SUPERIOR HUMAN RESOURCE CONSULTANTS

P.O.BOX 28297 – 00100

NAIROBI

BY

EDITAR N. KAMAU (ABBO/05644P/2022)

A BUSINESS PLAN SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF BACHELOR DEGREE OF OFFICE ADMINISTRATION AND INFORMATION TECHNOLOGY, SCHOOL OF BUSINESS MANAGEMENT, TECHNICAL UNIVERSITY OF KENYA

MAY 2023

DECLARATION

I hereby attest that this business plan is my own authentic compilation and no presentation of it has been done in any other learning institution.

Student Name: Editar N. Kamau Sign: E. N. K Date: 19th May 2023

This business plan has been presented for evaluation with my assent as university supervisor.

Business plan supervisor: Dr Jane Gacoga Sign: ………………… Date: ………

ACKNOWLEDGEMENT

I express my utmost gratitude to our Almighty God for coming this far. I also recognize my work mates who have supported me and my efforts in successfully completing my research.

I also acknowledge the invaluable direction I received from my supervisor Dr Jane Gacoga who made it possible for me to complete this business plan. Her continuous guidance and readiness to direct me all the way while sharing her vast knowledge which has encouraged me throughout my research until completion.

I furthermore humbly appreciate everyone else who assisted me and might not be acknowledged in this note. You are most appreciated.

DEDICATION

I dedicate this business plan to my loving parents, my guardians and my siblings for their unwavering support, continuous encouragement and motivation during my studies. I appreciate all the advice given guidance and sacrifices made for my success.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

CHAPTER 1: BUSINESS DESCRIPTION

HR firm provides superior consultancy and values that helps organization with systems, tools, and processes to deliver effective human capital solutions and leadership to retain, motivates, engage, develop and compensate their people. A far superior and lower cost HR consulting option.

The firm create new approach to executive human resource by offering various services with the goal of providing qualified professional candidates. We strive to place executive-level talent in positions where we know they will excel, from senior positions to managerial roles and beyond. With our commitment to providing advanced executive search, we also give professional guidance and counsel to every client we meet.

CHAPTER 2: MARKETING PLAN

Every consultant needs a comprehensive marketing plan template to get all their strategies in order and execute them well. I have to find new customers, send out contracts, chase payments, make sure everyone is satisfied, and still have time to service them all.

CHAPTER 3: ORGANIZATION AND MANAGEMENT PLAN

There are seven main responsibilities of HRM managers: staffing, setting policies, compensation and benefits, retention, training, employment laws, and worker protection.

As an HR consultant, I will be required to evaluate and identify human capital inefficiencies, recommend solutions, develop HR strategies and models, and provide advice on HR policies and best practices. Am analytically minded and have excellent interpersonal skills, able to quickly identify workforce issues and recommend effective solutions.

CHAPTER 4: OPERATIONAL/PRODUCTION PLAN

Operations plan describes how I will meet goals which should have two distinct sections as follows.

Short-term processes include all of the tasks involved in running interior design such as serving customers, procuring samples and design elements, keeping the storefront (if applicable) clean, etc.

Long-term goals are the milestones I hope to achieve. These could include the dates when I expect to serve customer, or when you hope to reach sales.

CHAPTER 5: FINANCIAL PLAN

Pre-operating costs include any expenses incurred during the startup or formation of a new business. They include expenses related to the investigation of a potential new business, as well as the actual costs associated with forming or registering the company. Generally, these costs are limited to only those expenses that would be treated as normal business expenses under standard accounting principles if the company were already in operation. Pre-operating costs are also known as startup costs or pre-opening expenses.

CHAPTER 6: THE CRITICAL RISKS AND PROBLEMS

A business risk threatens a company's financial goals. Business risks can be categorized as internal or external risks. Companies face business risks when there is potential uncertainty around strategy, profits, compliance, environment, health and safety. Business risks can impact a company's bottom line and its reputation among consumers, and risk management plans can help mitigate them.

CHAPTER 1: BUSINESS DESCRIPTION

HR firm provides superior consultancy and values that helps organization with systems, tools, and processes to deliver effective human capital solutions and leadership to retain, motivates, engage, develop and compensate their people. A far superior and lower cost HR consulting option.

The firm create new approach to executive human resource by offering various services with the goal of providing qualified professional candidates. We strive to place executive-level talent in positions where we know they will excel, from senior positions to managerial roles and beyond. With our commitment to providing advanced executive search, we also give professional guidance and counsel to every client we meet.

Unlike other HR executive search firms, it's always wise to assume the unique positions of our clients by looking at opportunities through their lenses. In doing so, we are able to provide expert guidance, counsel and assessments to candidates and clients alike.

For us, it is more than simply filling a role quickly with exceptional talent. It's finishing an HR search and having both the candidates and client love the experience and look forward to doing it again.

1.1 Business Name

"SUPERIOR HUMAN RESOURCE CONSULTANTS" aim is to become one of the nation's largest and most respected HR executive search and staffing solutions firm which is always ready to help. When you work with this consultancy firm, you'll have confidence knowing that we drive positive value to your company.

We work with our clients to provide efficient and qualified results every time.

I believe that continuous improvement only comes when companies and individuals make the time and resource commitments to continuously learn. I look forward to hold company-wide quarterly developmental off sites to provide the firm with uninterrupted, focused, tangible, measurable, impactful and industry-leading training and development.

I also look forward to synergize as a team through organized team building events.

1.1.1 VISION

To be the fastest-growing, value-added, transformative and innovative human resources solutions provider.

1.1.2 MISSION

To serve others with grace, dignity and excellence in pursuit of becoming the best HR Business Solutions firm in the world. To be the leading provider of HR Business Solutions, helping dynamic business create innovative, inclusive and high-performance organization.

1.2 Business Location and Address

The Superior HR consultants firm is located at CBD (Central Business District) Nairobi, Kenya along Emperor Plaza, Koinange Street & Kenyatta Avenue junction the same building that accommodates Kenya Institute of Management, 2nd floor, room 3B, for easier accessibility of more clients.

You can also reach us through our Postal Address: P.O. BOX 28297 – 00100, NAIROBI, Tel No: 0742353122, Email address: e&shrconsultants@gmail.com, Website: www.hrconsultants.ac.ke

Attached find the geographical map of our location.

1.3 Form of Business Ownership

The form of business ownership adopted by this firm is Sole Proprietorship, This is easiest and most affordable way to start an HR consultancy because it's easy to start and total control is in your hands. There aren't too much formalities involved in this kind of company.

Sole proprietorship is owned and run by one individual and where there is no legal distinction between the owner and the business. All profits and all losses accrue to the owner. All assets of the business are owned by the proprietor and all debts of the business are his debts and he must pay them from his personal resources.

To start a sole proprietorship, you just need to get a letterhead printed in your company name, print some business card, get a proprietor stamp made in your company name, access equity source of finance in any bank and get current account opened in your company name. Attached is list of documents required by a sole proprietorship HR Consultancy firm: Letter Head with the name of company

1. Visiting card
2. Company Rubber Stamp
3. Your PAN Card
4. Address Proof (copy of telephone bill. Electricity bill)
5. Rent Agreement if you are running from rented premises
6. Current account in the name of your firm in any bank.

1.4 Type of Business

"SUPERIOR HUMAN RESOURCE CONSULTANTS" firm believe passionately that the key to our tremendous success will emanates from our industry-leading and proprietary HR recruitment process. I look forward to develop and refine process to ensure the most effective, efficient, accurate, and fastest search sequence. Here is an overview of the process that will truly sets the firm apart from all the others:

Integrated Three-Person Search Team: Each search will be handled with high skills of HR knowledge on a HR Relationship, Recruitment based, and Research/Operations

Functionally Aligned Recruiting Process: I look forward to handle the HR recruiting processes through the use of highly trained knowledge, skills, and seasoned HR experience, since I have deep specialization on HR verticals including Generalist, MD/OE, Talent Management, Benefits and Compensation, Talent Acquisition, Diversity and Inclusion, and Professional/Employee/Union Relations.

Team-Based Communications: This includes Search Pull-Up Meeting, Slate Presentation Call, Interview Debrief Calls, Process Management Calls, Offer Extension Calls, Transition Management Calls, etc. This very important protocol will ensures nothing gets lost in translation during the human resources hiring process.

Precision Recruiting: I look forward to employ the latest and search technology to source and assess the highest performing/potential passive candidates and have access to more than 98%+ of HR professionals from those companies our clients have targeted.

Structured Candidate Assessments: I look forward to utilize a proprietary/copyrighted search specific competency-based assessment tool to provide our client with the most accurate and measurable candidate assessment profiles

High-Definition Video Interviews: I look forward to utilize a structured interview guide via a high-definition video platform with tailored competency and chemistry screens. We see every candidate before you do and you see every candidate (via high-definition recorded video) before you spend the money to bring them in for interviews.

Three/Four Week Production Schedule: This firm guarantees a new slate of at least three fully developed, fully engaged candidates as a part of the human resources recruitment process until search completion. Our clients will be guaranteed of advanced scheduling for first and even second-round interviews. This approach will provides a far faster and efficient schedule for every HR search.

Search Metrics: With every submitted slate, I will present a Search Metric Report showcasing all 150-500 candidates we have sourced and assessed for the role and why said yes or no to the candidate (competency and chemistry fit). I will also report why the candidate said yes or no to our client’s opportunity (Five Value Dimensions: Job Company, Career Path, Compensation or Locations).

Weekly Progress Updates

I look forward to conduct a standing weekly update call on every search with key performance milestones to apprise our clients on search progress and ensure search success.

Process Management

This firm will provide our clients and candidates with the most respectful and exceptional search experience. Throughout the HR hiring process, I will provide comprehensive process support including but not limited to assessment scheduling, travel logistics, candidate prep and debrief calls, client prep and debrief calls, look-see visits, career consultations, market calibrations and so much more.

Behind the Scene Check Outs

This will be one of the most powerful levers is the network. To provide targeted and structured research on every desired candidate to garner historic data on performance, knowledge, skills, strengths, developmental needs, social styles, and address specific client concerns.

Offer Preparation and Extension

I look forward to complete a candidate Pre-Close on the desired candidate(s) including a side-by-side, total compensation profile for both current compensation package and desired compensation package before offer extension. We then work with our clients to position and extend all offers in the most compelling and market-relevant manner.

On-Boarding and Post-Hire Program

I believe strongly that my work extends past offer and acceptance. As a result, I look forward to stay close to each client even after the HR hiring process to ensure a smooth and successful transition. As an Executive HR Search Firm, I will specialize in the sourcing, assessment, and placement of the highest performing HR professionals where there are succession or critical implications, whether that is a VP of HR, a Director, a Manager, or an Analyst responsible for a key function or project.

1.4.1 Value Proposition

There is an ongoing debate in business that extends beyond the boundaries of freelance HR consulting.

We believe that the value proposition (decision process) can be broken down into three categories:

1. **Cultural Differences**

Unless a company works tirelessly to maintain a strong corporate culture, it often becomes watered down by the bureaucracy of largeness. Smaller firms tend to have a culture of adaptability while big companies tend to move more slowly in the adoption of new methods and change. However, the bulge bracket firms have a prestigious reputation for excelling in their field over a long time period of time.

2. **Type of Service/Specialization**

Understanding what kind of process a consulting company will take you through is as important. In the world of specialization, a boutique consulting firm might focus on a narrower area of expertise such as Human Resources and can have a much greater impact in that area than a big box firm.

3. **Cost**

Our HR Consulting Firms tend to be flatter from an organizational structure stand-point. You can bet our key-players are going to be diving headfirst into your work. Your relationship and feedback will be more authentic throughout the life of your project.

The simple truth is, there are times to choose a major player and times to go with a specialized freelance HR consulting firm.

1.5 Products/Services

This firm of experienced HR practitioner who will work with clients to enhance their HR functions and optimize their talent management strategies. This firm is able to deliver customized solutions tailored to our clients' needs. Our client-focused approach will ensure that not only can we design HR solutions that align with organizations' goals and drive business success, but also know how to execute them effectively.

HR Audit, Compliance, Labor/Employee Relations

This HR consulting solutions catalog will starts with a detailed and comprehensive review of the status of an organization's HR function.

One of the recommendations are the HR strategy and its alignment to the business strategy, the service delivery model & structure, people processes, and technology – that enable the HR Function to properly support and more importantly enable and liberate the business.

