



**MojPosao – the Croatian Recruitment &  
Selection site**

**[www.Moj-Posao.net](http://www.Moj-Posao.net)**

~ Presentation for CUC 2002 ~

Zagreb, September 2002

## Business idea

- ▶ Internet is the tool of Recruitment and Selection today
- ▶ The main paradigm of the Internet:

breaking barriers between reach and richness of information

Blown to Bits: How the New Economics of Information Transforms Strategy; Philip Evans, Thomas S. Wurster, HBS Press 1999

- ▶ In Croatia, *R&S* and *head-hunting* market is not developed
- ▶ MojPosao began operations in October 2000 (development begun in June 2000).

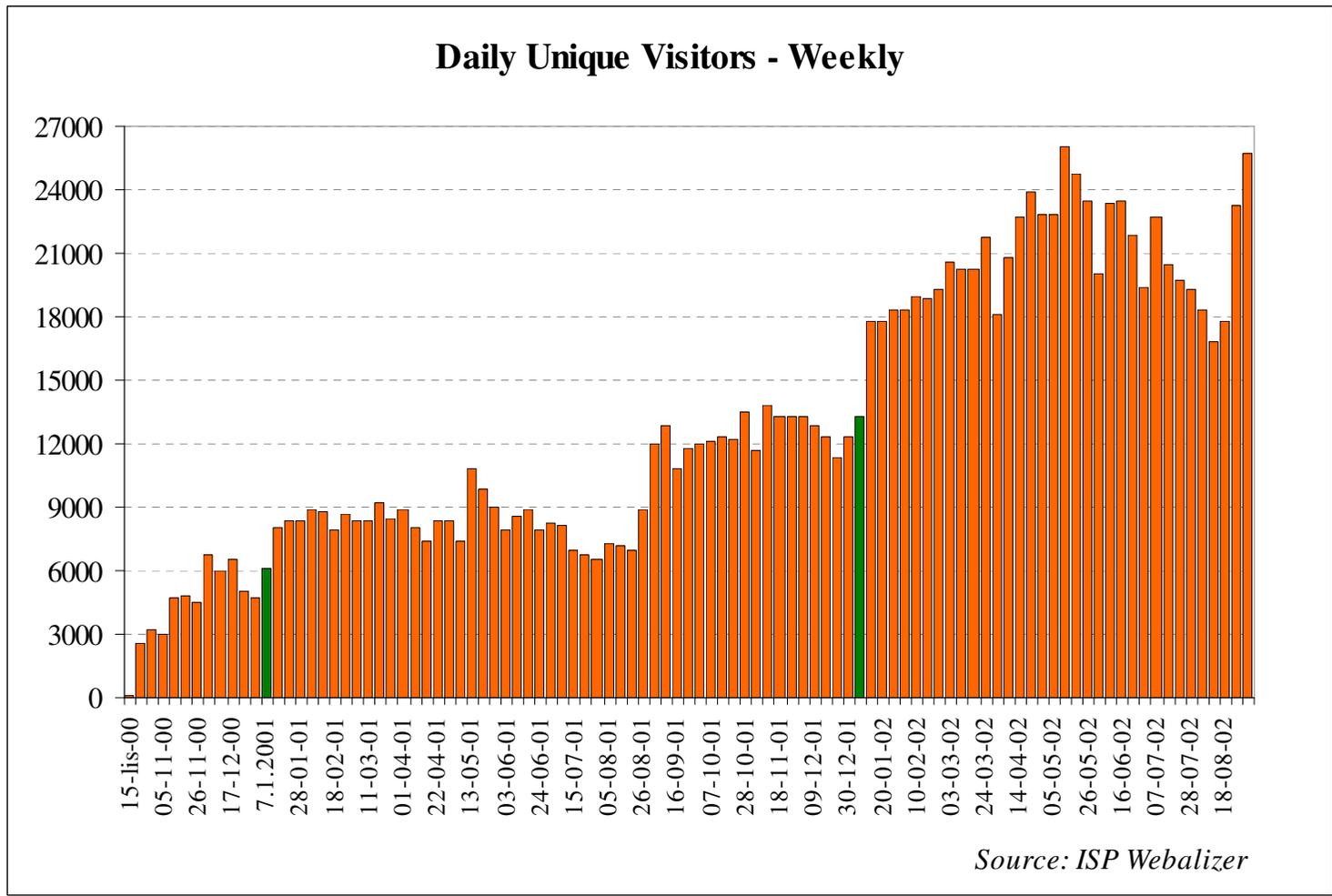
# Services

- ▶ Employers:
  - Free job posting; advanced posting paid
  - CV database access (paid)
  - Legal advice (free)
  - Other content
  
