**Enlightenment Service Limited**

**1.1 Introduction:**

Education is the basic need for every human being. Without the light of education a country can not prosper. It will stumble in its every way. It is like a ship without a rudder. So the light of education is very necessary for every country. For giving proper education proper and qualified employees are also necessary. But the organizations related to education sector have to go with some process and procedures for recruiting people which is time consuming. To provide the best employees in the education sector Enlightenment Service Limited is here in South England. It takes interview and other required steps involved in recruiting. Which saves the time of the company.For evaluating and analysing the education sector and key competitors in this sector the company is going to use some framework and strategies which will give it the idea of the field as well as the competitors.

**1.2 Business overview:**

Enlightenment Service Limited is a company which provides best teaching staff to clients in the education sector. The company has a good reputation in this field in North West London. Now it is going to expand its business in South England. The head office of this company is in Liverpool. There are 40 shareholders in this company and their liability is limited. There are 28 employees and other stuff. For South England our organization choose some local employees which help us to know the business environment of the South England. The company provides the best teachers and other stuff for education sectors. It generally takes basic test from the employment seekers and then launch interview selection process for the finalists. That is how Enlightenment Service Limited provide employees.

**1.3 Frameworks**

**SWOT analysis:**

SWOT analysis is a framework which shows the internal strengths and weaknesses as well as external opportunities and threats of a company (Hill, T. and Westbrook, R., 1997).

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| Strengths: Our key strength is our reputation in North West England, it will help us to capture potential customers in South England. Another strength is easy accessible technology. | Weaknesses: We have business knowledge but it is based on the North West England. We have a limited knowledge based on the South England. |
| Opportunities: We can capture a huge market in south because in the south there are so many education sectors. | Threats: there are lots of competitors in South England making success is questionable there and there is also a threat of new competitors. |

**Benchmarking analysis:** Benchmarking analysis is one kind of analysis by which company evaluate and compare its work against its competitors (Ahmed, P.K. and Rafiq, M., 1998). There are four steps in Benchmarking analysis. They are planning, analysing, action and review.

**Planning:** At first I will identify which part of my plan I am going to compare against my competitors. Then I will confirm and document that part of my plan. After that I will use appropriate referencing models for it.

**Analysing:** I will collect important information needed for this comparison. Then I will compare it based on the referencing models.

**Action:** If the comparison result is below average I will develop an improvement plan. Then I will implement the improvement plan and evaluate it and review it.

**Review:** I will review my work by analysing the key changes happened because of the improvement plan. And if remarkable changes happens because of the improvement plan then I will implement and more improvement plan in future.

**Mckinsey’s 7s model:** It is a framework which smooth the way of achieving the goal of an organization. It helps an organization to enhance its performance ( Ravanfar, M.M., 2015).

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| Strategy: It means tactical planning which helps the company to establish competitive advantages. | Structure: Structure means in an organizational who can order whom or who is accountable to whom. |
| System: The routine performance and method that employees use to get a task done successfully. | Shared values: It includes the key values of the company, as shown in its organization culture and normal work ethic. |
| Skills: The genuine efficiency and effectiveness of the corporation’s employees. The employees are very skillful. They help us to reach our goal perfectly. | Style: The leadership style which is accepted. Democratic leadership style is applied in Enlightenment Service Ltd. |
| Staff: The workers and their usual abilities. These staff are the main weapon of our business because without them our company can’t reach this far. | |

**2.1 Porter's Five Forces**

It is a business strategy introduced by Michael Porter in 1979. For identifying the strengths and weaknesses of a company five competitive forces of Porter’s are very important (Porter, M.E., 1991).

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| The threat of new entrants: If new entrants can simply take place in the market then it will consider as a threat to the company already dominating in that market. The threat of new entries is high in South England. |
| Bargaining power of buyers: The bargaining power of buyers is medium here. Because there are lots of educational sectors and lots of competitors of our business. So the bargaining power of an educational sector can not directly impact our business |
| Bargaining power of suppliers: The employees who seek for a job are the supplier here. The bargaining power of the suppliers are low because they want jobs and we provide jobs. There are lots of suppliers and our competitors so the bargaining power of the supplier can not impact our business. |
| Threat of substitutes: There is no substitute product so the threat of substitute has no impact in our business. |
| Rivalry among the existing competitors: Rivalry among existing competitors are very high. As it is a profitable business so lots of competitors will be there and they will want to beat one another. That’s why the rivalry among the existing competitors will be high. |

**2.2 Stakeholders analysis and ansoff matrix**

**Stakeholders analysis**: A stakeholder analysis is a method of defining the stakeholders before the plan of the organization begins, categorize them based on their interest, and participation (Goodpaster, K.E., 1991).

