

# Case Study: Strategic re-positioning

Under its URL **1000jobboersen.de**, HR New Media GmbH offered a service for businesses from all industries, enabling them to place targeted job ads on a variety of different employment websites. The HR Tech Startup has now been taken over by Softgarden.



## Challenge

In order to open up new market potential, it is necessary to achieve a clear position within the market and to develop a detailed strategy:

- Status quo: Point of view? Competitive environment? Market structure?
- Positioning and product design in terms of our target group?
- Strategy and implementation plan?

1000jobboersen.de  
einfach mehr Bewerber

(softgarden)



## Methods

- As-is analysis of the company (incl. ABC analysis) and of the market/competition (incl. extensive quantitative evaluation of growth potential and trend forecasts), SWOT analysis, validation
- Development of concrete strategic options, incl. positioning and definition of target groups within the market, design of product offering, brand alignment and recommendations for the implementation of the necessary structures and processes
- Creation of a detailed implementation plan (investment case)



## Results

- Clear positioning and strategy along
- Development of new business segments, incl. business model design and investment case presentation

With the help of enable2grow we were able to gain new and extended perspective on the market and identify new growth potential. Our business is now strategically aligned and well-prepared for future market developments thanks to a solid operating plan.

**Florian Behn**, CEO, HR New Media GmbH