- ▶ Job-seekers:
  - Resume posting
  - Accessing ads
  - Legal advice (free)
  - Other content

## Main issue

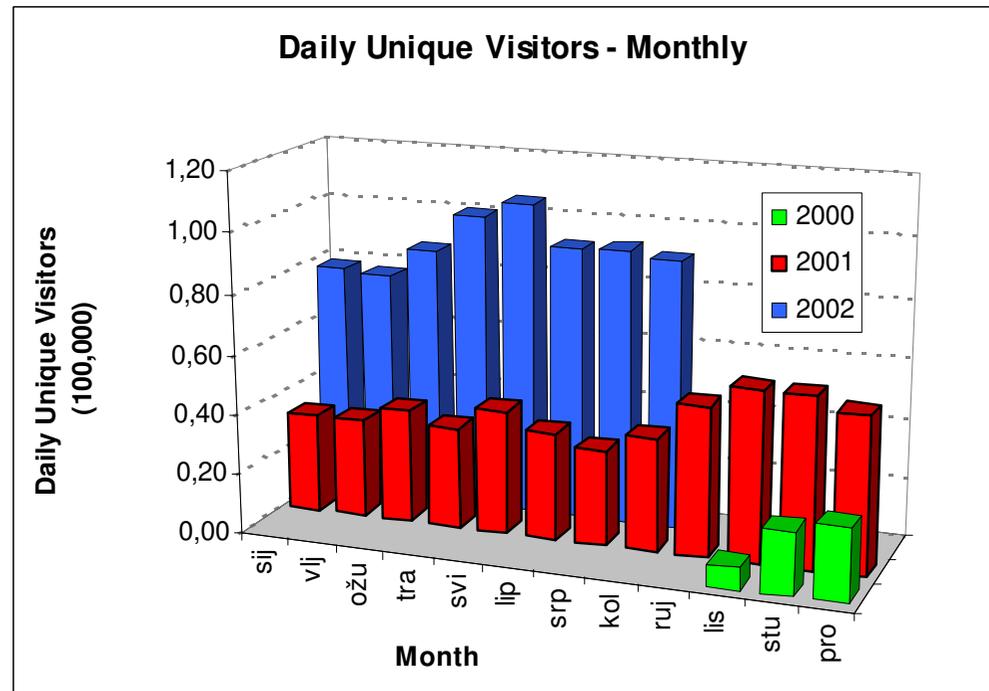
- ▶ Free job posting!
  - We had to create the market
- ▶ How to keep *free* job posting and still not appear *cheap* with established employers?
- ▶ Employers using our services:
  - Bigger Corporates: HT, Siemens, Pliva, VIPnet, RBA, Dresdner bank, Hrvatske autoceste, Coca Cola Beverages, ...
  - SMEs: Magma, Digital City Media, Deloitte-Touche, Gramat, Roberto, Ernst&Young, SAP, ...
  - Institutions: CARNet, American embassy, The World bank, Croatian National Bank, Central Depository Agency, ...

