

# HIRE ME!

HIRE ME Ltd

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## 1. ELEVATOR PITCH

Generational unemployment is a significant issue resounding in Western Sydney Australia. This issue causes economic hardship both on local and state governments together with an impact on contemporary youth whom increasingly are becoming disconnected from greater society. This implicates the community of Sydney and if left un-managed, will grow exponentially.

For unemployed citizens whom have difficulties entering/re-entering their desired industry, HireMe! offers an innovative program for training citizens whom have a shortage of skills and experiences.

## 2. INTRODUCTION

As the Youth unemployment rate in Sydney continues to increase annually through the development of technology and education. The term 'youth' refers to an individual's age range between 15-24 years old (Fuller, 2015). Based on the latest resource, the youth unemployment rate is particularly high in Western Sydney, reaching 17% in 2014. The youth unemployment in Parramatta alone is almost three times higher than the wealthier suburb in Sydney. Professor Phillip O'Neill found out that the main cause for high unemployment is lower rate of education, qualifications, and workplace experience. Professor Lewis stated that "employers increasingly want people with skills and experience" and that is a challenge for young people.

Youth unemployment should be considered seriously as it could consequently result in a variety of scenarios. Firstly, the economy may be affected since a high proportion of young people are unemployed; if they do not have income, it will result in a fall in

aggregated demand thus leading to a recession in this economy. Secondly, if an individual cannot fulfil the requirements for a job or is unemployed, this may lead to such debilitating conditions as depression and anxiety. Those emotions will reduce an individual's self-esteem, confidence and capability to find a job. Thirdly, the large number of unemployed youth may affect the next generation of youth education. For instance, the youth unemployment rate is 11 per cent in western Sydney, which is above the national unemployment rate. Professor O'Neill states that the high youth unemployment rate is partly due to a lack of education - most teenagers in the area do not think about university because their parents did not participate, and they often reproduce this behaviour.

'Hire Me' is a company that is committed to training those unemployed individuals whom lack the capability, skills and experience to enter their desired industry. This company will attempt to use limited resources to achieve the best effective results for those unemployed stakeholders. 'Hire Me' is designed to provide services including teaching fundamental skills such as accounting, customer service relations, IT/Networking, administration, traffic control/labour and hospitality. Embedded in the course is a range of internship opportunities allowing the individuals to gain regular industry experience in a variety of workplaces. Furthermore, trainees consolidate their learning experience and knowledge by tutoring the next batch of students whom take part in this program. This program allows an individual learn, experience and consolidate their knowledge in a modern day social environment - leading to an increased chance of employment in their desired industry.

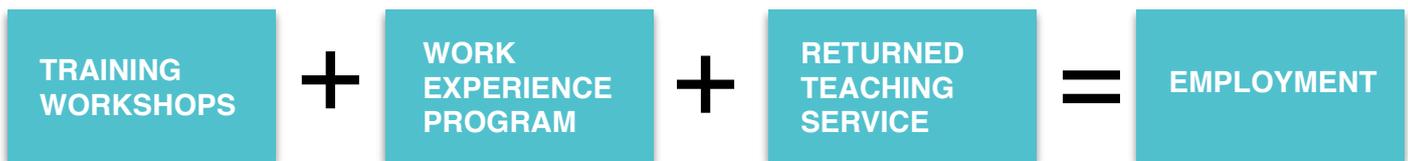
'Hire Me' is a profitable company that uses an effective approach in training citizens in order to reduce the generational unemployment in Western Sydney - promote a sense of the shared economy.

# SERVICE SOLUTION

TRAN MY LINH NGUYEN

### 3. SERVICE SOLUTION

HireMe! provides an innovative and unique solution to alleviate the wicked problem of youth unemployment. HireMe! tackles the root causes of youth unemployment directly by providing the customers with practical skills and working experience. HireMe!'s revolutionary share economy system is also created to mitigate the problem of low affordability.



**Figure 1: Youth Employment, Leadership & Empowerment Program**

Customers coming into our institution will be taught and guided by our qualified teachers. These teachers will train our student to have the practical skills required in the workplace during the period of one semester (six months). Through our partnerships with newly – developed companies, we will guide the students into having internships and apprenticeship so they can gain adequate experience.

Students can opt to repay their fee of purchasing our service through being our part-time or casual teachers for the new batch of students in the next two semesters. Their salaries will be the repayment of their debts. This type of service is to ensure the affordability of HireMe! to those who come from low-level of income background as it lets them to not pay the fee upfront. Students who opt for this method will have additional classes during their semester to be trained to be effective teachers for the next batch of student. This system forms a cyclical cycle and replicates the interdependent market segments characteristic of share economy model.

