

Part-time Intermediary Company Information Website Design and Analysis

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Abstract

in order to provide a platform for the risk prevention awareness, lack of social experience and job hunting of eager college students, set up a campus part-time intermediary agency, for the enterprise and students to build a bridge between the school, enterprise, student trinity of development institutions. Our company cooperates with enterprises through formal channels. When the company needs part-time employees, we publicize the recruitment information in the school and recruit suitable talents for the school. The organization personnel of the company are mainly divided into six parts: business department, publicity department, public relations department, financial department and human resources department, which cooperate with regular, necessary and long-term development enterprises. The company's development goal is to work in college students pioneer park campus, on the basis of the mechanism under the condition of appropriate opportunity mature, development, out of the campus, looking for law-general provisions cooperation development, using the company's development pattern of virtuous cycle development, the agency will eventually step by step towards the development of specialization, standardization and diversification.

Keywords

website; Design; Analysis; operating.

1. Market Research

Through our questionnaire survey of several universities in wenzhou, nearly 80% of the students have the intention to do part-time jobs, among which 90% of the students give up many opportunities to do part-time jobs for fear of being cheated, and 5% of the students do part-time jobs through the introduction of acquaintances, with a relatively small range of choices. Although there are agencies to promote the school, but many students are still worried about being cheated. We also visited some primary and secondary schools, many parents have the idea of hiring tutors for their children, but they gave up because of the high fees charged by many intermediary agencies and the fear that they could not find satisfactory tutors. This shows that our market has great potential.

2. Significance of the Development of Part-Time Intermediary Companies

- 1) establish a part-time platform for students in the school, which is conducive to solving the problem of students' part-time jobs. In order to seek part-time jobs, students who want to participate in social practice should give correct and reasonable guidance.
- 2) improve participants' social adaptability and work adaptability, and lay a solid foundation for future social life and work.
- 3) establish stable partners in the part-time guidance work, form the brand in the long-term cooperation, constantly improve, and form their own part-time system.

4) cultivate students' sense of self-reliance, enrich college life through part-time activities, and reduce family economic pressure.

3. Main Business

The company's goal is to become a first-class intermediary on campus. The main business direction is: college students part-time, campus business agents, corporate publicity, tutoring intermediary.

Part-time job for college students

We are divided into internal and external parts. The on-campus part is mainly to collect information of students who need part-time jobs, while the off-campus part is to look for part-time opportunities and sign part-time agreements with businesses.

Off-campus: contact the business ----- ----- ----- ----- ----- sign an agreement ----- -- obtain the post information

On campus: recruit members - provide part-time information - members get jobs

3.1. Campus

(1) get the information of part-time students needed by the association directly through the cooperative association, and carry out publicity work through the association.

(2) through questionnaire survey, we can further understand the needs of target customers and expand the popularity of the company.

(3) make posters and leaflets, distribute leaflets in the canteen and dormitory, put up posters and banners to attract students who want to work part-time

(4) sponsor club activities to close the relationship with the club. Get more target customers while expanding the popularity.

3.2. Off-campus Part

(1) the company's salesmen are looking for part-time opportunities outside the school, and the development of various supermarkets and hypermarkets requires more personnel. The salesman will contact the merchants and other places to sign an agreement and seek cooperation.

(2) search for part-time job opportunities on the Internet, get in touch with the recruitment unit, and make on-the-spot investigation to confirm the authenticity and reliability.

(3) find tutoring opportunities in some small areas of the city by means of leaflets.

(4) we collect information from both parties and organize it to coordinate and ensure that resources are fully utilized and profits are obtained. In the beginning, we can open the market with little or no profit. And then by taking a commission or a spread, or a membership to get a permanent market.

3.3. Agency Business

Because the market of the school as an agent is very chaotic, which brings great inconvenience to the school management and agents to carry out activities. In order to regulate the school management and bring a standard market environment to college students, we do some agency business within the scope of the school's permission while doing intermediary work.