# Visitors



## Visitors (2)

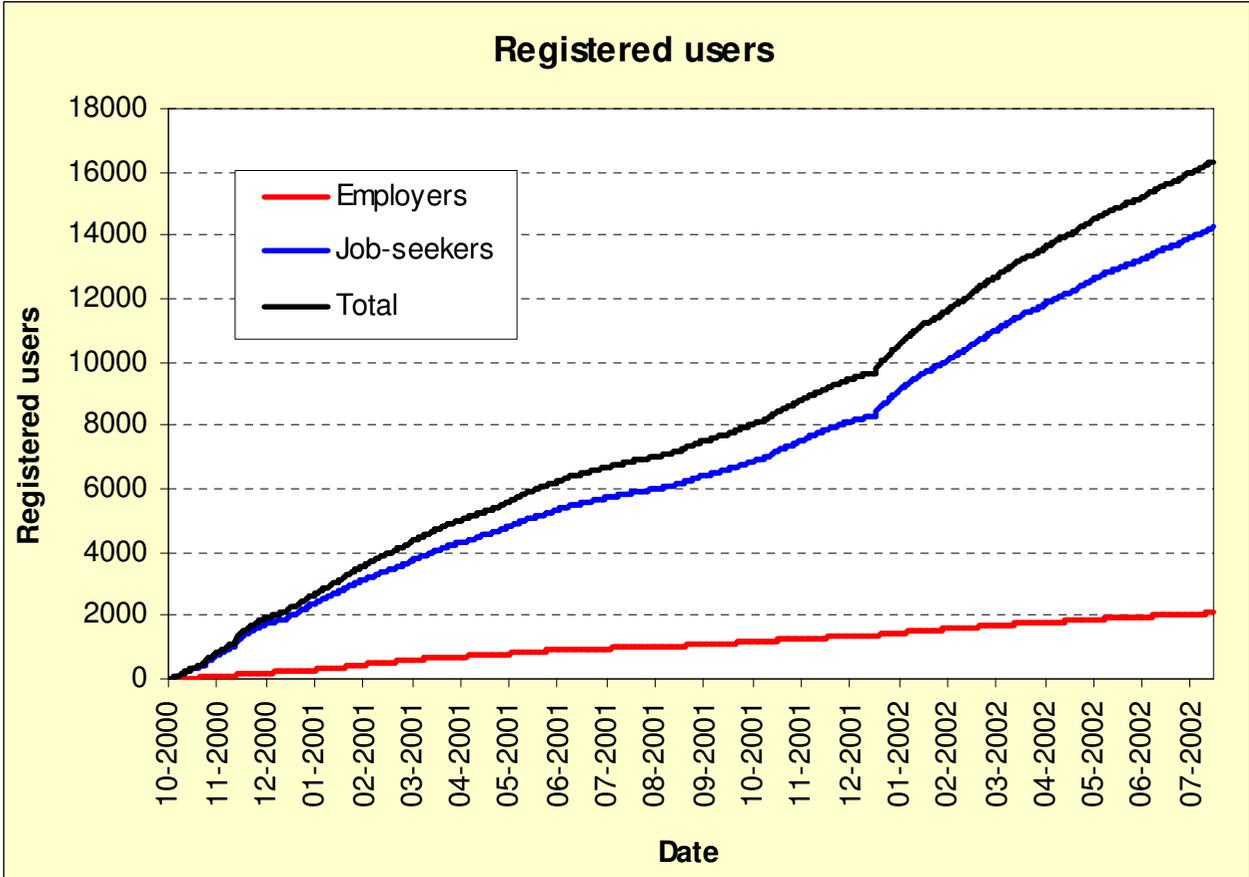
- ▶ Daily 4,000 – 5,000 UV translates into 100,000+ DUV monthly
- ▶ Significant seasonality (daily, weekly, and yearly)



- ▶ Currently over 1 mil. pageviews per month!

# Registered users

- ▶ Constant and strong growth
  - 17,500 registered users
  - 1,700 registered employers



