



SSG | RECRUITMENT PARTNERSHIPS

Recruitment Business Plan

What you should include in your
recruitment business plan

Includes advice and guidelines from
top industry experts and your very own
business plan template

The Idea

Vision

Management
Structure

Business
Setup

Competition

The Idea



EXECUTIVE SUMMARY

Think of this first section as a brief synopsis of the content of your business plan – it outlines your business proposal and is often used by readers to make a provisional judgment of your plan. Ensure that your summary is clear, concise and professional.

YOU SHOULD INCLUDE:

- Your market
(Geographies / Sector / Industry / Role Types)
- USPs, Key Selling Points or Points of Difference?
- Size of the Prize (how big is your market)?
- Your management team.
- Your track record to date.
- Financial projections.
- Funding requirements and expected returns.

Try to avoid using jargon or industry specific acronyms or words as the people reading your plan may not have an understanding or knowledge of recruitment. Waffling on about PSLs, KPIs and the like might just baffle the reader and make it unlikely they'll persevere with reading the rest of the content.

Contributing Recruitment Experts



“Successful recruitment business owner and mentor with experience of growing and exiting businesses”

Aaron Keep
Recruitment Mentor +
Former Business Owner



“Highly experienced recruiter and recruitment start up advisor for over 100 businesses”

Ash Bennett
Recruitment Expert



“Top billing recruiter who now advises recruitment entrepreneurs on how to start up on their own”

Alexi Heidemann
Recruitment Expert

The Vision



Begin with the end in mind

“What will your business look like in 3 years”

Staff numbers (internal), Sectors, Geography, Revenue, placement or contractor numbers

What are your short, medium and long term objectives for the business?

Here you will want to give some background to your new recruitment business.

YOU SHOULD INCLUDE:

- How long you have been developing your business idea
- Any work you have done so far on starting your own recruitment business
- Detail of your relevant experience and background – how long have you worked in recruitment, in what roles and for whom, what sectors have you covered. How do you think this experience ensures you are placed for success?
- The proposed ownership of the business – are you going into partnership with someone? Will there be an investor holding an equity position in the business? Or will it simply be you?

FOR YOUR MARKET SEGMENT COVER:

- The opportunity – how large is the market sector, what is happening?
- Include details of any customers you already have lined up i.e. if you are not under restrictive covenants or have agreed with your current/former employer that you can ‘take certain clients with you’.
- Outline and be open about any restrictive covenants that might stop you working with particular customers within your market segment and how you will address this.

Discuss how you can target and win new business during any restricted period and how you will reconnect with customers at the end of your restrictive period.

- A brief description of the recruitment services you will provide i.e. permanent, temporary, contract, interim, executive search, retained, etc. and what sectors you will cover.

WHAT ARE YOUR USP'S?

- Explain how your customers will gain from your service – you could include here reduced time to hire, provision of high calibre candidates, less stress and work for the client to source staff and so on.

Management Structure



For most new recruitment businesses, the management consists of one person – you! But you’ll still need to convince your readers to have faith in you.

TO DO THAT:

- Outline your skills, experience and background.
- Clarify how you will cover key areas within your business, especially those you are not necessarily strong at, for example, the back office or the legal and compliance aspects.

- Give a brief description of the processes, systems and procedures you will have in place to ensure the business runs smoothly.

And finally for this section, you’ll need to convince your readers of your commitment – just how committed are you to making this work? Do you have the drive and determination to make your new recruitment business a success? Can you weather the hard times (which are inevitable) and come out stronger?



Business name

Have you thought about a business name? What about a strap line?

This may be one of the easier decisions you have to make and you may have had a name in the back of your mind for some time now.

Before making a decision, check if it is a unique name and if a suitable web address (URL) is available for that name.



Business Premises

Where will your business be based? Are you starting at home or do you have/require a business premises?

Consider first if you really need an office. If not, then this will become an unnecessary expense that you really don't need. This may be in your long term plan but can you make do with using coffee shops or hired space if you really need an office occasionally.



Competition



This section demonstrates that you have done your market research. Demonstrate there is an opportunity for your new recruitment business and that you fully understand the sector and challenges you may face when starting your new recruitment business.

WHO ARE YOUR COMPETITORS?

- Include both corporates (Reed, Hays, Michael Page and so on) as well as any independents who cover the same sector and geographical location as your business will.
- For each competitor, list their advantages and disadvantages.