This firm will work to ensure foundation is not only strong but able to endure any storm or crisis. If you're in need of consulting services, you can trust out this firm to provide all the best benefits. Other services under this section include:

- HR Effectiveness – HR Audit
- – HR Compliance
- – Business Strategy Alignment
- – Governance, Safety, Internal Communication
- – Union Contract Negotiations
- – Union Contract Administration (up to and including arbitration)
- – Union Avoidance and Organizational Drive Management

Diversity, Equity, Inclusion, & Engagement

Inclusion, diversity, and equity, lead to innovation, creativity, and change. Bringing together individuals from different backgrounds, ethnicities, cultures, orientations, religions, socio-economic, disabilities, they create an environment of exploration. This HR search firm is uniquely qualified to facilitate and address challenges, given our expertise in change management, leadership training, diversity and inclusion, employment law, and HR transformation.

- – Cultural Transformation
- – Unconscious Bias
- – Cultural Assessment and Transformation Planning
- – Employee Engagement, Assessment, and Roadmapping
- – Retention Planning
- – New Manager Assimilation Programming
- – Innovation and Creativity Transformation

Talent Management & Organizational Effectiveness

This firm will ensure accelerated team and organizational performance through equipping your organization with the tools needed to shift and surpass their goals. Through simplifying processes, increasing agility, improving, and creating collaborative environments focused across the business and borders. By creating an environment that fosters diverse thoughts, innovation, and digital transformation to prepare the organization to outperform and meet the challenges of tomorrow. Research demonstrates with a more mature talent management practice, drives higher sales, assets, investment, and equity. This firm will help you change behavior not just boxes!

- – Business Strategy Alignment
- – Executive and Management Coaching and Interventions
- – Leadership and Management Development
- – Team Development and Optimization
- – Organizational Design / Structure Alignment
- – Talent Assessment, Management, and Succession Planning
- – Organizational Effectiveness Optimization
- – Performance Management and Development
- – Transformational Engineering and Change Management
- – Competency Modeling
- – Mission, Vision, Values, Objectives, Strategy, Tactics, and Measures

Total Rewards & HRIS

In order to deliver business results, you need a forward-looking total rewards strategy that empowers your organization. With the help of HR consulting, executive search firm solutions catalog and through a linked strategy that aligns behaviors and performance with a compelling and rewarding talent experience, we can inspire your team, drive positive behavior change, and engage employees at all levels throughout the organization.

Talent Acquisition

When it comes to building or sustaining a successful business there are many variables that leaders must confront. I will make it simple with the HR executive search firm solutions catalog. Recruiting and Talent Acquisition are not one and the same and confusing the two can make it difficult to realize the value of strategic Talent Acquisition. Recruiting happens when an employer wants to fill an open position, Talent Acquisition happens when an employer wants to strategically and proactively attract the highest performing talent that will fit into the fabric of the company for the long term.

- – Talent Acquisition Systems, Tools, and Processes
- – Compliance and Regulatory Affairs
- – Selection and Assessment Systems and Tools
- – Talent Acquisition Platform Development (Executive Recruiting, Professional Recruiting, Non-Exempt Recruiting, Campus Recruiting, Diversity Recruiting, and Insourced/Outsourced Platforms)
- – Employment Branding
- – Recruitment Information Systems
- – Assessment and Selection Systems, Tools, and Processes

1.6 Justification of Business Opportunity

Here are some of the reasons why I selected this particular business idea:

- The Strategic Human Resource Management Training Program is designed to provide comprehensive core HR management course training to anyone who is aspiring to be a HR.
- It provides an opportunity to acquire a deeper understanding of the concepts and key practices that are essential to all organizations in their approach towards HR management.
- The aim of this programme is to equip students with the knowledge, skills, and competencies required by employers in order to become HR managers.
- This classroom & online courses for HR management covers everything from creating policy frameworks to managing payroll.
- So it comprises all modules that cover the key aspects of HRM: Recruitment, Industrial Relations and Statutory Compliance, Advanced HR and Industrial Relations and HR Audit.
- The modules are taught by experienced professionals who have worked in the field for years.
- It also combines bite-sized on-demand video sessions and useful printable materials in a unique, useful way that satisfies modern business and industrial criteria.
- Students will gain valuable experience during their studies through practical projects on a wide variety of topics related to Human Resource Management.

1.7 Industry Analysis

Human Resource Management Practices and Firm Performance: A Study of Manufacturing Firms in Kenya

Manufacturing in Kenya account for the greatest share of industrial production output characterized by relatively low value addition of 7.5 per cent recorded in 2010 to 2.3 per cent recorded in 2011, low employment and capacity utilization and a paltry 25 percent export volumes. However, the share of Kenyan products in the regional market is only 7percent of the US $11 billion regional market and its contribution to the GDP has remained at about 10 percent since the 1960s.

This has given rise to the concern that practicing managers have put little effort to improve the situation. This study therefore sought to establish the relationship between Human Resource Practices and firm performance in the manufacturing firms in Kenya. Used a census survey of the 68 medium and large manufacturing firms whose core activities involved in production and marketing of edible oils, soaps and detergents, beverages or sugar registered in the Kenya Association of Manufacturers directory 2012. Data was collected through self-administered questionnaires sent to the Production Manager,

Brand Manager, Human Resource Manager, Marketing Manager, or the relevant manager dealing with innovations. The main findings of this study reveals that manufacturing firms apply human resource management practices to different extents.

For instance, some models of human resource management practices such as licensing are not commonly used, while others like hiring of skilled employees and teaching company schemes are very common with average composite mean score of 4.00 and 4.08 out of the best score of 5.0 respectively.

Key words: Human resource management practices; firm performance; medium and large manufacturing firms; core activities - production and marketing of edible oils; soaps and detergents; beverages or sugar; Kenya; Bulitia

INTRODUCTION

Hiltrop (1996) asserts that HR practices have a powerful influence in causing certain employee attitudes, behaviours and perception that in turn leads to better performance.

There is growing evidence on adoption of high-commitment/high-involvement HR practices are associated with positive performance outcomes (Bashir, and Khattak 2008; Pil and MacDuffie 1996; Huselid, 1995), and higher financial success (Lawler et al. 1995). The synergy effect will be more pronounced when these HR practices are implemented as a whole system rather than separate HRM practices in isolation (MacDuffie 1995). Human resource management practice is crucial in meeting the challenges in the formalization of and access to experience, knowledge and expertise that create new capacities, superior performance, and innovation (Beckman 1999).

Human resource management practices can support and contribute to the creation, integration and utilization of knowledge. Knowledge-intensive industry faces a dynamic and fiercely competitive environment. Manufacturing in Kenya account for the greatest share of industrial production output and are mainly agro-based - characterized by relatively low value addition of 7.5 per cent recorded in 2010 to 2.3 per cent recorded in 2011, low employment and capacity utilization and a paltry 25 percent export volumes.

The sector makes an important contribution to the Kenyan economy and currently employs 254,000 people, which represents 13 per cent of total employment with an additional 1.4 million people employed in the informal side of the industry. However, the share of Kenyan products in the regional market is only 7 percent of the US $11 billion regional market and its contribution to the GDP has remained at about 10 percent since the 1960s. The bulk of Kenya‟s manufactured goods (95 per cent) are basic products such as food, beverages, building materials and basic chemicals which are not sufficient to meet the nation‟s population. Only 5 per cent of manufactured items, such as pharmaceuticals, are in high –tech and skill-intensive activities.

Researchers have concentrated on the relationship between HRM and Performance; the relationship between firm innovation and firm performance; predictors of administrative and technological innovations; and the effect of commercializing technological innovation by universities.

In all these research done in Kenya, the explanation on why manufacturing firms in Kenya are performing poorly does not give a complete picture of the factors affecting performance of such firms as it has been in developed countries because they have ignored the influence of human resource management practices on the firm performance that have been found impacting the performance of firm in developed countries. It could be this overlooking influence of human resource management practices that are of significance. This study therefore sought to investigate the relationship between human resource management practices and firm performance of manufacturing firms in Kenya.

CONCEPTUAL FRAMEWORK

Several researchers have noted that HRM practices leads to firm sustainable competitive advantage and superior performance, and HRM is an important means of gaining this competitive advantage (Schuler and MacMillan, 1984; Barney, 1991; Wright et al., 1994). Thus, there is a close relationship between HRM practices and firm performance. In the long run, efficient human resource management practices enhance firm performance (Huselid, 1995).This study examines how human resource management practices affect firm performance. The conceptual framework consisted of hypothesized relationship $H1_{0:}$ There is no significant relationship between human resource management practices and performance of manufacturing firms in Kenya; $H1_{1:}$ There is significant relationship between human resource management practices and performance of manufacturing firms in Kenya; This study finds it prudent to use several criteria to measure performance. Lusthaus (2000) discusses performance by splitting it into four main indicators; Relevance, Effectiveness, Efficiency and Financial viability.

The specific objective of the study was; To establish the relationship between human resource management practices and firm performance.

METHODOLOGY

This study was based on a census survey of 68 medium and large manufacturing firms whose core activities involved in production and marketing of edible oils, soaps and detergents, beverages or sugar. A census sampling technique was used. The data collection instruments were finally given to all the 68 firms identified out of which 50 responded, giving a response rate of 73.5% hence reliability of the data. Of these, 9 (18%) were indigenous while 41(82%) were multinational firms. The questionnaire was completed by the Production Manager, Brand Manager, Human Resource Manager, Marketing Manager, or the relevant manager dealing with innovations. The questionnaire was supplemented by secondary data from firms‟ published reports. Likert – type statements anchored by a five – point scale ranging from strongly disagree (1) to strongly agree (5) was used to capture specific indicators for each objective. Composite reliability was used to assess inter-item consistency, which was operationalized using the internal consistency method that was estimated using Cronbach‟s alpha. Typically, reliability coefficients of 0.70 or higher are considered adequate (Cronbach, 1951; Nunnally, 1978). Nunnally (1978) further states that permissible alpha values can be slightly lower (0.60) for newer scales. Although the constructs developed in this study were measured primarily on previously validated measurement items and strongly grounded in the literature, they were modified somewhat to suit the Kenyan context.

FINDINGS AND DISCUSION

The descriptive measures of firm performance are found in Table 4.13 – Table 4.28. Hiring of skilled employees and teaching company schemes are very common with average composite mean score of 4.00 and 4.08 out of the best score of 5.0 respectively. Taken as a whole, the eight variables (hiring skilled employees, regular training program for staff, managers conducts staff appraisal, hiring of consultants for new ideas, establishment of departments, employee compensation, Management by walking around, formal staff tenure) identified for analysis provide a broad spectrum of measures of HR practices identified in the literature.

SIGNIFICANCE AND IMPLICATION OF THE STUDY

RECOMMENDATIONS

The first theoretical contribution of this study is that the managers in HR firms can strive to improve firm performance indicators; efficiency, effectiveness, relevance and financial viability by hiring skilled employees, regular training program for staff, hiring of consultants for new ideas, establishment of departments, Management by walking around and enhancing formal staff tenure on an ongoing basis. Managers should also provide material incentives to attract and retain high skilled workforce. It is essential for manufacturing sector to provide good performance appraisal to their employees.

Fair performance appraisal and control while reinforcing employees‟ motivation leads to increase in firm performance. Managers should also encourage employees to acquire, share, and apply their knowledge in order to achieve the performance appraisal goals which are able to lead to better firm performance.

REFERENCES

TY - JOUR, AU - Obonyo, Peter, AU - Godrick Mathews, Bulitia, AU - Ojera, Patrick
PY - 2014/04/02, SP - 392, T1 - Human Resource Management Practices and Firm Performance: A Study of Manufacturing Firms in Kenya, VL - 3,
DO 10.17722/ijme.v3i1.157, JO - International Journal of Management Excellence Bulitia Godrick M, K‟Obonyo Peter, Ojera Patrick,

School of Business and Economics Maseno University, Kenya, Department of Business Administration, University of Nairobi, Kenya, School of Business and Economics, Maseno University, Kenya

2 bugodrick@yahoo.com

3 pkobonyo@uonbi.ac.ke

4 pbojera@yahoo.com

1.8 Business Goals/Objectives

<u>What makes this firm different?</u>

I believe an HR business should always start with the audience (e.g. small businesses, HR leaders, non-profit associations, etc.) for your HR business or consulting in mind first…and then come up with a solution to a problem they're looking to solve. It's 1000% easier to sell a solution to a specific audience, than to come up with a solution then try to search the right audience, as **Alan Collins founder, success in HR suggests.**

With the great experience of operation, I have earned a reputation for successfully managing highly sensitive and intricate retained search assignments for Board, CEO, and C-suite positions. My track record of excellence in handling confidential searches is unparalleled, and am proud to have earned the trust and confidence of the clients.

Whether navigating complex organizational structures or identifying top-tier candidates who can help take your business to the next level, am equipped to handle even the most challenging executive search assignments with discretion and professionalism.

