumni which provide me with a pool of applicants I can use.

I also have the ability of scanning and selecting applicants, interviewing them, checking references, and short listing those that meet the specifications of the customers.

3. Customer Analysis:

Since, I intend to specialize in accounting staffing; my potential customers will be large accounting firms in Minnesota. These accounting firms also have persons who are known to me because some are my classmates, others belong to alumni network, and others are known to me because of my social networking.

The potential customers I can serve are: McGladrey, LLP at Nicollet Avenue, Olsen Thielen & Company, at Long Lake Road, Kern, DeWnter & Viere, at American Blvd. W, Ste. and CliftonLarsonAllen LLP.

These are top accounting firms in Minnesota which have accountants who are known to me. The benefits these firms seek is the short-listing of applicants who exactly match their requirements. The market I intend to enter consists of between four and five high standard accounting firms. The label is Reputed Accounting Firms. The total demand for accountants with a CPA degree in Minnesota is annually is between 750 and 800. My target currently is to place 40 accountants in the four companies that I have targeted. I intend to earn approximately $60,000 annually.

4.

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| **Main Competitors** | **How They Compete** |
| 1st Recruiter | Reputation, and Reliability |
| Abc Employment Service | Low-Price, and Reliability |
| Dennhardt & Associates Inc | Low-Price and Reliability |
| Spectrum Staffing | Personal Approach, and Reputation |
| Resource Search, Inc. | Reliability, and high quality |

5. I contacted accountants who are known to me in Minnesota in the four firms described above. Each of my contacts told me that there is recruitment in their companies and that I should contact specific persons in their companies to get work for staffing of accountants.

Further, in each of these companies there are some staffing agencies that are already operating? The names of the staffing agencies who will be my competitors along with their method of operating have been provided to me by my contacts in these accounting firms. In other accounting firms there will be other staffing agencies that will be providing services.

From my experience in recruitment, I know that these four accounting firms are enough for opening my staffing service. In future if I employ more people, then I will be required to approach several other accounting firms, contact more people, and build a reputation for high quality at reasonable price. The large accounting firms are seeking short listed applicants who fit their specifications exactly. They do not want to receive applicants who are unsuitable for their companies. My service will not only short list applicants on the basis of their qualifications, skills and abilities but will also assess if the applicant fits the culture of the firm where I intend to place him. This will lead high quality results and help build my reputation

6. The marketing environment. The political factors that I need to consider are that tax registration and the registration of my staffing agency. New business registration has to be completed before I can commence business.

The economic factors are that Minnesota is an area which has the highest proportion of people who are employed. This may make it difficult to get persons who are out of jobs or are willing to change jobs.

The social and cultural factors relevant to my business is that several of my class mates and alumni who are working in accounting firms think positively of recruiting through staffing agents. There is a positive attitude towards staffing agencies in accounting firms.

The technological factors are that I am able to keep in touch with my contacts and friend in accounting firms through social networking. This has enabled me to keep in touch with so many friends in the profession.

The legal requirements are that there should be registration in accordance with Minnesota and Minneapolis law. Further, registration will also be required for income tax.

The non marketing costs include the cost of renting office, internet connection, telephone, and car costs.

References:

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(3)Recruitment and Selection Revised Edition

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