

# Integrating business prespective

Business



**BUSINESS MODEL** [Insert al Affiliation] Introduction Our project for solving the graduates unemployment issue entails promoting creativity among them. This project intends to create jobs for the graduates by connecting them with employers in various industries. The main role of our project is to ensure that the graduates get the first opportunity to access jobs. Below is an overview of the business model.

#### Value proposition

The main reason graduates become unemployed after graduating is due to the failure to connect with the potential employers according to Weaver (2010). There are a myriad of corporations that want to develop talent through nurturing them first before hiring them fully. To bridge this gap that exist between the job graduate job seekers and potential employers the app we have initiated will be crucial. With this program, graduates can connect with incredible companies that are potential employers. This program is specially designed for graduates to come in contact with employers, and it's open to all graduates possessing a great attitude and wanting a new job. The program will offer unemployed graduates with an opportunity like no other. Through this program graduates develop job skills, earn training and make fruitful business and personal connections (Horie, 2004).

The program is distinctive in the sense that it gets the graduates working. Through this project, graduates earn the much-needed experience in the job market. This project gives the perfect opportunity for the graduates to enter the workforce as well as earning some money. Besides, our program enlightens graduates on the wages that the various industries offered for diverse careers. With this program, graduates earn valuable work experiences, training to enhance once employability and job skills. It also <https://assignbuster.com/integrating-business-prespictive/>

grows their resume and connections with relevant organizations that could be helpful in the future.

#### Supply chain and distribution chain

Since our main objective to solve the unemployment among the graduates, intend to reduce the number of unemployed graduates every year. The problem of labour market mismatch in supply and demand will be our main objective (Wasmer & Weil, 2000). The project starts the process of connecting graduates with the job market right at the various institution of higher learning. Finalists are the key targets of the projects as well as freshly graduated individuals. To ensure equality, a similar number of graduates are picked from various institutions of higher learning and absorbed into the program every year.

#### Revenues

The main source of revenue for this project is the subscription from various graduates who are interested in the program as well as from sponsors. A small fee would be charged to graduates to enable us facilitate the project smoothly. These charges are use for training and smooth the progress of the project.

#### Marketing & PR plan

Our marketing facilities involves contact various institutions of higher learning to access the graduates. We liaise with the administration of these institutions to help us connect with the graduates and encourage them to join the program. The social media is an essential tool for reaching out people in the contemporary world. We have to take advantage of this platform to reach out to graduates and well wishers.

#### Costs

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There are number of costs for this project to be successful. For one, we need to train our members in our various workshops. Graduates need to be updated on their careers in agreement with the labour markets demands; thus we have to incur the costs of training. Organizing and facilitating workshops entails another inevitable cost for the project (Brauers & Zavadskas, 2010). Marketing also necessitates the incurrence of costs for our program.

#### Reference List

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