Competitor Analysis Report
For ABC Recruitment Limited

The information contained in this document has been taken from a completed project, however to respect our clients confidentiality we have removed all names and other specific information

Executive Summary

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1. **Introduction**

Knowing your competition is absolutely critical for every business.

Competitor analysis is the science of analyzing the competitive environment in which your business operates, including strengths and weaknesses of the businesses with which you compete, strengths and weaknesses of your own company, demographics and desires of marketplace customers, strategies that can improve your position in the marketplace, impediments that prevent you from entering new markets, and barriers that you can erect to prevent others from eroding your own place in the market.

Competitive analysis has long been a cornerstone of overall competitive strategy for multinational conglomerates and SME’s alike. Moreover, business experts note that competitive analysis transcends industry areas, indeed, the practice is deeply relevant to all industries.

Trinity Square Research will include the following in this report:

- An overview of the market
- Who are your local competitors?
- What customer needs and preferences are you competing to meet?
- What are the similarities and differences between their products/services and yours? What are the strengths and weaknesses of their products and services?
- How do their prices compare to yours?
- Recommendations for improvement
2. Project Brief

ABC Recruitment has the opportunity to rent further office space in their current building. Before making this decision, which would involve committing to a further five year lease and engaging further staff, the company have asked Trinity Square Research to carry out competitor analysis on their prime local competitors, to help them assess their potential for growth.

Accordingly, Trinity Square Research have been tasked to conduct a ‘secret shopper’ assignment on five local companies, offering comparable services. Two of these companies have been included in this analysis at the request of the client, however the remaining three competitors are to be chosen by Trinity Square Research, as if they were in reality placing the vacancy.

Included within the scope of this project, Trinity Square Research will:-

- Identify local direct competitors
- Make contact with each company and place a ‘live’ vacancy
- Hold several discussions with each to ascertain how they can help our business
- Obtain Terms & Conditions from each, analyzing each document in detail to identify key variations
- Conduct further discussions to discuss any areas of query or concern to obtain clarification
- Combine all competitor data, outlining key points of note
- Provide actual consumer experience data on your competitors
- Produce a detailed report, including areas of strengths and weaknesses
- Provide Key Recommendations for your business

All competitors to be approved by ABC Recruitment, prior to preliminary analysis being commenced.

The completely objective data we obtain will show you where you stand. You will see where you sit in comparison with your competitors, and where the most critical opportunities for improvement are.
6. Competitor Comparison

6.1 Comparison of Fee and Rebate Structures

**Fee Structure**

<table>
<thead>
<tr>
<th>ABC Recruitment</th>
<th>Comp A</th>
<th>Comp B</th>
<th>Comp C</th>
<th>Comp D</th>
<th>Comp E</th>
</tr>
</thead>
<tbody>
<tr>
<td>£8,000</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
<td>19%</td>
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</tr>
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<td>25%</td>
<td>22%</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Rebate Structure**

<table>
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<tr>
<th>ABC Recruitment</th>
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<th>Comp C</th>
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<th>Comp E</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Weeks</td>
<td>100%</td>
<td>100%</td>
<td>50%</td>
<td>100%</td>
<td>100%</td>
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<tr>
<td>4 Weeks</td>
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<td>5 Weeks</td>
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<td>50%</td>
<td>50%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>6 Weeks</td>
<td>40%</td>
<td>50%</td>
<td>25%</td>
<td>30%</td>
<td>60%</td>
</tr>
<tr>
<td>8 Weeks</td>
<td>25%</td>
<td>10%</td>
<td>25%</td>
<td>20%</td>
<td>50%</td>
</tr>
<tr>
<td>12 Weeks</td>
<td>0%</td>
<td>0%</td>
<td>25%</td>
<td>10%</td>
<td>20%</td>
</tr>
</tbody>
</table>
6.5 Customer Experience Chart

The following Customer Experience Chart combines personal Competitor experience along with perceived consultant competence. This chart shows us the overall impression made by the individual consultant and the company in general as compared to their competitors.

![Customer Experience Chart]

It is clear that Competitor A far outshines the other competitors in terms of service. From the above chart it is easily determined that Competitor A would almost certainly be used for future vacancies, whereas Competitor E, with their poor response, would not be used again, based upon the experience we received.
7. Key Recommendations

- To ensure the company is competitive in their market place, ABC Recruitment may wish to consider a reduction in fees to a level of 18% only for salaries under £20,000. However for salaries above £30,000 the market could easily accommodate an increase in fees to 28%. A revised fee structure can be submitted for your consideration on request.

- The Rebate Structure could be revised to include a final rebate available of between 10% - 20% at 12 weeks. This rebate point would make the company competitive in this area.

- Review the current Terms and Conditions to make them less overwhelming and easier to understand.

- To gain exclusivity of up to 21 days, ABC Recruitment might consider offering a 10% fee reduction. As the majority of clients will use more than one agency, this could reduce competition with certain clients.

- Offer a fee reduction where client is deemed a new business started within the last 12 months.

- Levy an administration charge of £100.00 should the candidate leave within the rebate period.

- Where appropriate, discuss with the client the advantages of increasing the proposed salary level as this would improve the skills and experience of the proposed employee.

- Include the logo of The Recruitment and Employment Federation on all company literature, including website and promotional material. This gives additional confidence to the employer that they are working with a reputable agency.

- Increase the number of candidates registered. This can be achieved by advertising in local press and making the front of the offices more approachable. Currently it is not obvious that candidates are welcome to call in and discuss registration. Considering approaching the local shopping centre to investigate the cost of display advertisement.

- Carry out automatic testing of computer skills upon registration. This will save time during the selection process and lead to the vacancy being filled sooner, which in turn leads to invoices being raised earlier.

- Wherever possible, forward CV’s to the client within 1-2days. By increasing the number of candidates registered this should be easier to accomplish.

- Include interview notes with CV’s to assist the employer in their selection.
- Email monthly Newsletters to all companies registered with the agency during the last 6 months. This can include details of candidate availability and keep your clients aware of your business.

- Conduct training sessions with all staff members’, including administration staff, to ensure they are fully aware of the company’s philosophy, beliefs and long term goals.

- Conduct SWOT sessions with all staff. This will help your staff to feel fully included in the business strategy and ensure their ongoing commitment to the company’s success.

- Investigate links with HR specialist or Solicitors to construct an inclusive package for businesses, included fulfilling the vacancies, thereafter issuing relevant Contracts of Employment and legislative policies. This turn-key service could be offered to small businesses, or those looking to expand.

Trinity Square Research are happy to assist with the implementation of any improvements recommended in this report. Please contact us if you would like to discuss any of the aforementioned recommendations further.