WHO STANDS OUT?

What do they do well?

How can you differ from them?

What is your unique selling point?

Why will customers buy from you over your competitors?

Is there anyone you'd imitate and if so why?

Are there any staffing brands that you admire (any sector)? Why?

Target Market



Give examples of volume / value of any named clients.

Are there any of the named clients that you think might not trade with you in first 12 months and potential reasons?

How will you attract new customers to your business?

HOW BIG IS YOUR TARGET MARKET?

What type of companies will be your customers?

Which companies do you expect to trade with in the first 12 months?

Which companies have you dealt with previously?

Who are your target clients?
Where are they based?



Research



WHAT MARKET RESEARCH HAVE YOU DONE?

WHAT ARE THE LATEST TRENDS?

This could be understanding the latest technological advancements in the recruitment industry. Software and job boards for instance are always changing and understanding the tools you will need is vital.

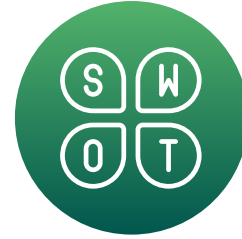
You should also look into regulatory changes or changes in recruitment models and keep an eye on industry publications, reports and forecasts to identify potential opportunities or challenges for your business.

A great way to conduct research is to attend industry events, join professional associations or network with other recruiters. Following industry influencers on social media, can also help you stay up-to-date.

It's important to have a good understanding of the **recruitment industry** before starting up on your own



SWOT Analysis



A swot analysis is a structured approach to evaluating the strategic position of a business and identify the strengths, weaknesses, opportunities and threats of a business.



STRENGTHS

What are the strengths of your business/business idea?

Some examples are; 'in a niche market', 'competitive prices', 'team experience', 'existing relationships" etc.



OPPORTUNITIES

How can your business evolve in the future?

Opportunities are external to your business, for example, has there been a rise in numbers of your target market in recent years? Is your business industry growing successfully?



WEAKNESSES

What weaknesses may you face as a company?

For example; lack of experience, difficult target market, market saturation, lack of expertise etc.



THREATS

What external threats may your company face?

For example; new legislation, increasing number of specialists in your industry, etc.

What action will you take to overcome your weaknesses and threats?

Candidates & Clients



ADVERTISING/CANDIDATE AND CLIENT ATTRACTION

What actions will you take in order to raise awareness of your product/service?

What methods will you use to advertise and promote your product/service?

How often will you use these? (Initially/throughout the year?)



Pricing



PRICING POLICY

Have you considered what you will charge for your product/service?
What have you determined your pricing policy will be? (% , flat fee, retained and hourly rate/job rate etc)

Sales Projection & History



PROJECTION

Have you considered what level of sales you might achieve in your first year?
What do you predict that the sales income will be from your predicted sales numbers?
How have you come to this prediction?
What contingency plans do you have in place should forecasted sales not be met?

HISTORY

What are your billings for the previous 3 years?
How many clients did you bill with?
Where are your clients based? Are they widely spread or in a small geography
In Percentage terms - how much of your business was done with one particular client? (what was your concentration)

Business Plan Example

The Idea

Our specialism will be marketing roles based in London as this is my area of expertise. The roles that I will be looking to fill will be across all levels from artworkers, social media, graphic designers, content creators, SEO experts, Paid media, CRM Managers, Marketing Managers through to Marketing Directors.

A key selling point for me will be a loyalty system of placing roles based on a sliding scale fees percentage leading to an exclusive relationship that is built on trust and a retainer model.

We do not have to be industry specific as marketing skills are transferable across industries but we will be focusing in and around the London area. I will be looking to scale the business to regions around London when the time is right.

The Vision

The plan is to expand and build a team of 4 within 3 years. We will all be running full desks (sales and recruiting), marketing will continue to be our focus but we may look to expand our target area to outskirts of London.

My revenue goal is to turnover £150,000 in year one, rising to £400,000 in year two and £1,000,000 in year three. This aggressive forecast is based on my previous billings, verbal agreements that I already have in place with some potential clients and expanding the team.

My short term goal is to build on the relationships that I already have become the number 1 choice for marketing recruitment in London.

Business Plan Example

Management Structure

I will be a one man band from the off but I will be looking for some extra help in some areas of business that I haven't got much experience in - creative and finance mainly. This might be through looking at some freelance or a business partner.