# SERVICE SUSTAINABILITY

PO TUNG CHAN

#### 4. SERVICE SUSTAINABILITY

As a share economy business, HireMe! gains the competitive advantage of market positioning that offers lower operation cost compared to the traditional market and maintains high-quality service provision through our qualified teachers. In a long-term scale, HireMe! assists urban sustainability in Sydney, particularly in the economic factor. HireMe! generates opportunities for the low-skilled and/or low income-earner unemployed youths to learn fruitful practical skill to get their potential professions. Therefore, HireMe! differs from its few competitors as it is more accessible and flexible in terms of provision of service.

To ensure that our services are of high quality, we verify that the teachers are qualified. Students who opt to repay their fee by being our teachers must be able to pass our specialised practical and theoretical test in order to be eligible for the special repayment scheme.

We applied for the TESOL qualification from ELT Centers and the government approval certificate from CRICOS. Therefore, the quality of our services can be accredited. Apart from the accreditation, our company will associate with English-Australia, Australian Council for Private Education and Training (ACPET) and Australia Future Unlimited in the visible future to guarantee that our students not only can enhance their practical skills whilst studying in our institution, but also achieving notable work experiences. As a result, HireMe! will be able to reduce the youth unemployment rate efficiently.

# **BUSINESS MODEL**

**ALEXANDER MURPHY**

## 5. BUSINESS MODEL

### 1.0 Customer Segment

HireMe! is a training agency which caters services to a specific group of disadvantaged customers facing similar needs. Through niche marketing, HireMe! provides additional education programs for unemployed youths whom wish to enter/re-enter a particular industry. These industries are IT Networking, Administration, Accounting, Customer Service, Hospitality, Traffic Control and Labour operations.

### 2.0 Value Proposition

HireMe! creates and delivers performance value to its trainees through the provision of interpersonal learning environments whereby learning modules are applied in real-time situations. Embedded work-experience programs allow customers to further apply their practical skills at a variety of companies throughout their program - building a strong resume portfolio to improve employability. At the conclusion of the program, customers return and educate the next cluster of students; this allows the individual to consolidate their knowledge and experiences without the pressures of assignments and examinations. Through teaching the next cluster the individuals are gradually repaying their debts associated in accessing this service.

### 3.0 Channels

#### 3.1 Awareness

Awareness for HireMe! is raised through registered employment providers within the Department of Human Services Australia (Centrelink). In advertising this service, HireMe! will be listed on the 'Australian JobSearch' register, the 'myFuture' program list. HireMe! will be publicised through a company website which enables regular blowing and encompasses social media awareness.

#### 3.2 After Sales

Throughout the program, students will be encouraged to provide feedback for ways in which the service can be better developed.

#### 4.0 Customer Relationship

HireMe! is a community orientated service which promotes an on-going relationship between trainees, facilitators and peers. A community orientated approach is embedded within the program ensuring that students regularly connect with peers and facilitators in a manner that reflects a contemporary business environment. Such an approach makes certain that trainees are retained within the program and allows open communication to constructively improve an individuals communication skills.

#### 5.0 Revenue Streams

HireMe! operates on a repayment scheme whereby trainees are provided education and experience in return for 6 months of returned service. This allows individuals from a low socio-economic background to purchase our service. This service is a fixed cost which is subsidised by the Australian Governments FEE-HELP scheme allowing students to study now and pay later.

#### 6.0 Cost Structure

HireMe! requires particular fixed costs in maintaining its operation within the training industry. These include trainer salaries, business complex rent within Parramatta and a series professional liability insurances needed to protect trainers, trainees and the HireMe! company. As a value driven service, HireMe! prices its service at the lowest possible price to increase its potential adoption among the Western Sydney Economy - whilst still considering all fixed costs.

