

# Your Perfect Recruitment Agency Plan

Recruitment is complicated enough. Sonovate's created a straightforward business planning template which cuts through the noise and gets straight to the point!

## Business Vision & Values

*What are your overall goals? Where do you want your business to be in ten years? What do you want to achieve in year one? What are your company values?*

## Your Competition

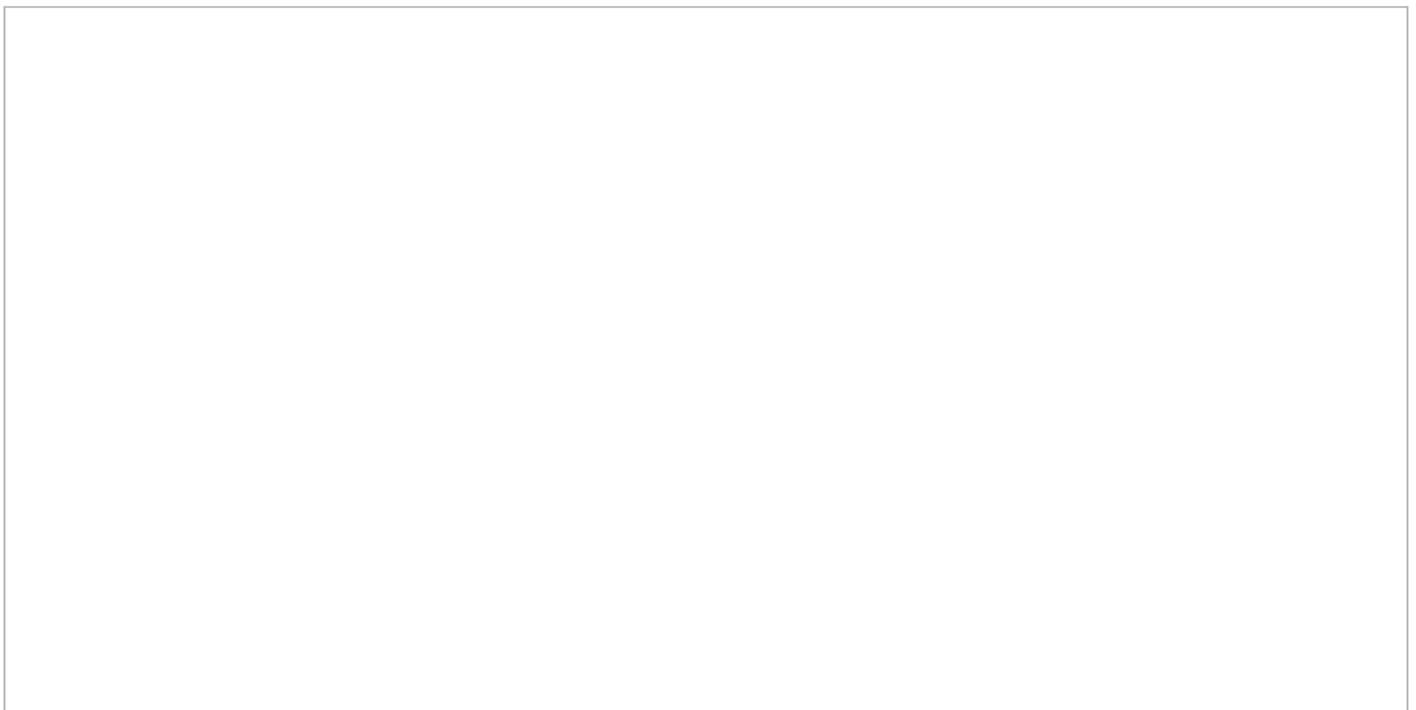
*Who are your main competitors? What will you do differently? What are their strengths and how will you exceed them? What are their sales figures?*

*\*Tip\* It might be useful to look at your direct competitors and see what they are doing well, not so well and the opportunities your business may have.*



## Your Target Market

*What sectors and regions will you cover? Will you provide contract and permanent recruitment?*



# Financing Your Business

How much are you injecting into the business? How are you funding the business?  
How much is it going to cost to run the business per quarter? What are your overheads? Are you using additional funding - e.g. bank loan etc?

*\*Tip\* There's no need to go in massive detail right now, you can refine the details later on. This is just to give yourself and your partners a general idea of the business's financial position on day one of trading.*

Check out our 12 month cash flow forecast [here](#)

## Company Assets

Current assets - My current business assets (vehicles, equipment etc... ) are:

	Details	£
Asset 1		
Asset 2		
Asset 3		
Asset 4		
Asset 5		

Future business assets - I think I'll need the following assets when I start my business in its first year.

	Details	£
Asset 1		
Asset 2		
Asset 3		
Asset 4		
Asset 5		

## Key Actions for the next 12 months

*What do you want to achieve in your first year of business? What steps need to be taken to achieve them? What are the expected results and how do you plan on measuring the results?*

Objectives:

Actions:

Results:

## Marketing Activities

*How are you planning to market your business? What strategies are you putting in place to achieve your targets? What metrics will you use for your unique selling points (USPs) - i.e. CV sent to interview ratio.*

## Sales Goals

How many placements are you forecasting to make each month? What sales goals need to be reached to be profitable?

*\*Wait\* Make sure that your numbers are consistent and realistic.*

## Milestones

What are the major tasks you need to complete to get the business up and running?

## Your Team/ Business Partners

*Do you have a business partner(s)? Do you have members of staff you need to recruit? What are your hiring projections?*

## One paragraph summary of your business

*How can you summarise your business in a few words? Can your business summary be used in a pitch to a client?*

*Example: Comet Recruitment is a global agency, providing candidates with the guidance and support needed to grab that dream job! Experience working with over 200 global clients from Europe to Asia, we provide our clients with the hottest talent in the sector right now.*