For example: driving school enrollment agent because of the great demand of college students for driving license examination, many college students do not understand the driving school market, now we have the intention to conduct driving school enrollment agent, has been in contact with the relevant driving schools, if possible, we will carry out activities within the scope of the permit. On the one hand, it can provide enough information for college students and guarantee their relevant rights and interests.

In different development periods of the company, we will launch different businesses according to the situation to meet the market demand.

4. Website Profit Model Analysis

Our "home garden" information service to transform the traditional students intermediary network "membership fee + advertising" profit model, into the "home garden" information service part-time nets early does not charge any membership fees, students and business but charge a small commission, such favorable conditions, will attract a lot of recruiters and apply for the student.

Enterprise recruitment: enterprises need to recruit talents through this website. This website will post information for them free of charge or recruit part-time staff on their behalf, from which a small fee will be taken. The website guarantees to provide the quality and quantity of talents, and establishes long-term good cooperative relations with enterprises.

Students: after the formation of employment relationship between enterprises and students, a small amount of intermediary fees will be charged to both sides, because the amount is not large, the payment seems reasonable, and can achieve the effect of "a steady stream".

Attract advertising: businesses also pay for advertising. Since the audience of the website is mainly college students, they can charge a certain fee to advertise for businesses near the school. It can also place advertisements for items that students use frequently, such as MP3 players and mobile phones. From the analysis of social benefits of the website, the establishment of the website not only drives the development of social economy, but also creates certain economic benefits for enterprises. Enterprises shorten the time of recruitment, reduce the expenditure on staff recruitment, improve work efficiency and thus increase the income of enterprises. For students, it saves them time to screen recruitment information and reduces the risk of being cheated. This website meets the needs of both parties and promotes social harmony, stability and economic prosperity.

4.1. Network Future Profit Model and Development Opportunities

Value-added services

With the continuous development of online recruitment market, business owners will not be satisfied with pure recruitment services. Human resource integration services integrating enterprise training, talent assessment, human resource management and other functions will be more and more favored by small and medium-sized business owners. The development of service function of recruitment website will be the development trend of network recruitment market.

Cooperation and development

At present, local recruitment sites have strong geographical advantages and resources, and this advantage and resources for portal recruitment sites to attract more, portal recruitment sites and local recruitment sites to carry out a variety of forms of cooperation or acquisition activities will be the trend of the development of the network recruitment market.

4.2. Profit Points of the Website

4.2.1. Profit Points in the Early Stage

- (1) profit point 1: by charging the information fee to members, it can be used annually and per click.
- (2) profit point 2: outsourcing fee and advertising fee are collected from enterprises
- (3) profit point 3: the information intermediary fee that helps the enterprise project connect with the entrepreneurial team successfully

4.2.2. Additional Profit Points in the Later Period

- (1) profit point 4: by charging the stage display fee (project recommendation information fee and advertising fee)
- (2) profit point 5: website advertising fees
- (3) profit point 6: brand usage fee of chain joining
- (4) profit point 7: development expense of information technology

4.2.3. Social Benefit Analysis of the Website

The establishment of this website not only drives the development of social economy, but also creates certain economic benefits for enterprises. Enterprises shorten the time of recruitment, reduce the expenditure on staff recruitment, improve work efficiency and thus increase the income of enterprises. For students, it saves them time to screen recruitment information and reduces the risk of being cheated. This website meets the needs of both parties and promotes social harmony, stability and economic prosperity.

4.2.4. Website Features and Innovation

Post part-time opportunities to members at least once a week.

Some staff members led the students who participated in the part-time job to the enterprise for an interview, and reported the reasons for the success or failure of the interview to the students who participated in the interview, so that the students could better correct their shortcomings and form a good professional quality.

Give training or lectures twice a year on part-time interview skills and how to improve their comprehensive quality through part-time jobs.