## 7.0 S.W.O.T Analysis

<b>strengths (internal)</b>	<ul style="list-style-type: none"><li>• Embedded Work Experience Programs</li><li>• Practical Based Learning</li><li>• No examinations</li><li>• Reduced Costs for Returned Servicing Learners</li><li>• Effective for Industry Reconnecting Citizens</li><li>• Variety of industry exposure</li><li>• Centrelink referrals scheme - constant cash flow</li><li>• Industry that will continue to grow with unemployment and citizen re-skilling</li><li>• Fee Help Study Assistance</li></ul>
<b>weaknesses (internal)</b>	<ul style="list-style-type: none"><li>• Implementing online programs to further enhance program</li><li>• Reducing fixed costs in buildings, resources and licensing fees</li><li>• Creating a complex program that depends on complex theoretical elements - simple is key</li><li>• Lack of reputation in the training industry</li><li>• Formalising returned learning scheme to provide sufficient revenue to meet breakeven target</li></ul>

**opportunities  
(external)**

- NDIS scheme introduced into Australian legislation
- Change in Centrelink allowance schemes
- Closure of CRS Australia in February 2015
- Alternative service providers focus on theoretical programs with embedded examinations
- Increase need for programs to suit chronically unemployed citizens
- New legislation to minimise citizens dependant on benefits
- Program embedded with a variety of work experience programs to build resume
- Harder for people to attain unemployed benefits
- Low end provider - different to tafe

**threats  
(external)**

- Providers may prefer other training organisations thus refer clients to competitors
- Theoretical online providers may swoop potential clients into diploma or other certified courses
- Change in Government legislation may impact cashflow or available startup grants for disability providers thus limiting potential programs
- Location will need to be centralised and formatted to provide infrastructure for ailed and dependant trainees.

## 8.0 P.E.S.T Analysis

<b>political</b>	<ul style="list-style-type: none"><li>• NDIS funding initiative</li><li>• changes in welfare benefit schemes</li><li>• Startup fundings for training organisations</li><li>• Changes in routes to access welfare</li><li>• 2015 Small Business Tax Threshold for investments under \$20,000</li></ul>
<b>economic</b>	<ul style="list-style-type: none"><li>• Ageing population over the next 20 years</li><li>• New airport in Western Sydney</li><li>• Construction of largest Industrial Area in the Southern Hemisphere in Wetherill Park</li><li>• Sydney's WestConnex road project</li><li>• Sydney Metro rail network construction</li><li>• chronic unemployment rate - harder to get jobs without skilled experience</li><li>• Pupils need higher training experience, more contacts<ul style="list-style-type: none"><li>- not just theoretical skills</li></ul></li></ul>

## **social**

- “Closing the Gap” between Indigenous and Non-Indigenous Populations in labour force participation
- Improving labour Participation rate of low socio economic households
- Minimising Generational Unemployment
- Reducing Long Term Unemployment
- Improving levels of Skilled based learning

## **technological**

- Cloud computing advancements
- SWIFT programming technologies
- Artificial Intelligence website development interfaces - The Grid
- Rise of social media
- Cloud accounting programs - XERO, MYOB
- Remote working programs

# TARGET MARKET

JIAO QIAO-JOYCE

## 6. THE MARKET

The main stakeholders are Australian unemployed youths and our partners which are newly-developed small businesses that need very low-cost employees.

### APRIL 2015 KEY FIGURES

	Mar 2015	Apr 2015	Mar 15 to Apr 15	Apr 14 to Apr 15
<b>Trend</b>				
Employed persons ('000)	11 705.9	11 725.0	19.1	1.6%
Unemployed persons ('000)	768.0	767.5	-0.6	5.7%
Unemployment rate (%)	6.2	6.1	0.0pts	0.2pts
Participation rate (%)	64.8	64.8	0.0pts	0.1pts
<b>Seasonally Adjusted</b>				
Employed persons ('000)	11 727.5	11 724.6	-2.9	1.5%
Unemployed persons ('000)	762.5	769.5	7.0	7.4%
Unemployment rate (%)	6.1	6.2	0.1pts	0.3pts
Participation rate (%)	64.8	64.8	-0.1pts	0.1pts

5.1

Figure 2: 620.0 - Australian Labour Force, (ABS, 2015)

### 6.1 UNEMPLOYED YOUTH IN SYDNEY

Unemployed youth in Sydney will be benefitted the most from the scheme delivered by HireMe!.

HireMe! tackles the main causes of youth unemployment in a direct and efficient manner whilst still ensuring its affordability to ensure the service can be consumed by the majority of the target market.

## **6.2 PARTNERS: NEWLY DEVELOPED SMALL BUSINESS**

These stakeholders are affected by our business directly as they are looking for skilled and high work performance employee resources that will be met in our strict and high quality talent output system. Accordingly, our business will be affected by the stakeholders as our business performance has been largely based on their human resource requirements and their use of our talent output services to create profit.

