



M&CI New Market Entry Analysis



Methodology

M&CI tailors its attraction studies to suit the precise needs of the project. Typically we combine a number of our core products and utilise a combination of primary and secondary research techniques. We do this to ensure that the information gathered is comprehensive, relevant and covers the most appropriate talent pools rather than a 'dusting down' of previous research or a subjective lightweight view.

Typical Components



Perception

Typically these insights are centred on the following:

- Top 3 attractions to a role / company
- Perceptions of the Industry & / or the client
- How / where potential candidates look for new roles
- Anecdotal insight into the job market



Remuneration

Salary information will include basic salary + any bonus (if applicable), benefits packages and premiums for moving job.



Labour Market Insight

A brief 'get smart pack' into employment T&Cs and restrictions

Insights into government initiatives

Overview of the local recruitment market & an analysis of expat talent



Talent Supply & Demand

M&CI can research the following overarching supply & demand factors

- Overall size and scale of the talent pools
- Local Demographics
- Availability of requisite skills in the local area
- Analyse previous trends to help form a view on future predictions.

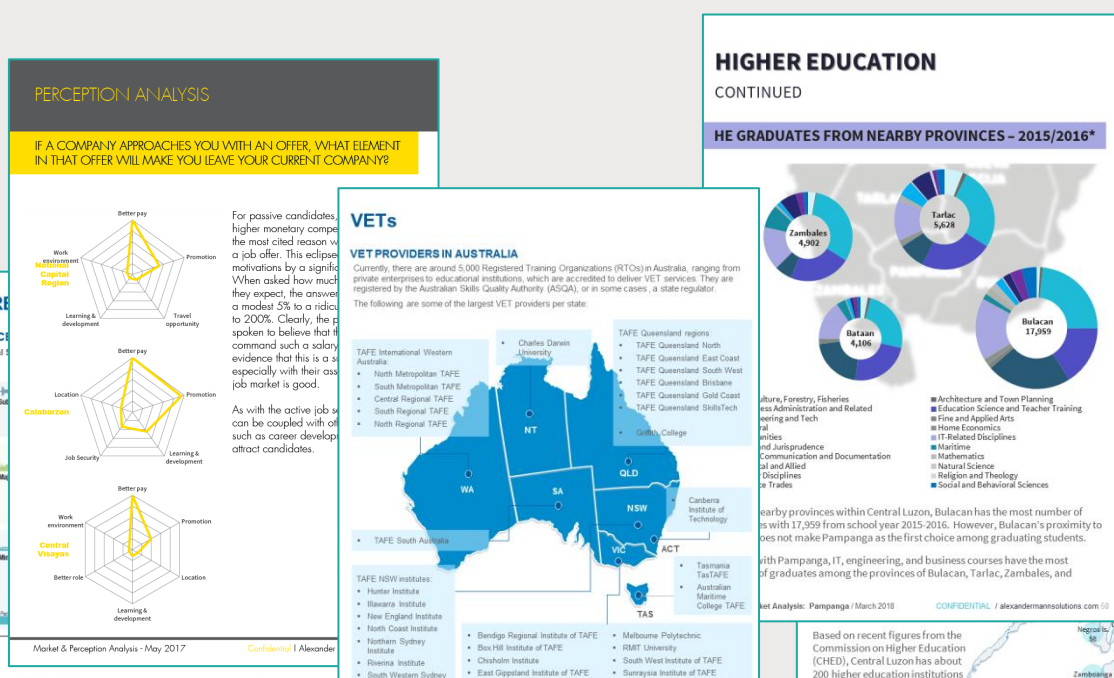


Competitor Insight

Typically these insights centre on a broad competitor base with a deeper dive on selected companies

- Who the perceived employers of choice are & why they are held in such esteem
- Who is actively hiring and where
- Remuneration to one side, what do competitors offer in terms of training, career progression, flexible / agile working etc.

Example Outputs



Pricing & Timescales

Please note prices are dependent upon a number of key factors which include: depth of insight, project scale and accessibility of talent to survey. Pricing and timescales are therefore agreed upfront after a briefing has taken place.

Typical price ranges and timescales are as follows:

Small: c. £7,500 – £9,000 (6 weeks)

Medium : c. £9,000 – £15,000 (6-8 weeks)

Large: c. £20,000 – £40,000 (8 weeks)