

Success and failure in the recruitment industry




From start up, through to running a business and looking to the future, what does it take to make your recruitment business a success?

Starting up...

Running the business...

What does the future hold?

The toughest challenges faced...

- 1  Establishing and growing a client base
- 2  Portraying a professional service
- 3  Securing cash flow

A sound business plan
14%

Understanding the industry
21%

What helps a recruitment business succeed?

Ability to forecast demand
44%



Secure cash flow
15%

 **60%**
of owners believe their business is growing. Over 51% believe this is due to investment they've made in their back office

 **59%**
thought starting a recruitment business would have an easy set up with little investment required



Where does all the time go?

The most time consuming tasks for a recruitment agency owner are:

- 1  In house HR and recruitment
- 2  Back office administration
- 3  Securing funding and cash flow
- 4  Marketing

Yet a **third** of businesses still don't use external support systems to help them manage this.

What makes a recruitment business fail?

-  Cash flow issues
-  Failing to adapt to changing markets
-  Lack of experience in the market

A lack of jobs vs. available candidates

The greatest challenges for the future of recruitment are...

A mismatch of skills against criteria