

Career Link Request for Proposal

Introduction

Career Link is seeking proposals from qualified consultants to develop a marketing and business plan for a human resources services company to provide local employers with human resources support and development. The primary market is small and medium-sized businesses in Powell River that do not have in-house human resource management and development support.

Background

Career Link has a history of providing free recruitment support to local employers in the form of a job postings service and office space in which to conduct job interviews. These services are provided free of charge through a HRSDC employment assistance services contract.

During the past several years, there has been an increase in employer requests for human resources support beyond the scope of existing services, including applicant screening, staff retention strategies, and staff training. This type of service is not currently being offered by any other business in the Powell River area. By developing this business, Career Link will build employment and training opportunities, and enhance the skills profile and retention of the local labour force.

A feasibility study has recently been completed, with the following key outcomes:

- Four categories of HR support were identified as priorities by potential clients, including staff recruitment, selection, retention, and ongoing workplace development.
- Potential clients have indicated an interest in contracting HR services on an as-needed basis, rather than outsourcing.
- Of 34 local firms contacted, 71% indicated that they would consider using Career Link for HR services, and 85% of these firms asked Career Link to follow-up with them once the enterprise is established.

Career Link has an excellent reputation in the local community as a source of labour market and HR information, and is fiscally secure, which will contribute to the future success of the venture.

Key success indicators for the enterprise include:

- The numbers of people placed in sustainable employment by local employers
- The funds generated to provide support to multiple-barriered job seekers
- The influx of new businesses to Powell River
- The ability of local employers to recruit and retain employees from the local labour pool

The Deliverables

The deliverables include a business plan with appropriate recommendations that incorporates the following elements:

- The results of two focus groups of ten employers each (to be organized and facilitated by the consultant)
- A list of HR services to be offered, including appropriate definitions, breadth/depth, etc.
- An analysis of competition in the marketplace
- An assessment of Career Link staff skills/competencies, a comparison of these skills/competencies to the set of HR services to be provided, and a strategy for addressing any gaps
- An assessment of the results of the feasibility study and skills set analysis in terms of product and priorities
- Pricing model for services to be offered
- A marketing plan, with timelines and costs for implementation
- A financial plan, including balance sheets, income-expense projections and cash flow projections
- An implementation plan

Budget

The budget for this assignment is \$9200.

Proposal format

Please provide the following information in your proposal

1. Workplan and Timeframe
2. Resumes for key personnel
3. Budget by key workplan activity
4. Samples of previous, directly relevant work

A review committee will evaluate all submissions, and use a point evaluation system to assess the proposals, as follows:

1. Workplan and Timeframe – 15 points
2. Resumes for key personnel – 10 points
3. Budget by key workplan activity – 10 points
4. Samples of previous, directly relevant work – 15 points

Deadline for submissions

The deadline for submission of proposals is 4 pm, June 5th, 2008 Proposals may be submitted electronically to lyn@careerlinkbc.com or in hard copy to the attention of:

Lyn Adamson
Program Director
Career Link / Powell River Employment Program Society
103 – 4511 Marine Avenue
Powell River, BC V8A 2K5

For Further Information

Lyn may be reached at the above noted e-mail address or at 604.485.7958