Set up "practice files" for members, so as to record students' part-time experience and enterprises' evaluation and opinions on students, and leave a proud history of their university life.

5. Network Marketing Mix Strategy

(I) product strategy

The products provided by college students' part-time intermediary agencies are all kinds of part-time jobs for college students. According to market research, there are many types of part-time jobs that college students are engaged in. The agency has reached cooperative relations with a variety of employers to meet the diverse needs of college students' part-time jobs. At the same time, more positions will be provided for the occupations that college students are interested in. We offer internships as well as these kinds of jobs.

(ii) promotion strategy

Get the information about the students who need part-time jobs directly through the cooperative associations, and carry out the publicity work through the associations.

Through some questionnaire surveys, on the one hand, we can further understand the demand of college students for part-time jobs, and on the other hand, we can improve the popularity of our part-time agencies.

Make relevant posters and leaflets, distribute leaflets in places where students gather, and put up posters in school canteens, dormitories, etc.

Through the introduction of teachers, teachers can have a lot of resources, can provide us with part-time opportunities.

In some campuses in the downtown area, we will increase our business volume by raising our popularity through leaflets and other means.

(iii) price strategy

Different from the general practice of charging fees before job introduction by part-time intermediary agencies, this intermediary agency does not charge students' fees at the initial stage, but only takes a lower percentage after successful work. The purpose is to expand influence, improve popularity, win the trust of students, and let more students participate. Although this method does not bring great economic benefits at the beginning, we believe that as long as the number of people registering is large, the success rate of job introduction will be high, and the economic benefits will increase naturally. Second, this method can remove the worry of those students who want to find a job but are afraid of being cheated, and attract them to believe in us.

Secondly, in the form of member development, we can charge members a certain fee, but the information provided is the latest, the most complete, the best and the most appropriate, and can also help him to carry out career planning, as well as the information is the first notice, the position is the best, as well as the service content. This system is mainly to attract those college students who have cooperated with us for many times. They have already had a sense of trust in us, and we also need them to become regular staff to lay a foundation for our long-term stable development. It is a mutually beneficial system.

(iv) channel strategy

Posted online

We can look for a good ability of the salesman, wandering in various companies, enterprises and institutions, to obtain a large number of part-time information and their part-time staff requirements, and these information do a detailed analysis and classification, in order to work; After coordination with enterprises, we found jobs suitable for college students, and then released some employment information on the Internet so that our students can find the jobs they need in the first time.

Offline promotion

We can hold some activities related to employment and entrepreneurship together with the propaganda department of the student union of our school, and hold a craft activity together with some associations to promote our "local information service park".

6. Website Platform and Promotion Strategy

The following is the promotion strategy made for the website platform, hoping that in this series of marketing promotion, our website can achieve the expected effect. Therefore, we mainly from the market strategy, customer resources development means, website promotion strategy three aspects to make our website to let more people know.

(I) the platform of the website

"Local information service garden" provides a web-based, cost-effective, targeted services, for companies trying to recruit short-term contract workers, temporary workers, part-time and hourly workers and full-time provides a way of recruitment of the save Labour when the province, trying to find a job for people want to find a part-time job provides a comprehensive and convenient platform.

Meanwhile, our website is a platform of local information consultation and service. The main feature of the platform is professional. Our school, which is well studied in the field of ecology, has a powerful group of experts to provide Suggestions, so that everyone can get the most professional information. We set up a good faith file for each member, and encrypt all intellectual property rights, implement online negotiation, electronic contract with its online payment mode, so that all people feel really safe and convenient.

(ii) means of customer resource development

Using E-mail.

Through the customer in our website registration email address and to some large websites, to sum up into our customer information, for the mail to send publicity. This kind of marketing method has low cost and relatively high response rate of customers. We can send the news of our website to customers through E-mail, so that customers can get the most accurate information. Customers can also send their opinions to us via email, so that we can form an interaction with customers.

