

FRANK.

Imagine this scenario:

Assume you work for a recruiting website. The website matches companies (“Job Posters”) with prospective employees (“Users”). If a Job Poster makes a hire through the site, the Job Poster will compensate the site with a fixed percentage of the newly hired employee’s starting yearly salary. The website hosts job postings with different skill requirements, education levels, and years of experience. Your analysis of the business model depends on optimizing two factors: 1) percentage of Users that are qualified for and interested in the available job postings; and 2) the raw amount of Job Posters and Users.

The purpose of your analysis will be to maximize the revenue of our business, while minimizing costs.

Create a proposal to address this scenario.

Include as much of your thought process as possible. If you make any assumptions in this challenge, please state them. Create your proposal in whatever format you are most comfortable with.

Make sure to answer at least the following questions:

What would be your main considerations in creating a profitable and flexible roadmap?

How would you determine your marketing strategy and budget?

How would you address the project’s variability and unknowns?

Time Limit: Please do not spend more than 1.5 hours to complete the analysis.