<u>Here are some of the specific targets we wish to achieve within the shortest period possible in order to meet the set goals and objectives:</u>

- Teach each and every HR functions with in-depth coverage
- Ensure that each client Understand the latest HR trends and technologies with practical approach
- Ensure that our clients Work independently for any HR function in real life situation
- This career will take your HR career to the next level with utmost knowledge in HR skills
- If you are a fresher, this HR Certification is the best course for HR to launch your HR career
- Make a career into Strategic HRM or be a senior HR Manager in HR domain

In additional, am looking forward to achieve;

- ❖ **Access to a global network of top-tier candidates:** I have an extensive networks of high-level professionals across the Region. This meaning I can tap into a much wider pool of candidates and find the perfect-fit leader for your organization, no matter where they are.

- **Expertise in identifying and assessing top talent**
  I have a high-level of expertise in identifying and assessing high-potential candidates, applying skills and knowledge to determine whether a candidate has the necessary skills, experience, and cultural fit to thrive in your organization.

- **A streamlined, efficient process**
  With over 7 years in this organization, I have a well-tested and proven process for identifying, screening, and presenting candidates. Meaning I can quickly and efficiently fill critical leadership roles without the hassle of wading through stacks of resumes or interviewing unqualified candidates.

- **Confidentiality and discretion**
  At **SUPERIOR HUMAN RESOURCE CONSULTANTS** we prioritize confidentiality and discretion throughout the hiring process. We know this is important for executive-level positions, where announcing an open position could impact current employees, clients, or competitors. We conduct a confidential search and present a list of pre-screened candidates without revealing your company's identity.

- **Excellence**
  We seek to excel in all that we do.

1.9 Entry and Growth Strategy

Sometimes people go into HR for all the wrong reasons. The best HR professionals truly care about others, are committed to resolving issues in a way that preserves relationships, and quite simply, exemplify the characteristics of good human beings. Many people want to start an HR consulting firm, but to have long-term success, here are some of the entry and growth strategy I look forward to put in place:

1. Always put people first over policies.

2. Focus on reality, not theory.

3. Understand the business I support and focus on adding real value to the business.

4. Be a problem solver and be sure to have answers for clients and their employees.

5. Simplify everything.

6. Focus on what really matters to drive the business forward and don't get hung up on trivial details. To have true success as an HR leader, focus the energy and abilities on informing, guiding, and caring for the wellness of others. Be supporting, understanding, and be ready to take up the reins and simplify and keep the human in HR.

Below is an illustration of an accelerator core process:

- **A core framework to follow (Who, What, Where, How, When)**. Here I will identify the ideal target market, service offerings, and pricing. Then build a simple marketing plan where I will choose two or three main marketing channels/methods to focus on. Each week, I'll review your progress for the month so far using the progress review worksheets.
- **A one-to-one Marketing Plan Deep-Dive** – I will need a kick-off call on Zoom to create your own tailored business launch/marketing plan specifically for my new HR-related business.
- **Marketing playbooks** for getting more referrals, for using LinkedIn to get more business, how to get speaking opportunities, how to easily generate lots of effective marketing content, etc.
- **Online step-by-step training course** on key concepts, strategies & tactics for launching a successful HR-related business available 24 hours a day, 7 days a week.

Our clients say that this course on its own, even without direct coaching, is worth the program investment.

- **Coaching calls for three months** to keep up the momentum and use this tailored marketing plan specifically created for my HR-related business to increase the number of sales leads and new clients.
- **Automated online To-Do List task tracking** to easily keep track of tasks flowing from marketing plan.
- **Online accountability tracking** to keep on the right path and keep confident and motivated.
- **Special recorded mini workshop** to create own automated sales lead machine which can automatically nurture sales leads and educate them on the services so they're much more likely to sign up with me as a new client.
- **Recommended reading & resource lists** on all aspects of starting and running a new HR-related business, including services, software, books, podcasts, and more.
- **Case study videos** from other successful HR business founders – HR consultants share their real-life start-up experiences and advice.

CHAPTER 2: MARKETING PLAN

Every consultant needs a comprehensive marketing plan template to get all their strategies in order and execute them well. I have to find new customers, send out contracts, chase payments, make sure everyone is satisfied, and still have time to service them all. Here are the top strategies am looking forward to use to market myself;

2.1 CUSTOMERS

To be able to determine who my ideal customers are, first I have come up with a customer persona for different types of target customers that am trying to reach. Describing their characteristics, interests, demographics, and unique needs of each of their personas as follows:

- Customer profiles (or buyer personas) are designed to help you understand who your ideal customers are. By doing so, you can craft marketing messages that address their challenges and needs, and attract them to your business.

It includes common details they tend to share, such as their:

- Age
- Location
- Hobbies
- Job title
- Income
- Purchasing habits
- Goals or motivations
- Challenges or pain points

Customer profiles are often referred to as buyer personas or user profiles. Each term essentially means the same thing: A single document that lists key demographics, interests, and behaviors of your target customers.
Knowing your audience is central to any marketing strategy. With the great diversity of marketing styles and strategies out there, it's easy to lose sight of some of the fundamentals inherent to every strategy. One of the most important is this: You have to know your audience, inside and out. There are several actionable and practical ways I will use to get to know and understand my customers better; namely:

- ❖ **Do my research in advance**

First, I will do market research, and make sure the demographics I've selected are the right ones for my brand and product. I have researched about related niches, gauged interest in my services from other areas and have gained enough information to make at least a handful of conclusive statements about the target audience.

- **Look at my competitors**

In some ways, this is an alternative form of market research. Here, I'll be looking at least the ones who share the same target audience as mine). Evaluate their brand, their brand voice, the types of marketing strategies they use and the messaging they bring out in their advertising.

- **Create a customer persona**

The customer persona is a tried-and-true tactic used by businesses everywhere to better conceptualize their target demographics. Here, I'll work to create an outline of the ideal "target customer." In most cases, this takes the form of a fictional character, whom I'll shape with bits of information like education level, family life, career and income, and maybe even details like a name and personality traits. This will help to conceptualize and "talk to" the average target customer, and it serves as an ideal tool to get my other team members up to speed.

- **Monitor clients' comments and engagements**

Comments and engagements are particularly important when running a content marketing strategy. My goal here is to pay close attention to how many people are responding to my work, how they're responding, and how often they're responding. Generally, the more "engagements" I receive (things like comments, likes and shares), the better the campaign is faring. I will use this information to discover what content topics my audience values or what types of messages don't appeal to them. I will gauge these metrics over time to establish patterns and learn more about my audience.

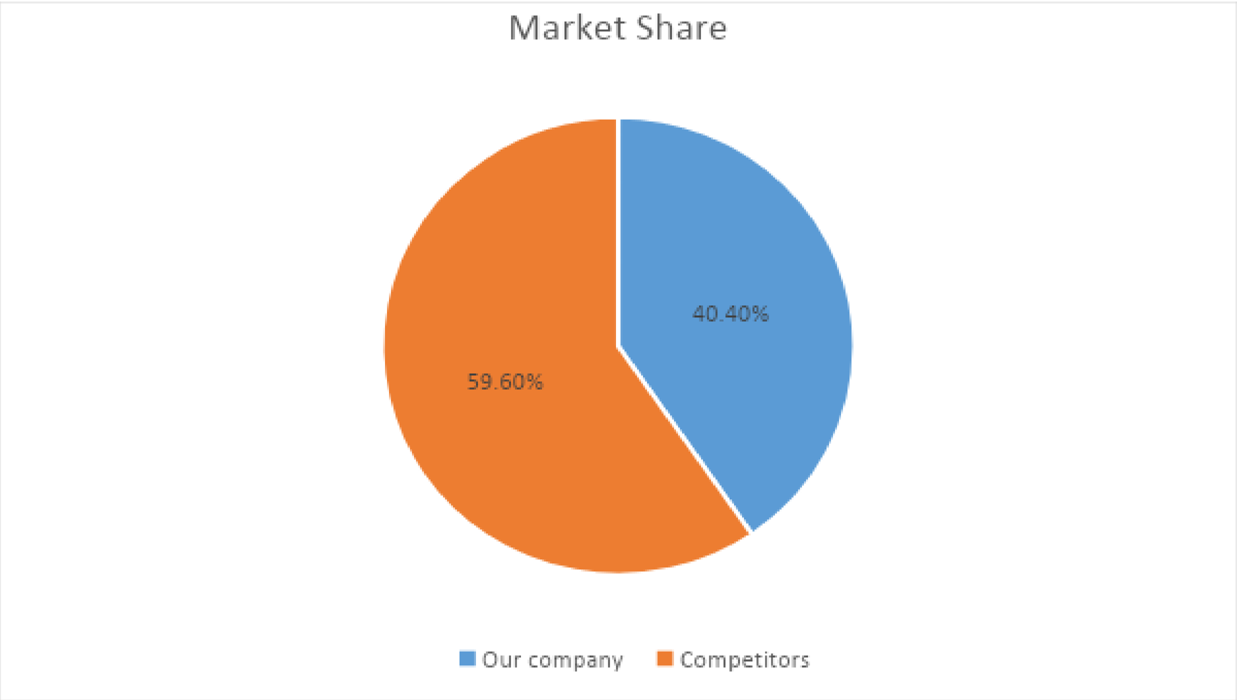
- **Witness external social habits**

I will also employ the tactic of social listening to see what other topics and engagements my audience members are participating in. The idea here is to "plug in" to the social conversations and engagements my target audience has with other brands and other people, giving me the opportunity to uncover new trending topics, new angles for my messaging or new approaches I may not have otherwise considered.

❖ **<u>Conduct surveys</u>**

Finally, I have the most straightforward way to learn more about my audience: asking them questions. It doesn't take much to create and launch a survey. Anything I want to know about my target audience, I will put in a question format and submit to my social followers and email subscribers. From there, I'll quantify the results (or read them manually) and walk away with all the insights I ever wanted. All of these strategies will help me better understand my target demographics. Once I know the habits, lifestyles, behaviors and preferences of my key demographics, I'll still need to mold and improve my strategy accordingly.

2.2 MARKET SHARE



To become super attractive to the target market, I always start by working out who I should be aimed at. For example, for my firm, I divided it into the following categories:

- HR Professional
- External clients to the Company
- The organization itself
- Student
- Other

HR professionals are usually in mid to large-sized companies with decent budgets and support behind them. The organization itself have a lot more to contend with since they are looking for different things – they'll also want things that are quick, low cost or free so they can solve an immediate problem. They may well spend money on larger services later but they've got a lot of things on their plate so it may take time. External clients to the company know what they are looking for and will be prepared to spend more towards achieving good results.

2.3 COMPETITION ANALYSIS

In today's competitive landscape, the key to winning over customers lies in personalized and extraordinary experiences. By delving deep into customers' engagement patterns, behaviors and transactional preferences, brands can gain invaluable insights. These insights, when effectively utilized, have the potential to transform the customer experience landscape.

In an era where every brand strives to capture customer attention and foster loyalty, this firm will unveil the path to delivering a truly remarkable by fulfilling the following:

- I will be able to identify the problem that am solving for them, execute the services faster or better than other companies & have access to a unique talent pool or a specific technology that gives an edge.

- I will create & optimize my social media pages to make sure that its ready to attract potential clients. Use effective tools to schedule posts on a regular basis and respond to every comment and message that comes in.

- I will create viral linkedln posts illustrating the services the firm is offering. Our very own marketing survey showed that LinkedIn is the #1 place marketing leaders go to learn marketing and get new ideas.