Establish BBS

Set up a BBS on our site that allows consumers to communicate about topics of interest to themselves or others in the community. Companies can understand some of the needs of consumption, but also through BBS to solicit everyone in the part-time aspects of some opinions, through the opinions of the consumer door we can hold some consumer interest activities, to let them participate, and we form a two-way communication, a close relationship.

Through search engines

Search engine is a tool with very high utilization rate of Internet users. We can improve our popularity and click-through rate through search engine bidding. We can register baidu and Google. In addition, we can allow some merchants to post some advertisements on our website, and charge a certain fee based on the click rate of customers.

Online advertising

The network is the fifth largest media, we can create multimedia virtual tourism advertising through the network to attract the attention of customers. Can choose coverage, click high, good reputation of the site to publish.

Set up customer database

Customers are the biggest resource of our website. By establishing customer database, we can prevent the loss of customer resources and give regular feedback, so that we can develop new customers through old customers.

(iii) website promotion strategy

Search engine marketing

Combined with the fact that we have no profit return at the beginning of the selection of website promotion method must also be combined with this point, search engine promotion. We choose to log in the free classified directory and search engine optimization, keyword advertising three ways in different stages of development to promote our website, enhance the popularity of the website.

Email marketing

At present, most of the advertising mail has become spam, the main reason is the choice of email address, mail design and other reasons, but if the advertising mail is done well, the effect is very effective, and the cost is not high. So, choose this means to pay attention to a few points: advertising mail to design delicate, vivid, interesting, attractive title, simple and clear. Our main promotion target is the members of the website, who have a certain loyalty to our website. If we provide them with more product activity information, the communication between the two sides can be promoted and a word-of-mouth publicity effect can be formed.

Weibo marketing

Microblog marketing is to develop network marketing by means of blog. It is a form of expression based on thoughts, experiences, etc., and it transmits information through network forms. We can set up weibo and publish information, so as to let more people know about our website and attract potential groups. We also publish our website information in other weibo.

BBS marketing

BBS marketing is similar to blog marketing, which is promoted by regularly publishing information about the website on BBS.

QQ marketing

QQ marketing is a very common way of marketing, we can pass many QQ groups, further large aspects of our website for publicity

Online advertising

Although the network advertising to spend money, but to the website traffic is very objective, but how to spend the least money, get the best effect, which also needs some skills. We can link to some websites related to our website, put their advertisements on our website, and put our advertisements on their website. This will save you some money. You can also do some offline advertising.

7. Financial Analysis

7.1. Source of Funds

The website raises funds in the form of becoming a shareholder, and the website is jointly funded by the internal management personnel

7.2. Cost Accounting

- 1) domain name fees
- 2) the cost of maintaining the normal operation of all aspects of the website
- 3) the initial publicity expense of the website (including the fee of leaflets, the salary of leaflets distributing personnel, and other expenses of publicity type)

7.3. Investment Risk

- 1) website operation and management if there are problems, may lead to the website into crisis
- 2) the promotion of the website is facing great challenges. If the promotion is not successful, all the investment will be wasted
- 3) the maintenance of the website is facing great challenges

8. Conclusion

Word-of-mouth communication is often used and deeply trusted by Chinese consumers. We know that the higher the customer satisfaction is, the more information will be transmitted by word of mouth, so to motivate consumers to act as voluntary propagandisers, it is necessary to provide highly satisfactory products to customers. In combination with the timing of our site, we want to achieve good economic and social benefits, you should pay attention to after-sales service, after the clients become our members, we should constantly tracking service, to understand the opinions and Suggestions after our site, mining the customer new demand, organize regular client communication activities, only in this way can improve customer loyalty. Thus, creates the customer word of mouth dissemination condition. In the form of regular telephone/personnel visits to customers, the organization of customer exchange fraternity. As shown in the figure, I believe that 88% of people are willing to share with others, as long as they can get good service on our website, so as to achieve the expected effect.

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