



BUSINESS PLAN

Titan Recruitment LTD



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Business Idea, Services, Objectives, and Unique Selling Point

Business Idea

Titan Recruitment LTD is a United Kingdom based recruitment agency, designed to bridge the gap between skilled professionals and employers across high-demand sectors, mainly focusing on the driving, aviation, and industrial sectors. The business was conceived following the founder's professional experience within the UK recruitment industry, within which it was observed recurring inefficiencies in how agencies managed employer needs, candidate quality, pre-screening and interviewing methods, and sector-specific compliance.

The idea came from the founder's personal experience with the frustration build-up of clients and candidates on the level of service provided by current agencies. Moreover, according to Florea (2014), there are other factors that represent a disadvantage for employers when using the services provided by a recruitment agency, and those can be a higher impact to cost of employment, lack of providing candidates that are culturally suitable for the employer, and also, the employers loses the opportunity to build their branding on the market. Titan Recruitment LTD has therefore established to address these challenges with a pro-active approach, by utilising a sector-focused, data-driven, and compliance-led recruitment model, including incorporating its client's brand in advertising and candidate attraction activities.

The agency's mission is to deliver precision recruitment by combining technology with deep industry expertise to connect employers with reliable, skilled, and fully compliant candidates. Its vision is to become the leading UK recruitment partner within the aviation, industrial, and driving sectors, recognised for reliability, speed, and transparency.

The business model utilised integrates both traditional recruitment expertise and modern technological tools, such as, according to SAP (2025), an applicant tracking system (ATS), which can greatly reduce the time spent in resume reviewing, distribute all available openings on different online recruitment platforms, and compiling a list of most suitable candidates for the given opportunity, an automated compliance verification, and performance data analytics, which help with streamlining placements and ensure every candidate meets regulatory and operational requirements.

Titan Recruitment LTD Services

As a professional and modern recruitment agency within UK, Titan Recruitment LTD will perform having as core services the permanent recruitment sector, the temporary and contract recruitment sector, a well-established aviation compliance and talent solution, a cover on the industrial workforce supply, a deep understanding of the recruitment process within the transport sector, an opportunity for recruitment outsourcing process (RPO), and offering digital recruitment support, whilst emphasising the employer's branding.

According to Cornell (2022), the permanent recruitment solutions offer companies the opportunity to increase their hired staff members with highly skilled candidates that fit the companies' requirements and identify with the same culture and mentality, ensuring growth of

the business overall in time. As most recruitment agencies are mainly focused on the temporary supply of labour, which provides them stable revenue in time, Titan Recruitment LTD can utilise this to its advantage and provide companies with candidates that are mainly looking for a stable opportunity with them, ensuring candidate loyalty to the client's brand and increasing their hiring statistics overall. Also, according to Private (2025), temporary and contract staffing are methods utilised by recruitment agencies within UK, to offer their clients the flexibility of having workforce ready for a set amount of time, a certain project, or just for their busiest period, and not be bound by the need to hire the candidates with a full-time contract. Titan Recruitment LTD dedicates in providing vetted temporary staff for these short-term contracts, seasonal peaks, and assignments that are only project based. This is particularly relevant for the logistics industry, the industrial industry, and some roles within the aviation industry.

Within the aviation industry, as stated by the Civil Aviation Authority (2025), compliance for temporary, or temp-to-perm supplied candidates by a recruitment agency, is imperative in ensuring safety and security within airports. Titan Recruitment LTD, with its expertise in researching and staying up to date with all the rules and regulations issued by CAA, ensures that all candidates are meeting the standards of trainings, background checks, and full understanding of the security guidelines adapted to each sector they will be assigned to whilst being on the premises within an airport, performing the assignment provided.

Regarding the industrial workforce supply, Parry (2025) has underlined the fact that the recent outcomes within the artificial intelligence sector can put some of the job roles that are routinised at risk. Kelly (2025) has confirmed that more and more companies are looking into replacing parts of their workforce with AI, so that they can remain competitive in an ever-changing market. Titan Recruitment LTD can provide skilled and semi-skilled workers that are still required in the manufacturing, logistics and warehouse operations, ensuring the human element being preserved, whilst focusing on health and safety standards, and rapid response times.