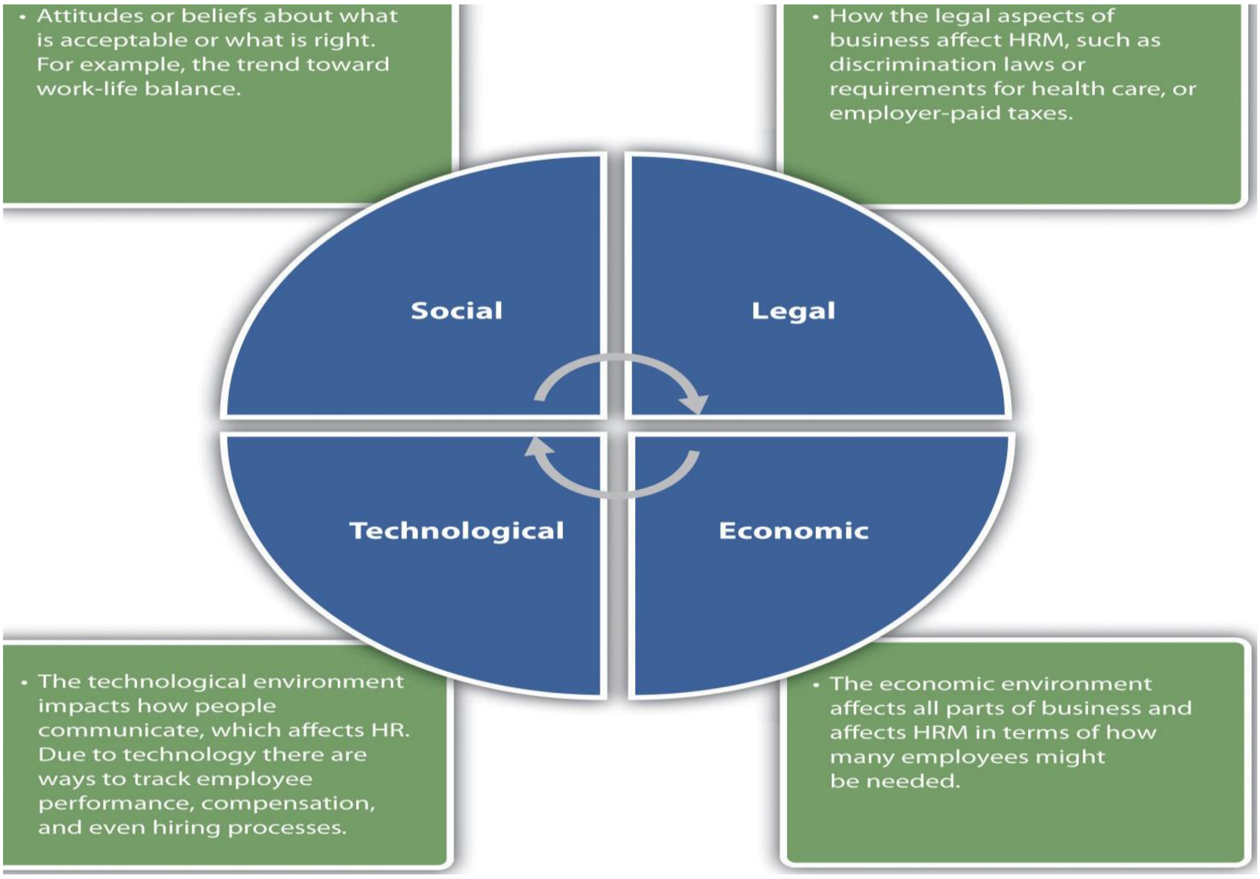
- I will be looking for opportunities of speaking at local events and conferences (both in-person and virtual). Go to networking events to create new partnerships and meet potential clients. Host an event and invite all the top influencers and attend local meetups regularly.

- I will offer referral programs by not just depending on my customers, but I will meet other marketers, make friends, and ask for referrals from other firms.

- I will write down a plan in details which will include: marketing goals, general marketing strategies, Specific marketing tactics and marketing mix (each marketing channel and type of content I'll be using).

- I will also optimize my marketing strategy at each level of growth in such a way that it will not be static document. It will change and expand as the business grows.

- Finally am looking forward toward Going above and beyond my client even through Sending out regular surveys to see how satisfied my customers are, jump on regular calls, and make sure that everyone is happy. Also, make sure I ask happy customers for reviews and publish them on all the relevant review platforms for my firm as this will help in getting more clients and scale of business. Other factors are as illustrated below:



2.4 ADVERTISING AND SALES PROMOTION

Every HR consultant has to employ certain strategies depending on their situation. Here is how to get clients for an HR consultancy business:

1. Network on LinkedIn

LinkedIn is a powerful networking tool that can help connect with potential clients who may be interested in your services. To get the most out of LinkedIn one must start by creating a solid profile that showcases your experience and expertise. Then, connect with other professionals in the field, and participate in relevant groups and discussions. With a little effort, one can quickly build a strong network of potential clients on LinkedIn.

2. **Pitch the services to established companies**

One of the best ways to do so is by pitching the services to established companies. This can be done in several ways, such as by sending a proposal or introductory letter to potential clients or meeting with them in person to discuss your services.

Whatever approach one may take, one need to have a strong understanding of the needs of businesses in the target market and be able to articulate how the services can meet those needs. One also need to be able to build relationships with key decision-makers within those companies and show them that you are a credible and trustworthy partner.

3. Partner with a complementary business to offer bundled services

Partnering with a complementary company to offer bundled services can be a great way to reach a new customer base and provide more value to the clients. Plus, it can help one build a stronger relationship with the partner company, leading to even more business opportunities down the road.

4. Optimise the website for search results

HR consultancy can attract more clients with search engine optimisation. This means ensuring the site appears as high up as possible in search engine results pages (SERPs) for relevant keywords. There are many things one can do to improve the site's ranking which include:

a) Conducting keyword research to identify the best keywords to target

b) Optimising your site's title, meta tags, and content for those keywords

c) Building links to your site from other high-quality websites

d) Creating compelling and informative content that will keep visitors engaged

By taking these steps, one can improve chances of getting found by potential clients who are searching for HR-related services online.

5. Ask for referrals

Talking to friends, family, current clients and colleagues to see if they know anyone who might need the services. I can also get referrals by networking with other professionals in the HR field. Attend industry conferences and events, and exchange business cards with everyone I meet. I will also offer discounts or free consultations to businesses that refer clients. If I get a few referrals, I'll be well on my way to building a successful consulting firm.

6. Offer a free HR assessment

The best way to get clients for HR consultancy is to provide a free HR assessment. This will give potential clients a chance to see the value of the services and decide if they want to use the company.

To do a free HR assessment, contact a potential client and ask if they would be interested in having their HR department evaluated. If they agree, I will schedule a time to come in and do the assessment. I will provide a report that explains the process in detail and give examples of how I will help clients improve their HR department.

By providing a report of the findings, I will demonstrate my expertise and value as an HR consultant. Additionally, offering a free HR assessment can help build goodwill and rapport with potential clients, making them more likely to engage in my services in the future.

7. Develop a unique selling point (USP)

The key to being distinct from the other guys is to focus on creating my own individual selling points. To do this, I need to identify what it is that I offer that is unique and valuable to potential clients. Once I have USP, I must ensure that it is communicated effectively to the target market. This can be done through marketing materials, website, and word-of-mouth.

8. Run online ads

To get started, I'll need to identify the target market and create an advertising campaign that resonates with them. Once the ads are live, I will monitor their performance and make adjustments as needed. Online ads can be highly effective in generating leads and a cost-effective way to grow the business.

With our global reach and extensive experience in executive search, I will provide the clients with high-level service, delivering candidates sourced through our international network in various sectors and senior roles worldwide.

2.5 PRICING STRATEGY

Too much, and you won't have any clients. Too little, and you'll work yourself to the bone — and become resentful in the process. I will strike a balance that will enable to build a thriving practice where I'll help people. Through experiences building successful coaching and consulting practices, I've discovered there are five key pricing strategies I can use. By deploying the right strategy at the right time, I can build a robust and lucrative practice.

Hourly billing. The simplest way to bill my clients is by the hour. At first, I may not have any idea how long a given project or engagement will take, so instead of risking a bad calculation (I think it'll take 20 hours, but it actually takes 200), this approach may make sense. On the plus side, it's clean and simple. It's also what many people are familiar with, because their own lawyers and accountants charge that way.

Retainer agreements. A better arrangement, once I've built trust with a client, is a monthly retainer. In this situation, clients pay a flat fee each month for access to the service. A clear benefit is pricing predictability. The downside is that unless you're careful, your client may feel they own you, and take advantage of the “all you can eat” pricing by monopolizing your time. As you gain more experience and build your brand, this will be a natural way to offer your services.

Productized services. Another possibility is to develop a standard suite of products (because am selling professional services, the term of art is “productized services”). If I have popular offerings, I can often make life simpler for both I and my clients by creating a standard rate sheet. This is easier for the client because the pricing is transparent, and because the basic format is the same, there’s no concern about “scope creep” or other variables that would impact the time and effort the coach spends.

Value-based pricing. The concept is that prior to suggesting a price, I have a detailed conversation with the prospect to understand and agree upon the value the engagement, if successful, would have on the business. For instance, I can weave in questions such as, “What would be the value to the company if this weren’t a problem?” or “What impact would it have if you could do XYZ better?” This question can actually be a valuable part of the coaching process, because when clients are coached to think about the value of the engagement, they get much clearer on their goals. Once the buyer realizes the full value your work will bring, your fee — a tiny percentage of the overall gain — will seem trivial in comparison.

Pay for results. It’s not for everyone, because it’s high stakes: if my client doesn’t improve, I get nothing. But if I succeed, the payday can be substantial. But the model is only risky if I don’t have a solid process and don’t pick my clients well. The coaches and consultants that succeed are those whose business lasts long enough to make an impact on their clients’ lives.

2.6 SALES TACTICS

Effectively marketing can lead to HR consultants gaining a comprehensive understanding of their customer persona, increase in brand awareness, better overall understanding of business development opportunities, and can ultimately drive more prospective customers to the consultancy. Here are 5 marketing activities most effective for growing HR consultancies to focus their time on.

1. Networking

Networking is an important marketing activity for HR consultants to engage in. As many HR consultants primarily work in direct contact with their clients, a personable approach is involved in establishing a relationship. Networking is an activity that bridges socializing whilst providing the opportunity to promote business's services. HR consultants can attend local business networking events, national or specialized networking events and HR specific networking events.

2. **Building client case studies**

Having a comprehensive list of client case studies can showcase the work I've achieved with clients whilst also providing clients prospects with a testament on the quality of work. With studies finding that 79% of people would trust online reviews as credible as they would personal recommendation, it's critical for businesses to have an already established portfolio of client case studies.

Essentially meaning that Google is far more likely to display business at the top of the search engine if they have multiple positive reviews instead of a competing business with fewer positive reviews. Therefore, having multiple case studies can aid as a competitive advantage for HR Consultants.

3.Running a refer a friend campaign

Running a refer a friend campaign involves asking existing clients to refer someone they know to your HR consultancy. Asking clients to refer a friend can be called on as a favor or consultancy can incentive them by providing the client with an incentive if their friend converts into a new client.

4.Scheduling regular touchpoints with clients

Maintaining regular touchpoints with clients can be an effective way to solidify relationship and add value to clients. Through doing so, clients may be more obliged to stay and continuing using the services.

HR consultants can create touchpoints with clients through:

- Sending out a bulk email to client list about updates and trends
- Calling clients directly
- Posting out cards and gifts to celebrate occasions (e.g. a business birthday or Christmas)

Establishing and scheduling client touchpoints in advance can not only reduce the risk of clients leaving the services, but also provide an opportunity to upsell services with an organic approach. If approached in an organic manner or in response to an event, HR consultants could expect to achieve a retained client base and have an opportunity to increase revenue.

2.7 DISTRIBUTION STRATEGY

Here are some of the ways are will use to be able to get new clients for your HR consultancy:

- ➢ Build and maintain an outbound sales pipeline

One of the strongest anchors for HR lead generation strategy should be building and maintaining an outbound sales pipeline. Outbound sales development is all about reaching out to new people to let them know about the HR consultancy and encouraging them to partner with my business. Here are some of the core ways that my sales reps can connect with potential clients and pitch the human resource services:

- Cold Calling

While cold calling is often seen as an old school outbound lead generation method, it’s extraordinarily useful if one build prospect list properly.

- Email Marketing

Email marketing is another common outreach strategy that HR consultancies use to find clients and nurture relationships with them. Email marketing is often most effective when paired with cold calling because it gives a variety of platforms to connect with potential candidates and pitch the product or service offerings.

- Social Media Outreach

Social media is often identified as an inbound marketing method, but using professional social media channels like LinkedIn is another great way to get clients for consultancy business. After qualifying as a lead, sales reps can reach out to decision-makers and business leaders in the target market and discover what they value in an HR consultancy.

- Networking

It's important to not forget about networking when it comes to finding consulting clients. Attending local networking events is a great way to connect with potential buyers in market and implement them into outbound sales pipeline. During networking events, one can chat with them, learn about what they seek in an outsourced HR consultancy, and gather their contact information to send them additional sales and marketing assets.

- **Maximize online presence**

On the other end of the lead generation spectrum, we have inbound marketing. This business growth strategy focuses on building online presence and bringing interested buyers to business versus actively reaching out to them.

Here are some important things to consider when maximizing online presence:

- Content Marketing

Content marketing involves creating engaging, informative, valuable assets that prospects and clients genuinely want to look at and gain more insight from. Many content marketing assets include talent acquisition guides, HR industry reports, and other types of marketing materials that serve to capture the attention of the prospects that matter most to business growth efforts.

- Search Engine Optimization (SEO)

With the help of content, site optimization, and link building, your HR consultancy can make its website rank higher for target keywords and phrases in popular search engines. In other words, people searching for your HR consultancy services will find you rather than your competitors.

- Pay-Per-Click (PPC) Advertising

PPC advertising in search engines and social media is another inbound marketing approach to generate a steady stream of leads. When an interested user sees the ads and feels like it has value to what they're looking for, they can click on the ad and submit their contact information to speak with one of the sales reps or get additional sales and marketing materials.