**Identifying stakeholders:** Stakeholders are the main owners of the company, they are affected by every decision of the directors (Achterkamp et al., 2007). I have to identify the Stakeholders interest and participation of the Stakeholders. If they are not good at their work they can not run the company well.

**Prioritize stakeholders:** The Stakeholders who are good at their work and have a good motive which can boost the company's way to achieve its goal. I will evaluate each stakeholder work and prioritize them who are mainly high powered and high or less interested employees. Because these employees are good in work and enjoy their work.

**Understand key stakeholders:** I must calculate how much my Stakeholders like my project and their interest in the project. If their opinion, motive or interest is negative then engaging them in the work is next to impossible.

**Ansoff Matrix:** It is a tactical marketing planning tool that gives a framework which helps the senior officers, marketers and managers device strategies for future growth (Hussain et al., 2013). It is a strategic planning to chain the general strategy with marketing strategy. There are four strategies in Ansoff matrix. They are:

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| Market penetration: Company introduces its existing product in the existing market. | Product development: Company introduces new product in the existing market. |
| Market Development: Company introduces its existing product in the new market. | Diversification: Company introduces its new product in the new market. |

Enlightenment Service Ltd is going to use market development strategy because we are going to introduce our service in the new market.

**Differentiation strategy:** It is a strategy in which a company aim to generate products or services which is different from the product or services of the competitors. Sometimes it is called niches strategy. The service or product can be differentiated by the size, color, quantity, quality, etc. This strategy creates a competitive advantage for the company. Because if the product or service is different from the competitors then the customers will easily differentiate between the products (Dickson, P.R. and Ginter, J.L., 1987). Enlightenment Service Limited use the differentiation strategy. Other organization gives employee for every sector but this organization gives employees only in the education sector. So that the employee seeker organizations can easily identify this company and give it the opportunity to serve. If it gives the employees for every sector then people can not differentiate it from the other organizations in this field. In 2021 it will analyse the demand of the employees in the education sector. If the demand of the employees in the education sector is very high then it will easily get success because it has a great weapon which is it has a great reputation in North West.

**Focus strategy**: Enlightenment Service Limited is focus on the education sector of England. Focusing is always important in business. If a company doesn't have any focus point it can not determine which segment of the market it should target and how to satisfy its customers (Mosakowski, E., 1993). At first the company has to target a segmented market and make products or services based on that segmented market. The company produce or serve the best it has in the segmented market. By following this strategy a company can get competitive advantage because whenever a customer search for the product, he/she recall the name of the company. By this the company will get many potential customers who will bring more customers for the company. Enlightenment Service Limited focus on the education sector. It only supply employees for the organizations which works in education sector. It will launch campaign in universities and colleges because many of these students can be a future teacher. And in the second campaign it focus on the major cities. So that other employed or job seekers can know the name of Enlightenment Service Limited. These two campaigns are the example of focus strategy. Because the company only choose those who are perfect for the education sector so they run campaigns in the educational institutions.

**Hybrid strategy**: Hybrid strategy is a strategy which mainly focus on differentiation and low price relative to competitors. Company differentiate its product or services and sell it relatively low price in the market. The customer get differentiated products in the low price (Wang, L. and Zheng, D.Z., 2001). Which gives them a satisfaction and the company gets a competitive advantage. The products or services are differentiated that's why many customers can differentiate the product and choose it (Dickson, P.R. and Ginter, J.L., 1987). Though the product or service sold in a low price the company get a good profit margin by selling the product. Enlightenment Service Limited is providing best employees in the education sector in a low price. So that every educational institution can afford it. It will make a loss in the short term but in the long term it will increase the profit margin of the company. Enlightenment Service Limited is already following the differentiation of hybrid strategy if it can implement the low price of hybrid strategy then it can reach its goal easily. By applying this strategy it will capture1.25% of market share in 2022 to 2023. And it will capture 2% and 4% of market share in the 2023 to 2024 and 2024 to 2025 relatively. It will get a big success if it continues this strategy very well.

Conclusion: Strategies play an important role for every organization. A good strategy can bring about a great success for the company but a bad strategy can bring about liquidating for the company. Enlightenment Service Limited is implementing those strategies which can bring success for them. And if they continue to implement their.strategies then it is not so far that they will one day dominate the recruiting service world.

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