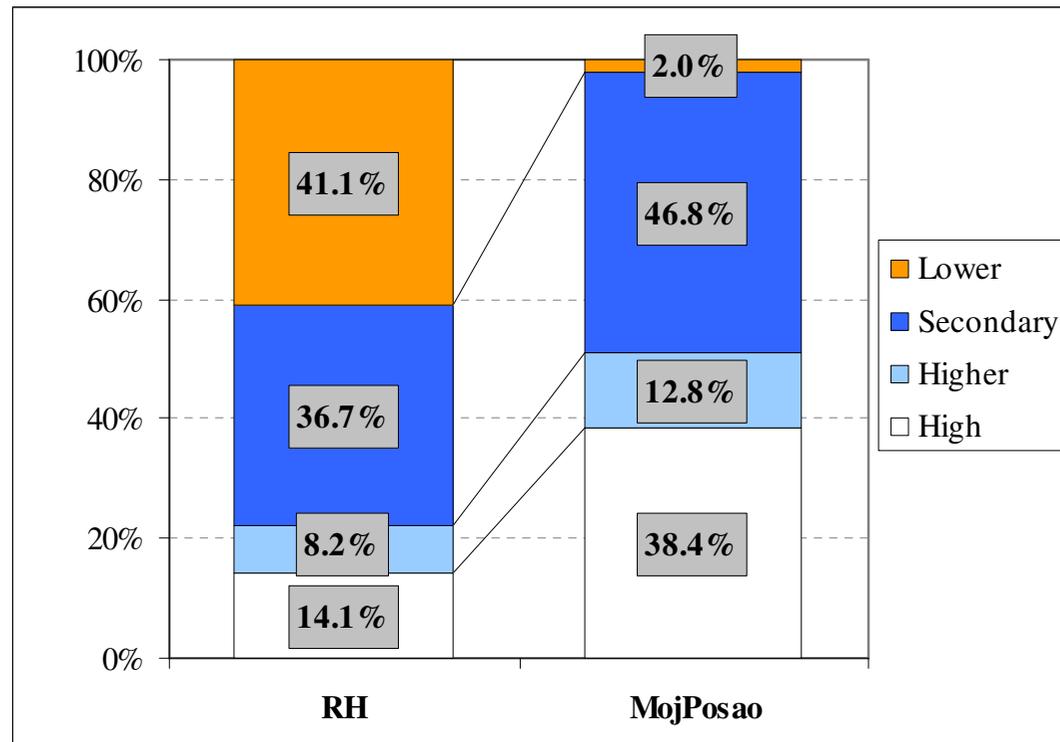
# [ Integration with mobile telephony

- ▶ VIP.Infoblic
  - Info on new jobs by SMS (only 6.60 kn per month per category)
  - Some 5,000 subscribers
  
- ▶ WAP
  - WAP access (only for job-seekers)
  - A part of VIP portal

# CV database

▶ Some 6,500 CVs, growing at the rate of 100 / week

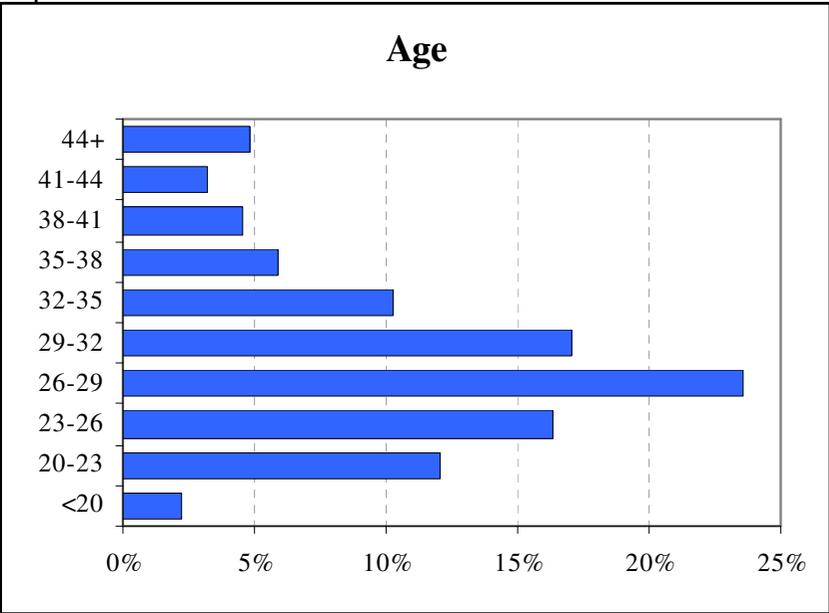
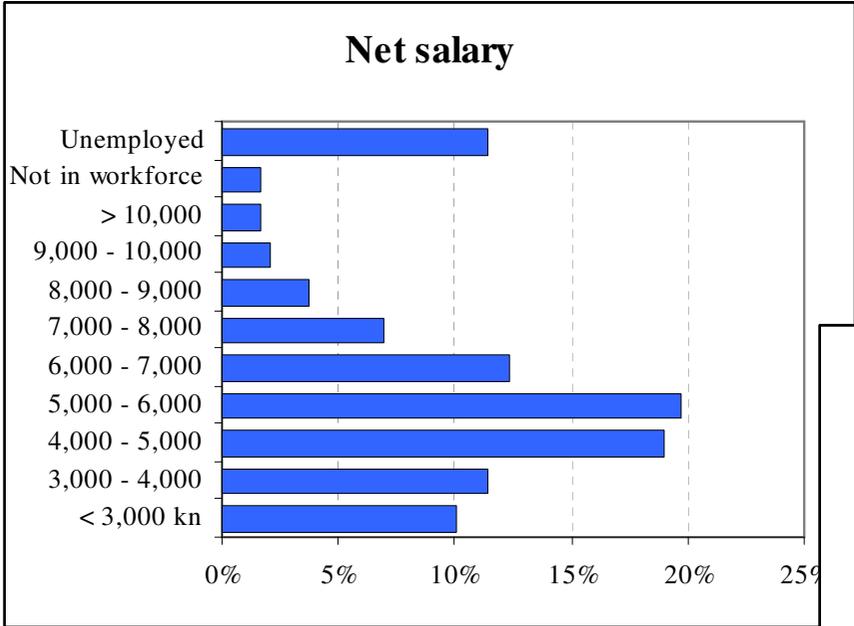
▶ Structure of MojPosao CVs by education, compared to the Croatian working population



