**Product Market Matrix**

Accounting Staffing Services in Minneapolis

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| --- | --- |
| **Competitors** | **Segments** |
| * Ambrion * Minneapolis Parker + Lynch * Salo | Large Corporations |
| * The SkyWater Search Partners Accounting and Finance * Versique * Minneapolis Accounting Principals | Large Accounting Firms |
| * Minnesota Staffing and Recruiting Agency * Kelly Services * Kforce | Small Accounting Firms |

The product market matrix shows the three segments for Accounting Staffing Services in Minneapolis. The first column shows the competitors for the services that I plan to offer. The second column shows the three segments of the market for Accounting Staffing Services. My target segment has been colored in yellow. This is the segment of large accounting firms in Minnesota.

The service that I will provide is providing accounting staffing service to large accounting firms in Minnesota. I have selected this service because I have a graduate degree with specialization in personnel management and accounting. Further in my network there are several contacts in large accounting firms in Minneapolis. These contacts will help me get work in Minneapolis. Further, I have skills and abilities that will help be select the best applicants. This represents my competitive advantage

The service will be delivered by me personally. I am qualified and trained to match applicants with the requirements of accounting firms. The Physical Environment in which the services will be provided will the premises of large accounting firms in Minneapolis.

The process through which the service will be provided is that I will receive specifications from four large accounting firms in Minneapolis. After receiving the specifications, I will search for suitable applicants from my pool of applicants, fresh graduates, and accountants in firms who are seeking a change. I have computer software that compares 35 attributes of applicants with the specifications provided by the accounting firms. The software will generate a list of applicants whose resumes will be compared by me manually again with the specifications provided by the accounting firms. Next, I will interview the applicants based on my shortlist and make sure that each applicant fits exactly with the requirements of accounting firms. After interviewing, I will prepare the final short list and deliver it to the accounting firm. When the accounting firm calls applicants for interviews, I will check with the applicants and ask them to attend the interviews. I will follow up this process till applicants provided by me are selected and my charges are paid by the accounting firm.

Mission of my business:

I provide the best accounting personnel to accounting firms in Minnesota. I match the best talents with requirements of accounting firms so that they have the best human resources at the shortest possible time.

General Objectives/Goals:

By the 29th February 2016, I intend to place 40 accountants in the four companies targeted by me. The average revenue from each of these placements will be $3,000. The total revenues by 29th February will be $3,000 X 40 = $120,000. $60,000 will be the costs incurred by me leaving me with annual earnings of $60,000.

References:

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