# COMPETITIVE ENVIRONMENT

JIAO QIAO-JOYCE

## **7. COMPETITIVE ENVIRONMENT**

### **6.1 HIREME! INSPIRATION**

As a share economy business, HireMe! establishes up a new link between unemployed youths and the companies in need of employees with a high skill and low cost. This institution offers the youths who graduate from this training centre better possibilities to find desired jobs than ever before.

### **6.2 COMPETITIVE ANALYSIS**

An organisation needs to have a solid understanding of its competitors strengths and weaknesses in order to succeed in its particular industry. The competitors that our company is up against would be direct competitors such as traditional training institution like TAFE and substitute competitors such as online training courses such as Velpic, which may offer a more competitive product to meet consumer needs.

### **6.3 COMPETITIVE STRATEGY**

Although these training institutions are deemed to be attractive as a result of meeting market expectations, our business has a competitive edge of market positioning that offers lower operation cost compare to the traditional market and maintains high quality service by our qualified teachers. This may increase customer recognition to our company as they spend less and receive well-controlled level of quality training thus creates greater confidence in our product. share and good reputation from

## 6.0 COMPETITIVE ENVIRONMENT



**Figure 6.3: Five Forces that Shape Industry Competition**

Based on 'Figure 6.3 The Five Competitive Forces That Shape Strategy', HireMe! may not be able to obtain breakeven in a short period because we are new to the market. However, the services that we offer are unique to other businesses in the market. In a long-term time frame, the unique features of our company will help us to minimise large amount of costs incurred by traditional fixed costs, e.g. training costs and working environment costs. In such way, HireMe! has confidence to compete within the market as a cost leader.

# TEAM CAPABILITIES

KRISENTIA TEDJA

## 8. TEAM CAPABILITIES

### **Alexander Murphy - CEO**

Alexander Murphy is the CEO of HireMe!. He earned his Bachelor of Business and Bachelor of Engineering degree from University of Technology, Sydney. With his innate leadership skill, he is overseeing the organisation as a whole and directing the staffs to generate effective problem-solving actions.

### **Krisentia Tedja - Senior Vice President, Operations**

Krisentia Tedja is HireMe!'s senior vice president. After achieving Bachelor of Business degree from University of Technology, Sydney, Krisentia joined HireMe!. Through constantly and meticulously evaluating the efficiency of our services, Krisentia ensures the services provided by HireMe! efficaciously meet the needs of our customers.

### **Po Tung Chan - Senior Vice President, Accounting and Finance**

Po Tung leads the accounting and finance operations of HireMe!. She is a Bachelor of Business graduate from University of Technology, Sydney. Her thorough consideration and perceptive decision-making ability keep the company profitable whilst still making our services affordable to those to require them.

### **Tran Mỹ Linh - Senior Vice President, Human Resources**

Linh is in charge of the Human Resources department in HireMe!. She attained her Bachelor of Business degree from University of Technology, Sydney. She is a natural skilled influencer and works through a collaborative approach. Her qualities enable her to work well with the staffs and gain commitment from the employees.

### **Sammy Li Yuting - Senior Vice President, Marketing**

Sammy is the head of the marketing department in HireMe!. She is a University of Technology, Sydney graduate in Bachelor of Business. Sammy's critical thinking ability allows her to assess which methods are exceptionally effective in raising the potential customers' awareness of HireMe! and maintaining the high satisfaction rate of our existing customers.

### **Joyce Qiao - Senior Vice President, IT Coordinator**

Joyce is the senior vice president of HireMe!. She earned her Bachelor of Business degree from University of Technology, Sydney, majoring in Economics and IT. Her vast knowledge and perseverance in solving problems enable her to ensure the daily activities and tasks of HireMe! are running smoothly through the use of cutting-edge technology.

# LEGAL & REGULATORY

TRAN MY LINH NGUYEN

## 9. LEGAL & REGULATORY

HireMe! has the business structure of a company. It is a separate legal entity and its shares are to be sold to investors. This allows for equity financing such that the starting up process of the business is more efficient. The founders of HireMe! will also be part of the investors with the intention of maintaining the control of the business operations and decision-making processes.

HireMe! will be registered with the Australian Securities and Investments Commission (ASIC) and the members of the board of directors are to comply with legal obligations under the Corporations Act 2001. Following the regulations in Australia, HireMe!'s services will be registered for Goods and Services Tax (GST) and an annual company tax return is to be lodged with the Australian Taxation Office (ATO) to fulfil its tax obligations.