# Services for employers

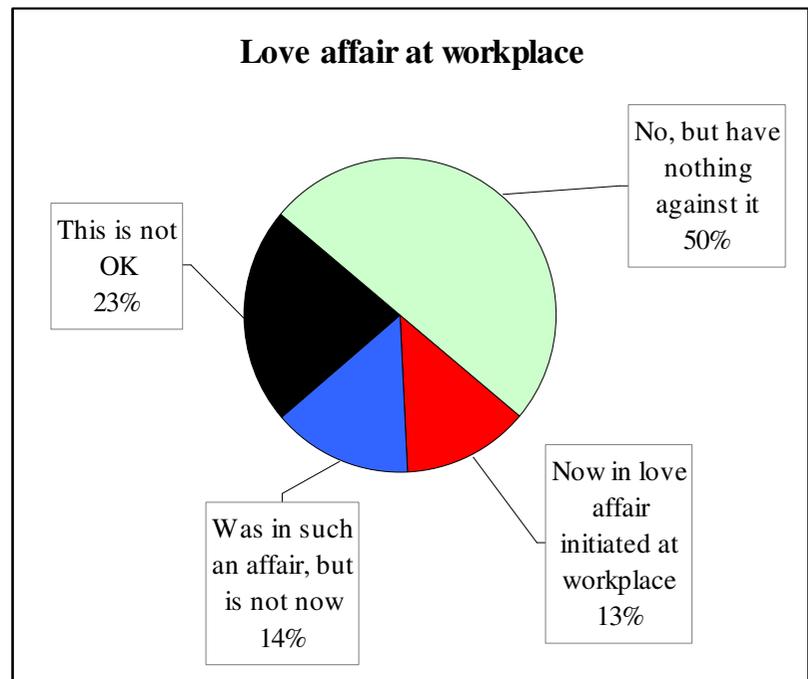
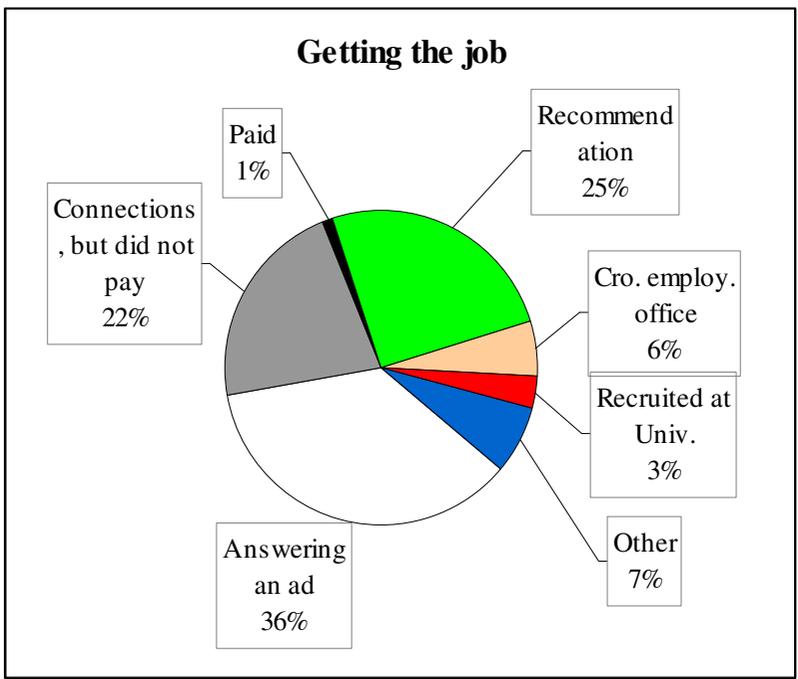
- ▶ Free ads
  - Currently 100-150 ads per week
  - By now some 6,000 ads
- ▶ CV database access (1,300 kn per month)
- ▶ Help in recruitment and pre-selection
  - Collecting CVs,
  - Ranking, pre-selection
- ▶ Comprehensive services in R&S
  - Separate company being formed

# Polis – own purposes



# Polis – Labour market research

▶ Small simple pools, like:



▶ In preparation more comprehensive pools

## [ Future of Croatian Internet R&S market

- ▶ Internet has already become the most important channel of R&S (i.e. more important than ‘classical media’)
- ▶ Currently we do not see any (potential) competitors
- ▶ We attribute it to our unique strategy of having free job-posting, and still developing a convincing brand, even for the leading corporates
  
- ▶ This is a barrier to entry for intl. competitors (against their business model)
- ▶ Big enough to repel potential domestic start-ups