Social Media Marketing

While social media outreach may be considered outbound, social media marketing is an inbound method to get your HR consultancy in front of the eyes of potential buyers and boost top-of-mind awareness. Additionally, one can post content from the website through social media, driving users to check out the website and see what benefits HR consultancy has to offer their business.

- **Ask for referrals from satisfied clients**

Another way to generate leads for your HR consultancy is to ask for referrals from satisfied clients. If I get these referrals, I'll have a warm introduction and a highly qualified lead ready to go at fingertips.

While asking for referrals is a great way to generate new qualified leads, it's important to remember that it isn't consistent or reliable; there's no guarantee that existing clients are going to provide with referrals. It's best used as a supplementary HR consultancy lead generation strategy, and shouldn't be relied on whole heartedly.

Outbound sales development and inbound marketing are necessary if I want to generate a steady stream of new leads for my HR consulting business. With a combination of outbound sales, inbound marketing, networking, and active pursuit of client referrals, I will be able to build a strong foundation that can help generate more leads and prospects.

CHAPTER 3: ORGANIZATION AND MANAGEMENT PLAN

3.1 BUSINESS MANAGER AND QUALIFICATIONS

There are seven main responsibilities of HRM managers: staffing, setting policies, compensation and benefits, retention, training, employment laws, and worker protection.

As an HR consultant, I will be required to evaluate and identify human capital inefficiencies, recommend solutions, develop HR strategies and models, and provide advice on HR policies and best practices. Am analytically minded and have excellent interpersonal skills, able to quickly identify workforce issues and recommend effective solutions.

Below is a brief illustration of the roles of a HR consultancy manager which I look forward to undertake:

Staffing. Staffing includes the development of a strategic plan to determine how many people you might need to hire. Based on the strategic plan, HRM then performs the hiring process to recruit and select the right people for the right jobs.

2. **Basic workplace policies.** Development of policies to help reach the strategic plan's goals is the job of HRM. After the policies have been developed, communication of these policies on safety, security, scheduling, vacation times, and flextime schedules should be developed by the HR department.

3. **Compensation and benefits.** In addition to remuneration, health benefits, and other perks are usually the responsibility of an HR manager.

4. **Retention.** Assessment of employees and strategizing on how to retain the best employees is a task that HR managers oversee, but other managers in the organization will also provide input.

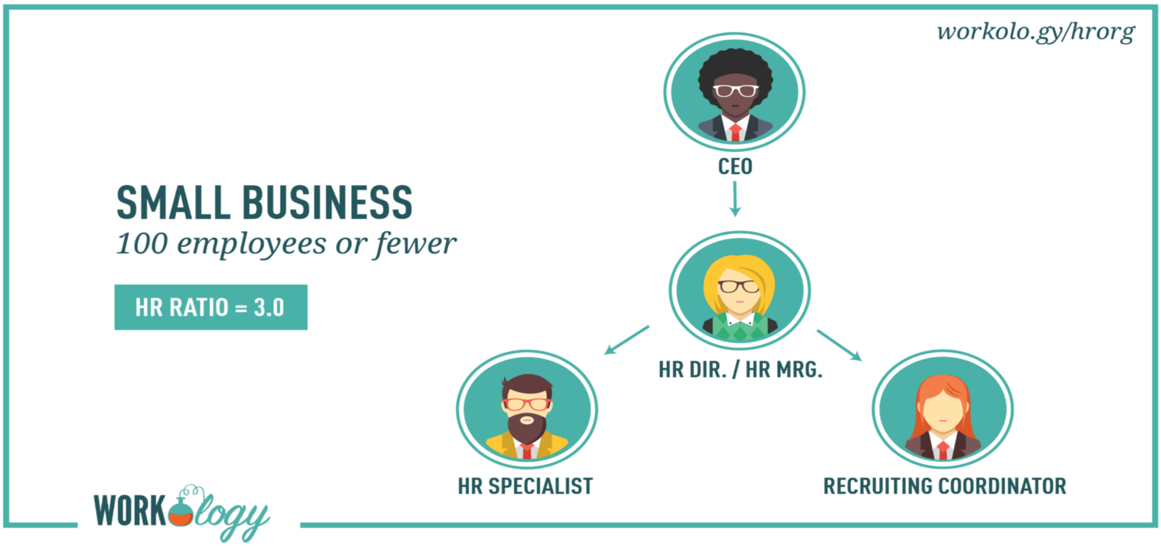
5. **Training and development.** Helping new employees develop skills needed for their jobs and helping current employees grow their skills are also tasks for which the HRM department is responsible. Determination of training needs and development and implementation of training programs are important tasks in any organization.

Regulatory issues and worker safety. Keeping up to date on new regulations relating to employment, health care, and other issues is generally a responsibility that falls on the HRM department.

As a HR Consultant manager I'll be Responsible of:

- Meeting with the HR and management teams to define the company's HR issues, goals, and requirements.
- Conducting research to identify workforce issues or inefficiencies.
- Developing HR strategies and company-specific models.
- Recommending solutions and providing advice on HR policies, procedures, and tools.
- Overseeing the implementation and integration of new policies, procedures, tools, and strategies.
- Monitoring and reviewing human capital analytics to evaluate the efficacy of new policies.
- Generating analytic reports and presentations for feedback to management.

- Ensuring that the operations and activities of the workforce are efficient and in the best interest of the company goals.
- Assisting with the recruitment and training of new employees.



- Keeping abreast of industry trends, tools, practices, and advancements in technology.

The following are academic and professional qualifications attained:

- Bachelor's degree in human resources, business administration, or similar.
- A minimum of 6 years of experience as an HR consultant or similar.
- Excellent computer skills and experience with Microsoft windows, Payroll, and HR management software.
- Full understanding of HR legislation, policies, and procedures.
- Excellent understanding of HR evaluation metrics and methods.
- Good knowledge of recruitment practices and techniques.
- Excellent written and verbal communication skills.
- Exceptional analytic and problem-solving abilities.
- The ability to protect the interests of company employees.

3.2 KEY PERSONNEL

An organizational structure is system companies use to organize people, build org charts, and define how employees fit within an organization. Below is the HR Organizational Structure for this Startup Business. To start with, this firm will operate with an outsourced hired employees for their professional services: they include:

- HR Manager**.** Generalists in their roles, they do a bit of everything including benefits, compensation, recruiting and handling employee relations issues.

- HR Director**.** Often responsible for HR teams of two or more, human resource directors may serve as the highest-ranking member of HR within a smaller company or a startup.

- HR Specialist. Focused on administration, payroll processing, and other administrative tasks, as well as employee orientation, training, and pre-screen interviewing.

3.3 OTHER PERSONNEL

- Human Resource Information Specialist (HRIS)**.** Oversees and maintains HR and recruiting technologies. The HRIS is familiar with recruiting and HR processes but is highly technical and interfaces directly with the information technology department.*

- HR Coordinator**.** Files and maintains reports, processes payroll, schedules interviews, plans and organizes events, handles inter-office communication. In a small company, this role is typically the “right hand” of the head of HR.

- Recruiting Coordinator**.** An administrative position, this role is responsible for recruiting tasks (including being the point person of contact for staffing or recruiting partners), as well as maintaining ATS data and reports.

. Office Administrator. This position within a startup or small company typically supports the HR team, but also performs other administrative tasks for the entire company.

3.4 RECRUITMENT, TRAINING AND PROMOTION

The recruitment process provides the organization with a pool of qualified applicants.

• Am looking forward to hire internal employees—that is, employee who are already working for the organization through a job analysis that analyses, an accurate job description and job specifications. A job description lists the components of the job, while job specifications list the requirements to perform the job. The main reason why I choose this type of recruitment process is due to low cost to incur.

I will also carry out on the job training and development to the few staff for continuous improvement of the skills and performance. I will ensure success is by training employees in three main areas:

1. **Company culture.** A **company culture** is the organization's way of doing things. Usually this type of training is performed at an orientation, when an employee is first hired. The topics might include how to request time off, dress codes, and processes.
2. **Skills needed for the job.** If you work for a retail store, your employees need to know how to use the register. If you have sales staff, they need to have product knowledge to do the job. If your company uses particular software, training is needed in this area.
3. **Human relations skills.** These are non-job-specific skills your employees need not only to do their jobs but also to make them all-around successful employees. Skills needed include communication skills and interviewing potential employees.

Promotion will be carried on the basis of their performance and on how well they are able to execute their duties.

3.5 REMUNERATIONS AND INCENTIVES

What you decide to pay people is much more difficult than it seems. Pay systems must be developed that motivate employees and embody fairness to everyone working at the organization.

I will apply Competency-based pay strategy mode of systems whereby rather than looking at specific skills, I will looks at the employee's traits or characteristics as opposed to a specific skills set. This model focuses more on what the employee can become as opposed to the skills he or she already has. Below is the salary tabulated pay plan of outsourced hired employees for their professional services:

SN	JOB TITLE	BASIC SALARY	ALLOWANCES	TOTAL MONTHLY SALARY
1	HR DIRECTOR/MANAGER	10,000	5,000	15,000
2	HR SPECIALIST	10,000	5,000	15,000
3	HR INFORMATION SPECIALIST	10,000	5,000	15,000
4	HR COORDINATOR	8,000	2,000	10,000
5	RECRUITMENT COORDINATOR	8,000	2,000	10,000
6	OFFICE ADMINISTRATOR	8,000	2,000	10,000
			TOTAL	**75,000**

In addition to the competency based pay system, I'll look at, other considerations such as; **Skill-based pay.** Whereby, salary levels are based on an employee's skills, as opposed to job title. This method is implemented similarly to the pay grade model, but rather than job title, a set of skills is assigned a particular pay grade.

3.6 LICENCES, PERMITS AND BY-LAWS

Starting a consulting business involves a particular set of legal considerations. These include choosing the proper business name, obtaining licenses and permits, working with tax issues, preparing policy, consider health and safety, insurance among many other legal requirements depending on type of business one is operating. The first thing I'll go online to the Nairobi City Council Website and find out the kind of permits required to run the business legally. Another thing I'll consider is going to the local City Council offices and talk to the officers. Ask them to explain the necessary documents I require and how to go about getting them. It's very important that I speak to the local city council before going ahead with registration.

Another website I'll visit for research is the KRA Website. It will give the details on how V.A.T. taxes are charged and should be paid. I'll also get advice from a lawyer about tax requirements for registering the company.

Here are some of the legal requirements I'll require to start this business.

1. **Business Name.**

I'll start by registering the business name, which is ideal for a small budget. It's a simple process, first I go to Huduma Centre and do a name search which is Kshs. 100, and this takes three days. After the check, I register the name of my choice and it usually takes at least 5 days and costs about Kshs. 1,000.

2. **City Council Business Permit.**

This is a very crucial legal requirement to start a business in Kenya, without it I will not be able to conduct any activity. The details on the cost depend on the size of the premise, whereby I'll talk to the local City Council officers on the cost and they may visit the premises to confirm the size of the location and they will advise on how to pay. I will get a receipt when I'll pay, and then the certificate itself after about a week.

3. **Health and Safety**

Since I will be working "in the field" in situations that are potentially dangerous, such as construction sites; or if you are otherwise working with hazardous materials, I'll investigate federal Occupational Safety & Health Administration (OSHA) and Environmental Protection Agency (EPA) regulations, as well as state's occupational health and safety regulations and environmental regulations.

4. **Tax Matters**

For a sole proprietorship, I need to attach a separate schedule (Schedule C) to the personal income tax return. One other matter that is often grouped with tax issues is my status as an independent contractor.

5. **Insurance**

Even if I will work mainly out of the office, I will at least want adequate premises liability insurance, just in case a client or other business-related visitor slips and falls or is otherwise injured at the business location. I will also want adequate property coverage for my physical business equipment; insurance for loss of my own business data is also worth considering.

Policy Statements and Contracts

I'll formulate and provide in advance—and in writing—at least general policies regarding how my work. Since I have a website, I'll be posting my policies there which I give to each of the clients before I reach any agreements and begin work, depending on what kind of consulting am involved in, such as billing issues (whether I bill by the job or by the hour; any minimum charges or minimum hourly billing increments; how I charge for travel time; whether I bill bi-weekly, monthly, or only at the end of a project).

6. **Employees**

Since am dealing with people, I have familiarized myself about basic employment law issues such as illegal discrimination, workers compensation, and how to handle the hiring process. Such as; create a useful job application that does not include illegal questions, check references or make other pre-employment inquiries -- again without violating privacy laws or otherwise seeking illegal information.

3.7 SUPPORT SERVICES

For my HR start up firm, I won't have permanently employed employees but outsourced professional personnel, to be able to concentrate first on the stability of the firm, then later consider employing permanent professional personnel.