Business Name

The name will be 'Marketing Placements'. This is a unique name so will be easier to find us in Google searches.

Business Premises

I will be working from home for as long as possible using coffee shops and if really necessary renting office space for any important meetings. When the team grows I will look at the pro's and con's of a more permanent office space.

Competition

There are a lot of recruiters operating both nationally and in and around London that either focus purely on marketing or who will take on marketing roles. I believe that there are only really a few specialist recruiters that could be considered competition - Stop Gap and Spotlight being the main ones. Brand Recruitment could also be a competitor but they are not so much London focused.

Business Plan Example

Target Market

Our target market is pretty much any organisation around London that is large enough to need marketing resource. We will be focussing mainly on marketing agencies and the contacts we already have to start with.

Research

I have got over 8 years of experience working marketing recruitment in London so have a very good idea of marketing roles, what clients are after and what the candidate pool is like. I have researched competitors to get an idea of what they are offering and how I can make a difference in the sector. I am already quite well known within London Marketing Agencies due to the dealings I have had with them.

SWOT Analysis

STRENGTHS

My knowledge of the market working 360 with clients and candidates is a definite strength and will give me a head start to get billings coming in quickly. Targeting agencies in another strength as I will use my reputation and strong

WEAKNESSES

Weakness could be that I am over reliant on my previous contacts and haven't got any experience of direct reports for when I am ready to scale the business.

OPPORTUNITIES

The market is picking up and I have had my best even billings year so I see this as a great time to launch. More marketing roles are also being created across social media and this is a specialist area of mine.

THREATS

My biggest threats come from the already established recruiters that deal with marketing positions and potentially any other new startups looking to deal with marketing.

Business Plan Example

Advertising/Candidate and Client Attraction

I will use social media and job boards to find candidates. I already have a large following of marketing professionals on LinkedIn and get both clients and candidates through my posting activity.

Pricing Policy

For new clients with one off roles we will offer 20% commission dropping to 17.5% for exclusivity. These rates will drop to 15% for long term agreements with clients who have multiple roles.

Sales Projection

First year turnover £150,000 based on securing verbal agreements quickly and hitting similar numbers that I'm billing at the moment. Year two this will rise to £400,000 as I become more established and look to bring in my first employee. In year three I'll be looking to cross the magic £1,000,000 mark as the team expands further and we secure more retainer based clients.

Sales History

In 2023 my billings were £180,000

£110,000 in 2022

£100,000 in 2021

Over the past 3 years I have really figured out my niche and built great relationships that helped me to increase my billings significantly.

Partnering With SSG

OVER 700 RECRUITMENT
BUSINESSES LAUNCHED
SINCE 2002

SSG ENABLES TALENTED RECRUITERS TO 2X THEIR INCOME IN UNDER 12 MONTHS AND BUILD A BUSINESS WORTH £1M IN UNDER 3 YEARS.



INVESTMENT

Don't let financial concerns hold you back. SSG offers salary support to cover your living expenses, ensuring you have the financial stability to pursue your entrepreneurial dreams.



LAUNCH

We cover everything from company registration and legal through to creative and technical setup.



COMMUNITY SUPPORT

Starting your own business can be lonely, and learning to run and scale a business can be a daunting experience. As the largest recruitment incubator, not only do you have a team of SSG experts, but you become part of a strong community of 150 Partners who are all on the journey to become recruitment entrepreneurs.



CREATIVE AND TECHNICAL

Working tirelessly to bring your vision to life in the digital realm include logo, website and all technical optimisation.

Partnering With SSG

You are **2.8 times more likely** to grow with SSG as a business partner, compared to going it alone.



FINANCIAL SUPPORT

Our Accounts and Payroll team are the financial backbone of our recruitment network, dealing with and advising on all elements of finance and compliance



STRATEGIC BUSINESS ADVICE & COACHING

Strategic business advice plays a crucial role in achieving success by helping you define end goals, set clear milestones and deliver effective guidance to enable you to scale.



"There is so much support there that even after nearly five years I am still only scratching the surface. Yes as a Recruiter I am sceptical and guarded (never!) But these guys have the tools to help you succeed and there are companies that have been with SSG for 10+ years and counting!! Thank you SSG!



CHRIS THOMSON
Thomson Recruitment
Independent Partnerships

Contact Us

- Give us a call on **01442 200940**
- Book a call with one of our recruitment startup experts [here](#).