Titan Recruitment LTD, by using knowledge and information directly from the Driver and Vehicle Standard Agency (DVSA) and the Vehicle and Operator Services Agency (VOSA), can confidently recruit and place Heavy Goods Vehicle Drivers, Van Drivers, and logistics planners, ensuring that all hold valid certificate of professional competence (CPC), required category to operate certain vehicles, and professional experience within similar job roles, guaranteeing the candidates suitability for the role provided. As some of the clients that will request Titan Recruitment LTD services are looking into their costs, the business is offering comprehensive outsourcing packages to delegate their recruitment processes, including onboarding, compliance checks, and performance monitoring at negotiable rates.

The business, with a deep understanding of company branding and support, ensures that the clients that will opt in utilising their offered services, will benefit of an enhanced recruitment marketing, job adverts tailored to their liking, and brand visibility through online campaigns and workforce analytics. Having its focus on these interconnected industries, Titan Recruitment LTD builds an ecosystem that enables cross-industry placement opportunities while maintaining compliance excellence.

Business Objectives

Short-Term (1-2 years):

Aiming to establish Titan Recruitment LTD's presence within M25, focusing on Greater London, targeting logistics hubs, companies that are looking for a reliable staffing solution for their projects and peaks, airports, and industrial parks. Securing contracts with at least 40 recurring employers across the targeted sectors, whilst also building a candidate pool of approximately 10,000 verified professionals. Ultimately achieving £600,000 in annual turnover by end of year two.

Long-Term (3-5 years):

After completing the establishment and demonstrating reliability, aim to expand the operations by offering supply to companies based nationwide with possibility of opening branches in Manchester, Bristol, and Glasgow. Implement workforce management consultancy and digital training programs, digital AI driven platform for candidate management and compliance automation. Ultimately, reaching £2.5 million turnover with a minimum 85% client retention rate by the fifth year.

Unique Selling Point (USP)

Titan Recruitment LTD's unique selling point comes from first-hand industry experience and sector specialisation. The agency differentiates itself through sector expertise, with deep operational knowledge of aviation, driving, and industrial requirements, including regulatory frameworks such as CAA, Health and Safety Executive, and DVSA; technology integration, with the aid of automated screening, compliance verification, and data analytics to enhance quality and efficiency; reliability, achieved through pro-active recruitment rather than passive recruitment, ensuring candidate round-the-clock availability and a 24-hour helpline for client support; transparency through real-time progress reports and candidate tracking for employers; candidate care, through offering trainings, licence renewal reminders, and post placement support.

Trough incorporating personal insight, technology, and compliance excellence, Titan Recruitment LTD aims to set new standards in reliability and quality across its chosen industries.

Business Environment and Competitor Analysis

PESTLE Analysis

Political:

The UK's post Brexit environment has significantly influenced workforce mobility. Due to restriction imposed on EU labour, according to Campbell (2025), all industries are currently facing staff shortages, prompting increased reliance on UK-based recruitment agencies. Aviation, meanwhile, faces heightened security and employment regulations overseen by the CAA and the Department for Transport. Titan Recruitment LTD's compliance expertise directly addresses these complex rules and regulations.

Economic:

Despite moderate economic uncertainty, demand for driving, logistics, and industrial workers remain robust. According to Logistics UK (2025b), the logistics sector alone contributes with approximately £170 billion every year to the economy of UK, and also, the aviation sector is recovering steadily post-pandemic. Due to labour shortages within UK, the temporary workers wages have been inflated, increasing the employers' urgency to find dependable candidates. Titan Recruitment LTD will leverage this by positioning itself as a reliable provider during periods of workforce volatility.

Social:

The workforce in the mentioned industries face changing demographics. According to Logistics UK (2025a), there is an ageing driver population, where most drivers are currently around the age of 50, making it difficult to recruit and place candidates within driving roles. Titan Recruitment LTD will implement inclusive recruitment practices and promote diversity through fair interviewing and offering trainings for candidate development.