Being a newly established company will entail higher set-up annual fixed cost than other business structures, HireMe! is projected to generate the highest profit if it is created in the form of company, as opposed to partnership or sole trader. By allowing investors to support equity financing, HireMe! will be able to gather more resources and thus yielding higher returns in turn.

# VISION & MANIFESTO

XARIA CHAN

## 10. LEGAL & REGULATORY

Our vision is to assist individuals in Western Sydney who are unable to work, but have a desire to enter/re-enter a particular industry.

### **OUR MANIFESTO**

#### ***"FIXING YOUR BROKEN PATH TOWARDS A BRIGHT FUTURE"***

To implement our Vision and Manifesto statement, our institution aims to develop a social connection with our trainees instead of the traditional distanced relationships seen between teachers and students in contemporary universities. Reducing the generational gap between teachers and student can inspire trainees to become a more passionate professional learner within the program. Meanwhile, our shared economy concept of returned learning will allow this institution's initiative to be more cost effective and achievable for a wider adoption.

# SCALABILITY & IMPLEMENTATION

KRISENTIA TEDJA

## 11.1 FEASIBILITY

The total start-up cost for HireMe! is \$976,245.00. The breakdown of the start-up cost is provided in the figure below:

Required Start-Up Funds	Amount	Totals
<b>Fixed Assets</b>		
Real Estate-Land	\$ 163,526	
Buildings	-00	
Leasehold Improvements	10,000	
Equipment	61,500	
Furniture and Fixtures	6,000	
Vehicles	-00	
Other Fixed Assets	-00	
<b>Total Fixed Assets</b>		<b>241,026</b>
<b>Operating Capital</b>		
Pre-Opening Salaries and Wages	562,866	
Prepaid Insurance Premiums	30,000	
Inventory	-00	
Legal and Accounting Fees	49,500	
Rent Deposits	16,353	
Utility Deposits	2,500	
Supplies	2,000	
Advertising and Promotions	20,000	
Licenses	50,000	
Other Initial Start-Up Costs	-00	
Working Capital (Cash On Hand)	2,000	
<b>Total Operating Capital</b>		<b>735,219</b>
<b>Total Required Funds</b>	<b>\$</b>	<b>976,245</b>

Figure 11.1 Breakdown of Startup costs

The projected sales are made under the assumptions that HireMe! takes in 500 students per year.

Products and Services	Assumptions
<b>Product/Service A</b>	
Price Per Unit	\$ 2,690.00
Variable Cost Per Unit	\$ -00
Gross Margin Per Unit	\$ 2,690.00
Projected Unit Sales	
Seasonality Factor	
Year One	
Year Two Growth	25.00%
Year Three Growth	25.00%
Overhead Exp Allocation	50.00%
Projected Revenue	\$ -00
Variable Costs	-00
Gross Margin	-00
Overhead Expenses	976,245
Profit	(976,245)
Breakeven Sales Revenue	\$ 976,245.00
Breakeven Sales Units	363

Figure 11.2 Projected Sales Volume

## 11.2 SCALABILITY

We plan to hire a psychologist to scale up our services as it enables us to more likely to mitigate the root internal causes of unemployability, such as anxiety, depression and other disorders which hinder the individuals from being able to work. We also plan to expand our services to be able to reach unemployed youths in other state capitals in Australia.

## 11.3 Risk and Rewards for Investors and Other Stakeholders

HireMe! uses equity financing to start up the company. Investors who purchase our shares will receive annual dividends as their returns. If HireMe! continues to expand, the investors are rewarded with higher returns. However, if HireMe! is unable to develop into a large organisation, investors are exposed to the risk of achieving a loss.

The government is helping HireMe! in funding. Through supporting our organisation, we will alleviate the further impacts of unemployment, thus helping the government in reducing the scale of social issues in Sydney. But if HireMe! fails to deliver its objectives, then government will be wasting money which should have been allocated to a more substantial cause.

# RECOMMENDATION

YUTING LI

## 12. RECOMMENDATION

The following recommendations have been made for the implementation of the business entity HireMe! :

- The HireMe Ltd business is established in Parramatta, NSW
- The business will provide training in in the following 6 industries: IT Networking, Administration, Accounting, Customer Service, Hospitality, Traffic Control and Labour
- The business will provide work experience programs that are embedded in within the course
- The business will ensure that trainees will return a minimum of 6 months teaching aid
- The business will make a profit after 363 students have concluded their program.

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# APPENDICES

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