CHAPTER 4: OPERATIONAL/PRODUCTION PLAN

4.1 OPERATIONAL/PRODUCTION FACILITIES

SN	FACILITY	CAPACITY (level of out put	QUANTITY/ NUMBER REQUIRED	COST/U NIT	TOTA L CO ST	SOURCE/ SUPPLIER
	Machines					
1	water dispenser		1	6,000		supermarket
2	microwave		1	7,000		supermarket
3	telephone systems		1	3,000		Telephone services pr oviders
4	cooker		1	6,000		supermarket
5	Internet facilities		Wifi installati on	3,000		Internet service provid ers
				25,000	**25,000**	
	Tools and Equip					
1	Photocopier		1	15,000		Office machines servic e providers
2	Printer		1	7,000		Office machine servic e providers
3	stationery		Depend on the amount of wo rk involved.	2,000		Stationery suppliers
4	Utensils & cutlery		A dozen each	3,000		supermarket
				Sub-total	**27,000**	
	Furniture and fitting					

1	**Cabinets**		2		6,000	Office furniture service providers
2	Tables		2		5,000	Office furniture service providers
3	**chairs**		A set of 6 chairs		7,000	Office furniture service providers
				Sub-total	**18,000**	
				GRAND TOTAL	**70,000**	

Operations plan describes how I will meet goals which should have two distinct sections as follows.

Short-term processes include all of the tasks involved in running interior design such as serving customers, procuring samples and design elements, keeping the storefront (if applicable) clean, etc.

Long-term goals are the milestones I hope to achieve. These could include the dates when I expect to serve customer, or when you hope to reach sales.

THE BUSINESS PREMISES LAYOUT:

A human resource layout poses many benefits to a company. Here are the primary uses for the firm:

- Facilitates Collaboration with the team on planning HR processes and strategies
- Makes it easy in Identifying inefficiencies in current processes hence optimizing effectiveness of the solutions
- Facilitates collaboration in decision making, hence clear clarifying and instructions to clients on their tasks

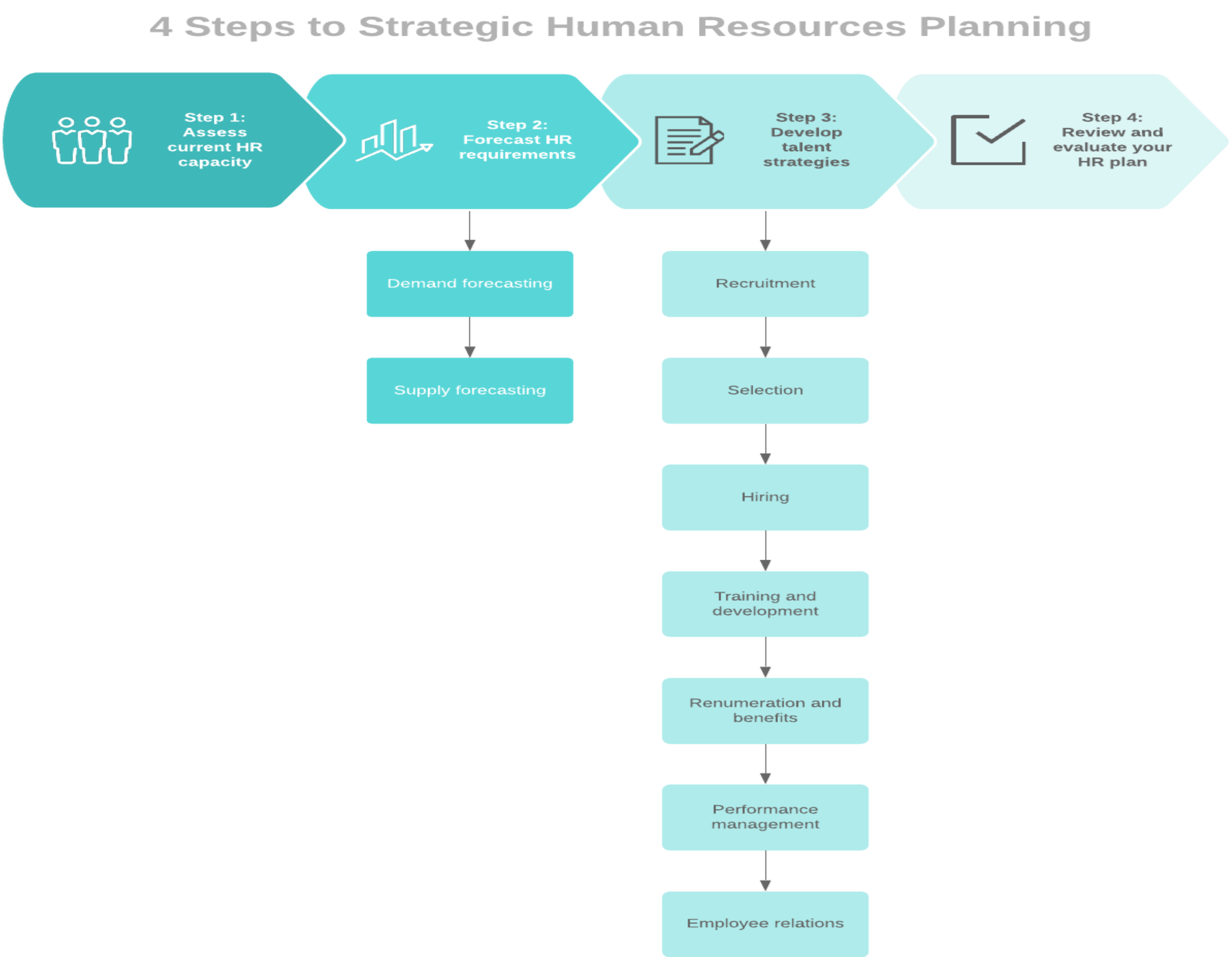
Below is my HR firm layout:

4.2 OPERATIONAL/PRODUCTION STRATEGY

In order to improve the strategic alignment of staff and other resources, it's essential to understand how to create a strategic HR planning process by assessing current staff, evaluating whether it fits the organization's needs. After that, you can move on to forecasting future staffing needs based on business goals, align organization's strategy with employment planning and implement a plan to not only to hire new employees but also to retain and properly train the new hires.

Below are steps to strategic human resources planning which will facilitate production strategy:

- Assess current HR capacity
- Forecast HR requirements
- Develop talent strategies
- Review and evaluate



a) Monthly Cost of Raw materials

Item	Amount (Kshs)
stationery	500
Miscellaneous expenses	500
Total cost of materials	1000

b) **Monthly Cost of Labour**

Job title	Total monthly salary
HR Director/Manager	15,000
HR Specialist	15,000
HR Information Specialist	15,000
HR Coordinator	10,000
Recruitment Coordinator	10,000
Office Administrator	10,000
Total cost of labour	75,000

c) **Monthly Overheads costs**

Item	Amount (Kshs)
Other Consulting fees paid to experts and advisors	3,000
Money paid to lawyers, who draft up start up business plan	3,000
Accounting costs incurred while preparing to apply for a business loan, or wh en evaluating the credit worthiness of potential investors.	3,000
New businesses registration fee	2,000
Money filing for permits from city, state agencies, and federal authorities.	2,000
Total overheads costs	13,000

d) **Total cost of production per month**

Item	Amount (Kshs)
Cost of raw materials	1,000
Cost of labour	75,000
Overheads costs	13,000
Total cost of production/operation	89,000

4.3 PRODUCTION/OPERATIONAL PROCESS

The first step which will enable the operational process to be smooth is by Assessing current HR capacity

The first step in the human resource planning process is to assess current staff. Before making any moves to hire new employees for the organization, it’s important to understand the talent I already have at the disposal. Develop a skills inventory for each of the current employees. I will be able to achieve this through asking employees to self-evaluate with a questionnaire, looking over past performance reviews, or using an approach that combines the two.

2. Forecast HR requirements

Once I have a full inventory of the resources, I already have at disposal, it’s time to begin forecasting future needs. It is important to assess both my company’s demand for qualified employees and the supply of those employees either within the organization or outside of it, by carefully managing the supply and demand.

Demand forecasting

Demand forecasting is the detailed process of determining future human resources needs in terms of quantity—the number of employees needed—and quality—the caliber of talent required to meet the company's current and future needs.

Supply forecasting

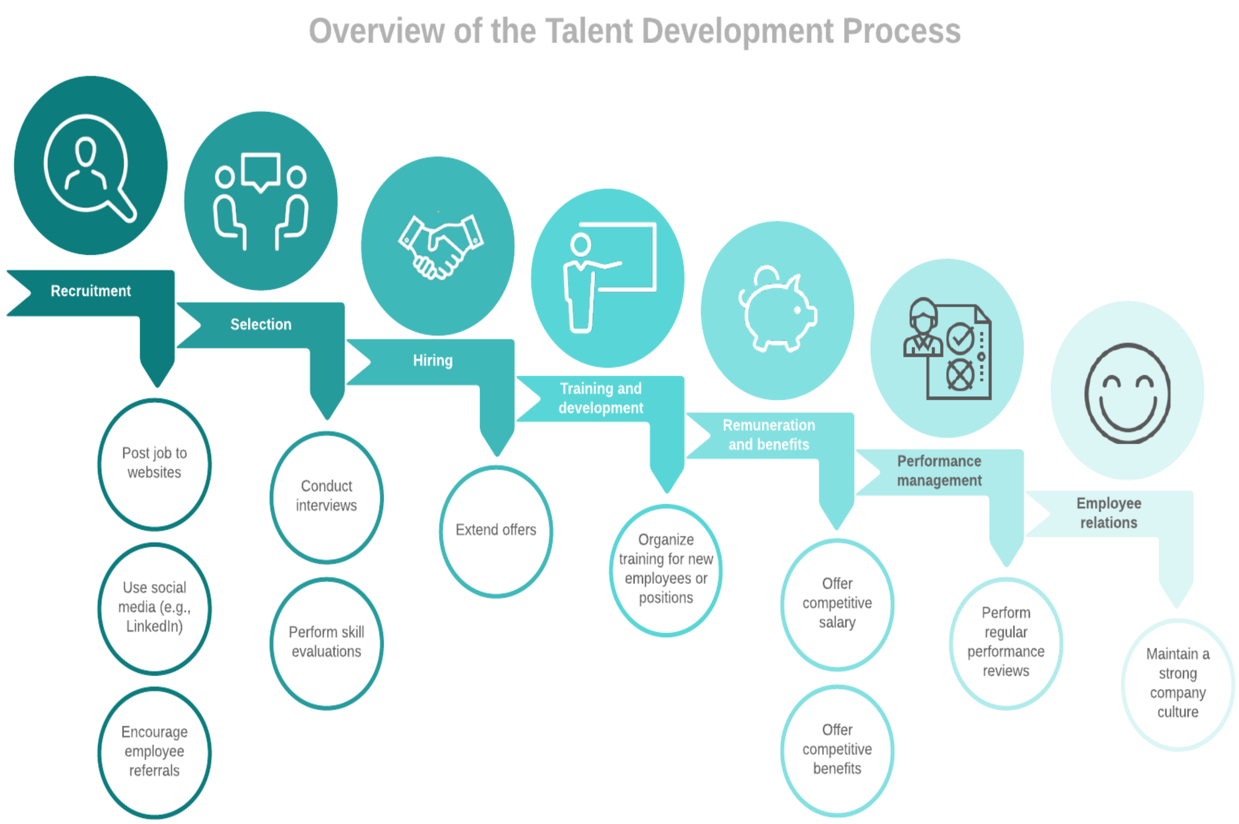
Supply forecasting determines the current resources available to meet the demands. With previous skills inventory, I'll know which employees in organization are available to meet current demand, potential hires that can meet the needs not fulfilled by employees already present in the organization

Matching demand and supply

Matching the demand and supply is where the hiring process gets tricky—and where the rest of the human resources management planning process comes into place. This can be achieved by training current employees, hiring new employees, or combining the two approaches.

3. Develop talent strategies

Talent development is a crucial part of the strategic human resources management process.



Recruitment

In the recruitment phase of the talent development process, it begins with the search for applicants that match the skills the company needs.

Selection

Once connected with a pool of qualified applicants, conduct interviews and skills evaluations to determine the best fit for organization.

Hiring

Decide the final candidates for the open positions and extend offers.

Training and development

After hiring the new employees, it's time to bring them on board. Organize training to get them up to speed on company's procedures by encouraging them to continue to develop their skills to fit the company's needs as they change.

Employee remuneration and benefits administration

Keeping the current employees and new hires happy by offering competitive salary and benefit packages and by properly rewarding employees who go above and beyond. Retaining good employees will save company a lot of time and money in the long run.

Performance management

I will Institute regular performance reviews for all employees. Identify successes and areas of improvement. Keep employees performing well with incentives for good performance.

Employee relations

I will make sure the company is maintaining a safe work environment for all, focusing on employee health, safety, and quality of work life.

