

## General Instructions

- Time Limit – 90 mins
- Read the instruction in the next section very carefully
- You are free to google for research purpose
- Before submitting the power-point presentation, please rename as “*your name\_Institute name*”
- Please quote the sources of facts and figures of your findings.
- You are free to furnish infographics and tables

## What is Market Mapping in Recruiting?

Market Mapping is a vital process for the recruitment team to understand and interpret the spread of talent across the markets they are recruiting. Market Mapping is the analysis of a market, especially competitors, target organizations, compensations trends and overall talent availability / demographic. This helps in building our recruiting strategy to tap into relevant talent pool to attract and hire best talent that align with our organizational needs.

## What are you required to do?

**Step 1** – Pickup any industry and an associated organization of your choice – **Example:** Industry - Research and Advisory, *Organization* - Gartner

**Step 2** – Analyze the market based on the industry and the associated organization of your choice. – (*You are free to use google for your research*)

- Identify the kind of roles the associated organization recruits for (skills, role, average number of year’s exp. for each role)
- Hiring needs of the associated organizations (skills, role, average number of year’s exp. for each role)
- Target organizations from where the associated organization can hire resources
- Talent pool availability in the target organizations (skills, role, average no of year’s exp. for each role)
- Geographical distribution (India only) of these target organizations
- Potential sources where we can find and engage this talent pool
- *Please quote the sources of facts and figures of your findings.*

**Step 3** – Recommendations

### **Objective** –

- Prepare 2 to 3 power-point slides basis the above guidelines on **Market Mapping for the associated organization with India as the country**
- You are free to put in infographics
- Before submitting the power-point presentation, please rename as “*your name\_Institute name*”
- Mention the sources of facts and figures, wherever applicable
- Add an appendix with the sources of facts and figures of your findings (Live links only)
- Please upload the power-point slides using the upload button on the right side bottom of this window