

## Description of Opportunity

Curriculum Vitae writers take information provided to them by job seekers and put it into a document that will help the job seeker stand out to potential employers. The CVs need to be professional and stand out from other CVs.

## Target Market

Anyone looking for a new job or a change in jobs is a potential customer, young or old. Students or people entering the job market will have a shorter CV than executives or people who have been working for a long time.

## Set Up Costs

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|------------------------------------|----------|
| 1. Advertising leaflets or adverts | 6. Phone |
| 2. Internet connectivity           | 7        |
| 3. Website page                    | 8.       |
| 4. Laptop                          | 9.       |
| 5. Printer                         | 10.      |

## Equipment List

- |            |     |
|------------|-----|
| 1. Laptop  | 6.  |
| 2. Printer | 7   |
| 3. Phone   | 8.  |
| 4.         | 9.  |
| 5.         | 10. |

## Running Costs, Consumables & Raw Materials

- |                       |     |
|-----------------------|-----|
| 1. Paper for printing | 6.  |
| 2. Ink for printing   | 7   |
| 3.                    | 8.  |
| 4.                    | 9.  |
| 5.                    | 10. |

## Skills

- Writing skills
- Page layouts and document format skills
- Know how to present customers in the best light
- Interviewing skills (to be able to gather client information)
- Career coaching skills as an added value (this can come later)

## Premises

You won't need an office just a space to be able to work.

**Labour Intensity Factor:** 7      1 = low; 5 = Medium; 10 = HIGH

**Earning Capacity:** MEDIUM \$\$

## Start-Up Tips

- Possibly start by drawing up CV's for your friends and family members
- Do a business plan before starting off
- Consistently follow up with your customers to ensure customer satisfaction
- Make sure you get customer references to provide potential customers and put onto your advertising platforms.
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## Videos & Articles (URLs)

- Investigate writing skills books, magazines and articles
- Research various creative layouts for CV's (resumes)
- Look out for videos and articles on listening skills, questioning techniques

## Buyer Persona

**Description:** Clients who understand that a CV writing service could be the difference between getting a job or months of unemployment. They will be pragmatic, long-term thinkers who understand the value of a strong investment today for the future.

**Role:** Job seekers

**Age:** 18+ (enter range)

**Gender:** Both

**Education:** Student upto an Executive

**Social Standing:** People in the job market

**Monthly Income:** Medium to High

### Daily Challenges:

- Personal and family time
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### Biggest Fears:

- Not being able to get a job
- Losing there job or business
- Not earning an income

### Purchasing Criteria:

- Professionalism
- Time to produce the CV.

### Social Media Platform:

- Facebook
- Twitter
- WhatsApp Groups
- Instagram
- LinkedIn

### Personal Goals:

- Better Lifestyle
- Make Money (Save Money)
- Climb the career ladder

### Hobbies & Interests:

- Physical fitness
- Expanding knowledge base
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### Common Objections:

- Will the CV be professional?
- Do you have the skills to put a CV together?
- Will I be getting value for money?

## Market Needs & Pain Points

### Market Needs:

- Professional and well-written CVs.
- A CV that is a powerful personal marketing tool.
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### Market Pain Points:

- Limited know-how on how to compile a CV
- Limited time to compile a professional CV
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## Opportunity Pros & Cons:

- Pros:**
- Very low start-up costs
  - Can be run from home (or anywhere) full or part-time.
  - No specific education training is required.
  - People requiring well done CVs are never in short supply.
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- Cons:**
- During times when the economy is bad people may not be able to pay for your services.
  - You will be competing with the on-line CV tool market.
  - It may be difficult to get a steady flow of customers (not regular repeat customers).
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## General Notes & Suggestions

You can consider focusing on a niche market. During the quiet times you could extend your services as a freelance writer and when qualified, as a Career Coach. To make yourself stand out and be different, you could offer practice interviews (role-play), for which you would need to research and prepare. Be as involved as possible with your clients and the businesses at which they are applying for a job.

Your website page must be easy to navigate.

This small business opportunity could be started using an Internet Cafe type service whereby you would use their computer and printer to get your business started. Furthermore, you could use Google Docs or Google Sheets to create a CV template.