4. Review and evaluate

Once human resource process plan has been in place for a set amount of time, I'll evaluate whether the plan has helped the company to achieve its goals in factors like production, profit, employee retention, and employee satisfaction.

4.4 Government regulations affecting operations/production process

Here's a rundown of the different types of government regulations on business:

1. Tax Code

Income tax: all businesses file an annual income tax return. Businesses must pay income tax as they earn and receive income, and then file a tax return at the end of the year.

2. Employment and Labour Law

There are also many government regulations on businesses that employ workers and independent contractors, in the form of federal and state labor laws. This act affects most private and public employment, and requires employers to pay covered employees at least the federal minimum wage and overtime pay of one-and-one-half-times the regular rate of pay (unless they are exempt employees).

3. Advertising

Violating these rules can result in fines, which defeats the purpose of the advertising in the first place.

4. Email Marketing

There are several things that this Act regulates, but some of the main components are as follows:

- Don't use false or misleading headers
- Don't use deceptive headlines
- Indicate that the message is an advertisement
- Include your business's name and address
- Show the customer how to opt out of emails, and honor the opt-out requests promptly

5. Privacy

There are a variety of rules and regulations about how employers must save and secure this data. Although employees have clear and specific rights to privacy in the workplace, the rights are balanced against the employers' privileges to monitor their business operations. It's important to understand what rights one have as a business to monitor employees, and to be clear and transparent about that monitoring to employees.

6. Insurance

Insurance protects both the employer and employees in the case of an accident on the job. The employee will receive medical care and compensation for some of the income they lose while injured, while the insurance company will defray the costs of any lawsuit filed by the injured worker.

CHAPTER 5: FINANCIAL PLAN

5.1 PRE-OPERATIONAL COSTS

Pre-operating costs include any expenses incurred during the startup or formation of a new business. They include expenses related to the investigation of a potential new business, as well as the actual costs associated with forming or registering the company. Generally, these costs are limited to only those expenses that would be treated as normal business expenses under standard accounting principles if the company were already in operation. Pre-operating costs are also known as startup costs or pre-opening expenses.

ITEM	AMOUNT (KSHS)
Consulting fees that are paid to experts and advisors	3,000
Money paid to lawyers, who draft up start up business plan.	3,000
Accounting costs incurred while preparing to apply for a business loan, or when evaluating the credit worthiness of potential investors.	3,000
New businesses file for incorporation, or register a business trade name.	2,000
Money filing for permits from city, state agencies, and federal authorities.	2,000
Total pre-operational costs	13,000

5.2 WORKING CAPITAL ESTIMATION

Target for working capital should be at least one-half of operating budget, improved by increasing current assets (increase turnaround on accounts received, decrease current liabilities (reduce short term debt), increase net income to improve cash flow.

Formula: current assets – current liabilities

Item	1st month Amount (Kshs)	2nd month Amount (Kshs)	3rd month Amount (Kshs)
Cash Balance	10,000	10,000	10,000
Stock of Raw Material	6,000	8,000	9,000
Debtors stage(working in progress	8,000	7,000	6,000
Labour and Overheads	10,000	12,000	11,000
Total Current Assets	34,000	37,000	36,000
Creditors for purchases	3,000	2,500	2,000
Creditors for overheads	2,500	3,000	2,500
Creditors for wages	3,500	2,000	2,000
Total Current Liabilities	9,000	7,500	6,500
Total working capital	25,000	29,500	29,500
		GRAND TOTAL	84,000

5.3 PROJECTED CASH FLOW STATEMENTS

Projected cash flow statements for SUPERIOR HR CONSULTANTS for the first three years of operation.

5.4 PRO-FORMA INCOME STATEMENT

Pro-forma Income statements of Superior HR Consultants firm for the years ending……

Particulars	30th June 2013	30th June 2014	30th June 2015
Sales	300,000	400,000	500,000
Less Cost of Sales	15,000	20,000	25,000
Gross Profit	315,000	420,000	525,000
Expenses			
Purchases	2,000	2,500	3,000
Payment to creditors	2,000	1,500	1,000
Salaries and wages	75,000	80,000	85,000
Rent	2,500	2,500	2,500
Electricity	2,400	2,400	2,400
Water	1,800	1,800	1,800
Telephone	1,200	1,200	1,200
Mail	600	600	600
Transport	3,600	3,600	3,600
Advertising	2,000	2,000	2,000
Insurance	2,400	2,400	2,400
Loan repayment	2,000	2,000	2,000
Interest on loan	200	200	200
Taxes	1,200	1,200	1,200
Any other expenses (specify)	500	500	500
Total Expenses	99,400	104,400	109,400
Net profit before Tax	200,600	295,600	390,600
Tax (30% of Income)	60,180	88,680	117,180
Net Profit after tax	140,420	206,920	273,420

The income kept on increasing as time goes by.

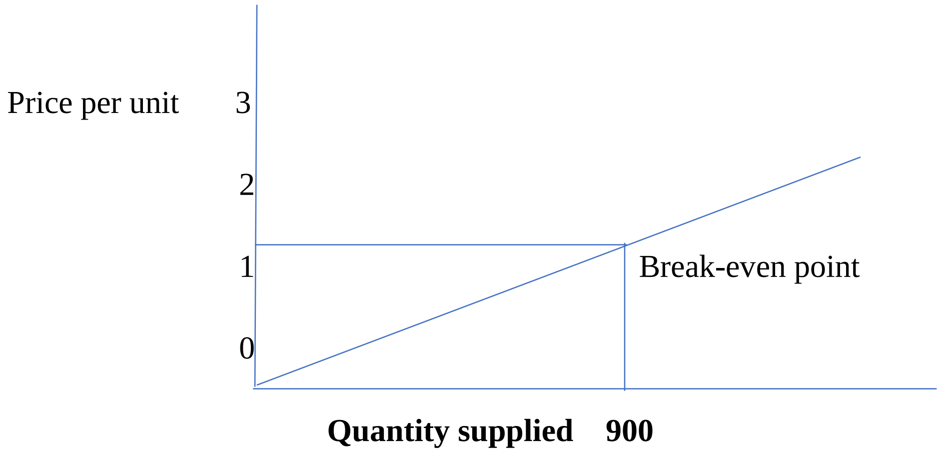
5.5 PRO-FORMA STATEMENT OF FINANCIAL POSITION/BALANCE SHEET /

Statement of Financial Position for Superior HR Consultants as at 1st January 2023

ASSETS	Start	End of year 1	End of year 2
Current Assets	1st January		
cash		30,000	26,355
Total Current Assets			
Fixed Assets			
Item at cost		50,000	55,000
Depreciation (10%)		5,000	5,500
Item at cost		45,000	49,500
Depreciation (10%)		4,500	4,950
Item at cost		40,500	44,550
Depreciation (10%)		4,050	4,455
Total Fixed Assets			
TOTAL ASSETS		66,450	66,450
LIABILITIES			
Current Liabilities			
Account payable		24,000	35,000
Total Current Liabilities			
Long-term Liabilities			
Owner’s equity		24,550	9,450
Bank loan		10,000	10,000
Retained earnings		7,900	12,000
Total Long-term liabilities			
TOTAL LIABILITIES & E QUITY		66,450	66,450

5.6 BREAK-EVEN POINT CALCULATION

The break-even point formula is calculated by dividing the total fixed costs of production by t he price per unit; less variable costs to produce the product.



formula: p=a+bq

price a = ksh 50,000, price b = 45,000, quantity = 100 units

50,000-45,000 $= \frac{5,000}{100} = 50$

50,000 = a + 50 x 100

a = 45,000

b = 50

p = 45000+50q = 900

q = 900

p=45,000+50q

p	**0**	**1.1**
q	**900**	**0**

5.7 PROFITABILITY RATIO ANALYSIS

	Year 1	Year 2	Year 3
Gross profit	315,000	420,000	525,000
ratio	1.1	1.1	1.1
Net profit	200,600	295,600	390,600
ratio	1.1	1.1	1.1
Return on assets	50,000	45,000	40,500
ration	1.1	1.1	1.1
Return on Equity	24,550	9,450	
ratio	1.3		
Return on investment	120,000	84,000	
Ratio	1.2		
Liquidity ratio	50,0000	45,0000	
Ratio	1.1		
Debt ratio	10,000	10,000	
ratio	1.1	1.1	

5.8 DESIRED FINANCING

This simply shows the amount you would wish to have for investment if everything worked o ut as planned.

Item	**Amount (Kshs)**
Pre-operational Costs	13,000
Working capital	84,000
Contingency funds	23,000
Total Desired Financing	**120,000**

5.9 PROPOSED CAPITALIZATION

This simply shows the total amount invested in the business

Source	**Amount (Kshs)**
Owner’s equity	34,000
Bank loan	20,000
Total Investment	54,000

CHAPTER 6: THE CRITICAL RISKS AND PROBLEMS

A business risk threatens a company's financial goals. Business risks can be categorized as internal or external risks. Companies face business risks when there is potential uncertainty around strategy, profits, compliance, environment, health and safety. Business risks can impact a company's bottom line and its reputation among consumers, and risk management plans can help mitigate them.

Here are several types of business risks:

6.1 FINANCIAL RISKS

Financial risks occur when a company doesn't perform debt management or financial planning tasks. Market changes or losses can threaten a company's financial standing. Here are a few types of financial risks for businesses; Default risk: Taking out a business loan with greater interest than a company can afford can put a company at risk of defaulting, or not paying, the loan while Liquidity risk: A company faces a liquidity risk when it can't quickly convert its assets into cash.

6.2 REPUTATION RISKS

A reputational risk threatens a company's standing or public opinion. Reputational risks can result in a profit decrease and lack of confidence among company shareholders.

6.3 STRATEGIC RISKS

A strategic risk occurs when a company's business strategy is faulty or its executives fail to follow a business strategy at all. A company may fail to reach its goals due to strategic risks.

6.4 LIABILITY RISKS

Liability risks include compliance risk which is a risk to a company's reputation or finances that's due to a company's violation of external laws and regulations or internal standards. A compliance risk can result in a company paying punitive fines or losing customers.

Secondly, a legal risk is a specific type of compliance risk that occurs when a company fails to follow a government's rules for companies. Legal risks can result in expensive lawsuits and a negative reputation for companies. Other types of legal risks which are likely to affect the company include; contractual risk, which occurs when a company doesn't fulfill the set rules, dispute risks which happens when a legal conflict with a customer, stakeholder or community member interrupts a business' processes and regulatory risk, which happens if a government regulator withdraws a company's license to operate

6.5 BUSINESS INTERRUPTIONS RISKS

One of the business interruption risk is operational risk. it occurs when a business' day-to-day activities threaten to decrease its profits. Internal systems or external factors can cause operational risks for companies. Some of the few specific types of operational risks include; employees making significant mistakes at work, damage of assets due to natural disaster, external fraud such as a theft by a third party, competition risk which happen when a competitor takes an increasing share of the market for a product or service, physical risks which include damage to buildings from a fire or natural disaster and lack of training on proper equipment use and human risks in business which can arise from employees' failure to perform their essential duties in the workplace.

6.6 SECURITY RISKS

A business can experience a security risk if it fails to create or follow cybersecurity strategies. Ineffective training for employees, lack of software testing and insufficient policies for security updates can all put a company's finances and reputation at risk. Lack of data security could be an internal risk, as it opens an opportunity for employees to leak data. This lack of security can also be an external risk for data breaches from outside sources.

MITIGATION STRATEGIES FOR CRITICAL RISKS AND PROBLEMS THAT MIGHT AFFECTING HR CONSULTANCY BUSINESS.

Risk mitigation refers to the process of planning and developing methods and options to reduce threats—or risks—to project objectives. A project team might implement risk mitigation strategies to identify, monitor and evaluate risks and consequences inherent to completing a specific project, such as new product creation. Risk mitigation also includes the actions put into place to deal with issues and the effects of those issues regarding a project.

Appropriate risk mitigation involves first identifying potential risks to a project—like team turnover, product failure or scope creep—and then planning for the risk by implementing strategies to help lessen or halt the risk. Here are the strategies which I'll use in risk mitigation planning and monitoring.

- Develop a risk management strategy by devising a plan for ways to mitigate current and future risks of the business.
- Buy an insurance plan which will help protect the business from risks.
- Perform research before committing to a loan since its interest or payment may be too high.
- Document all relevant financial information which will help to keep the records organized and lower the risk of fraud or theft.
- Stay informed of all laws and regulations as it helps to avoid compliance risks.
- Analyze the risks and rewards of my choices by comparing them to the potential rewards to help mitigate risks and maximize rewards.

Other risk mitigations include;

1. Assume and accept risk: The acceptance strategy can involve collaboration between team members to identify the possible risks of a project and whether the consequences of the identified risks are acceptable. In addition to identifying risks and related consequences, team members may also identify and assume the possible vulnerabilities that risks present.

This strategy is commonly used for identifying and understanding the risks that can affect a project's output, and the purpose of this strategy helps bring these risks to the business' attention so everyone working on the project has a shared understanding of the risks and consequences involved.

2. Avoidance of risk: The avoidance strategy presents the accepted and assumed risks and consequences of a project and presents opportunities for avoiding those accepted risks. Some methods of implementing the avoidance strategy are to plan for risk and then take steps to avoid it. For example, to mitigate risk of new product production, a project team may decide to implement product testing to avoid the risk of product failure before the final production is approved.

3. Controlling risk: Team members may also implement a control strategy when mitigating risks to a project. This strategy works by taking into account risks identified and accepted and then taking actions to reduce or eliminate the impacts of these risks.

4. Transference of risk: When risks are identified and taken into account, mitigating the consequences through transference can be a viable strategy. The transference strategy works by transferring the strain of the risk and consequences of another party. This can present its own drawbacks, however, and when an organization implements this risk mitigation strategy, it should be in a way that is acceptable to all parties involved.

5. Watch and monitor risk

Monitoring projects for risks and consequences involves watching for and identifying any changes that can affect the impact of the risk. Production teams might use this strategy as part of a standard project review plan. Cost, scheduling and performance or productivity are all aspects of a project that can be monitored for risks that may come up during the completion of a project.

APPENDICES

APPENDIX 1

On Business description: HR consultants are versatile by nature, their overriding goal is to help the department manage and deliver projects and create new policies. Ultimately, their role is to improve efficiency, productivity, and communication. In general, they operate in four areas:

- Planning: designing and implementing general HR plans or specific project or area proposals, including goals and a strategy map.
- Processes: creating protocols and related materials to implement new programs.
- Policies: rules or general guidelines for the department or organisation to standardise processes.
- Practices: define departmental best practices regarding specific tasks.

Their main goals are to: Analyse and identify HR strengths and weaknesses, Participate in and advise on the implementation of new processes, Improve and optimise existing processes, Create new internal and external policies and Advise the organisation during periods of growth, change, and new phases.

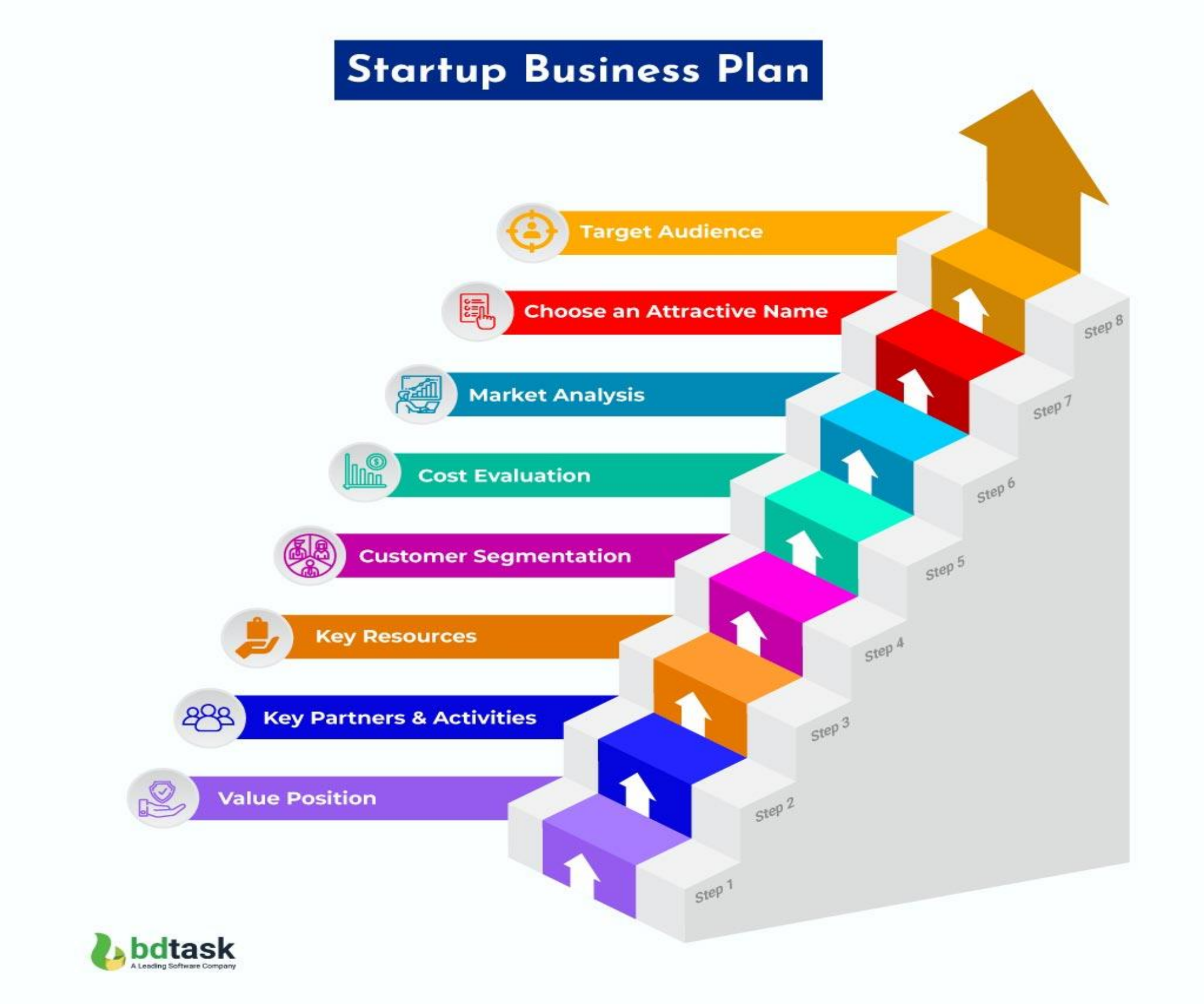
BUSINESS REGISTRATION CERTIFICATE AND TRADING LICENSES: Starting a consulting business involves a particular set of legal considerations. These include choosing the proper business name, obtaining licenses and permits, working with tax issues, preparing policy, consider health and safety, insurance among many other legal requirements. The first thing I'll go online to the Nairobi City Council Website and find out the kind of permits required to run the business legally. Another thing I'll consider is going to the local City Council offices and talk to the officers. Ask them to explain the necessary documents I require and how to go about getting them.

The business registration certificate or trading licence will be as follows:

APPENDIX 2

On Marketing plan: A marketing plan is a formal business document that is used as a blueprint or guide for how a company will achieve its marketing goals. Marketing plans are important tools because they act as roadmaps for everyone involved in an enterprise. Writing a marketing plan forces you to specify goals and develop strategies to reach them, and encourages you to research markets and competition. A strong marketing plan will encourage entrepreneurs to think deeply about their business and profit potential, helping them make better business and marketing decisions. Additionally, a marketing plan can create greater involvement and cohesiveness among employees by clarifying goals and expectations.

Every consultant needs a comprehensive marketing plan template to get all their strategies in order and execute them well. I have to find new customers, send out contracts, chase payments, make sure everyone is satisfied, and still have time to service them all. Here are the top strategies am looking forward to use to market myself;



APPENDIX 3

On Organisation plan: The Superior HR consultants firm is located at CBD (Central Business District) Nairobi, Kenya along Emperor Plaza, Koinange Street & Kenyatta Avenue junction the same building that accommodates Kenya Institute of Management, 2nd floor, room 3B, for easier accessibility of more clients.

You can also reach us through our Postal Address: P.O. BOX 28297 – 00100, NAIROBI, Tel No: 0742353122, Email address: e&shrconsultants@gmail.com, Website: www.hrconsultants.ac.ke

Attached find the geographical map of our location.

BUSINESS PREMISES LAYOUT

The HR premises layout poses many benefits to a company. Here are the primary uses for the firm:

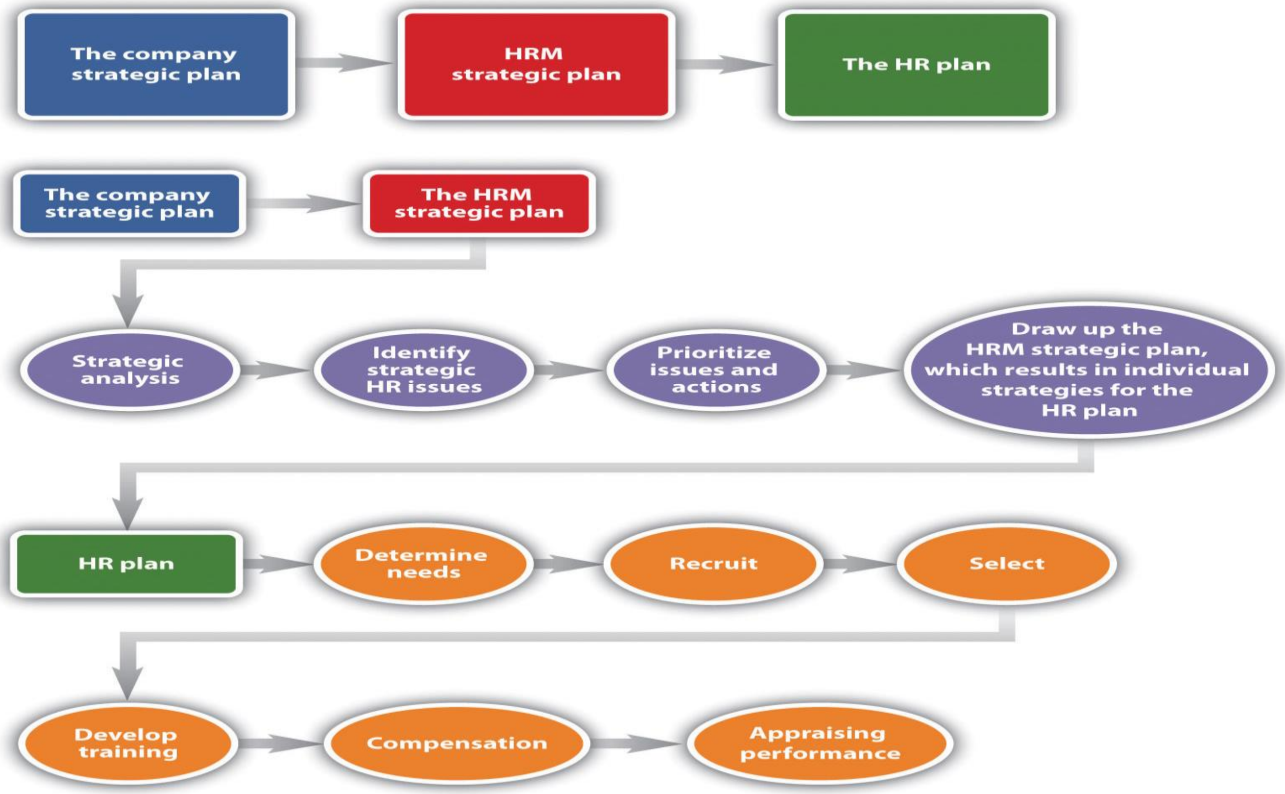
- Facilitates Collaboration with the team on planning HR processes and strategies
- Makes it easy in Identifying inefficiencies in current processes hence optimizing effectiveness of the solutions
- Facilitates collaboration in decision making, hence clear clarifying and instructions to clients on their tasks

Below is my HR consultancy firm layout:

APPENDIX 4

On production/operational plan: it describes how I will meet goals which should have two distinct sections as follows. Short-term processes include all of the tasks involved in running interior design such as serving customers, procuring samples and design elements and Long-term goals as the milestones I hope to achieve. These could include the dates when I expect to serve customer, or when you hope to reach sales. HRM plan include the following: Determine human resource needs. This part is heavily involved with the strategic plan, Determine recruiting strategy. Once you have a plan in place, it's necessary to write down a strategy addressing how you will recruit the right people at the right time, Select employees. The selection process consists of the interviewing and hiring process, develop training. Based on the strategic plan, what training needs are arising, Determine compensation. In this aspect of the HRM plan, the manager must determine pay scales and other compensation such as health care, bonuses, and other perks and Appraise performance. Sets of standards need to be developed so you know how to rate the performance of your employees and continue with their development.

The operational plan is as illustrated below:



APPENDIX 5

On Financial plan: this will provide the needed service while providing a flexible means of compensation. The objectives for the first three years of operation include:

- To create a service-based company whose primary goal is to exceed customer's expectations?
- To increase our number of clients served by 20% per year through superior performance and word-of-mouth referrals.
- To develop a sustainable start-up consultancy firm that can survive off its own cash flow and has significant equity holdings in emerging companies.