Technological:

As underlined by Fennell (2024), recruitment within UK has adapted to the use and incorporation of artificial intelligence within their processes of cv selections, and even interviews with potential candidates. Titan Recruitment LTD, by implementing ATS, biometric ID verification, and automated right-to-work checking systems will improve speed and reduce the risk of human error.

Environmental:

As stated by Indeed Employer Content Team (2024), the UK government aims to reduce the CO2 emissions by businesses, and even enforce it on certain companies, as its plan is to reach "net-zero" before 2050. About a quarter of the customers of every business is inclined to pay more for sustainable products and services. Titan Recruitment LTD will align its brand with sustainability by promoting green logistics, and by offering consultancy services to clients that are looking into becoming more eco-friendly.

Legal:

As underlined by Agency Central (2022), recruitment agencies within UK have to adhere to the Employment Agencies Act (1973), GDPR (2018), Equality Act (2010), and IR35 Regulations. Titan Recruitment LTD, with a more proactive approach, will adhere to said government ruled bodies, and offering specific attention to CAA's airside pass and security protocols, and the DVSA's professional driving standards.

SWOT Analysis

Table 1: SWOT Analysis

Strengths	Weaknesses
The founder has 8 years of direct recruitment experience	New entrant with limited initial client base
Deep understanding of compliance in driving and aviation sectors	Highly early-stage operational costs for compliance systems
Advanced digital systems for candidate verification	Dependence on sectoral demand and fluctuations
Strong focus on reliability and transparency	Need for substantial digital marketing investment

Opportunities	Threats
National shortage of qualified drivers and trained aviation staff	Intense competition from large agencies (e.g. Pertemps, Staffline, iDrive)
Rising employer focus on compliance and quality over cost	Economic downturn reducing hiring budgets
Digital transformation enabling efficient scaling	Legal and regulatory changes impacting candidate eligibility (e.g. Full right-to-work VS Part-time right-to-work)
Expansion into training and workforce consultancy	Rapid technological evolution increasing software costs

Porter's Five Forces

Table 2: Porter's Five Forces

Threat of New Entrants	High	According to Svensson, Tomas and Jönköping (2011), the recruitment industry has low barriers to entry, however, Titan Recruitment LTD's expertise creates a protective advantage.
Bargaining Power of Suppliers	Low	Suppliers include job boards, digital tools, and training providers, but having a wide range to select from, their bargaining power is low, allowing for competitive negotiation. (SeeMe Hired LTD, 2024)
Bargaining Power of Buyers	High	Companies within UK have multiple agency options to choose from so that they can meet their employment requirements. Titan Recruitment LTD mitigates this through specific focus on measurable KPI's, client loyalty programs, free-of-charge consultancy sessions, and staying updated with regulatory changes in the specific sectors.
Threat of Substitution	Moderate to Low	Industry-specific experience and compliance expertise is what sets Titan Recruitment LTD as the obvious choice for its clients. Automation platforms and in-house hiring teams can be an alternative, however, the lack of knowledge limits substitution.
Competitive Rivalry	High	As the recruitment industry within UK is growing, recruitment agencies such as Pertemps, iDrive, Staffline, and Blue Arrow dominate certain sectors and areas, however, Titan Recruitment LTD can outperform them by offering faster turnaround, compliance accuracy and client specific, and a more personal service

4Ps, Market Segmentation and Marketing Strategies

4Ps of Marketing

Product:

Titan Recruitment LTD promise on delivering reliable, fully compliant workforce solutions, and not just simple placements. With the implementation of a rigorous five-step screening process, consisting of ID and qualifications verification, experience verification, background checks, references, and knowledge assessment, all candidates placed are fully compliant and ensure long-term retention.

Price:

Titan Recruitment LTD will employ a value-based pricing model, offering its customers transparency and negotiation abilities based on level of service required. The permanent placements will be initially based on 10% to 15% of the annual salary offered to the candidate as a one-off finder's fee, whilst the temporary/contract placements can be hourly adjustable margin-based pricing, dependant on periods of the year, considering the customer's peak periods and market volatility.

Place:

Operations of Titan Recruitment LTD will be primarily online through the digital recruitment platform, offering its customers the ability to check how the advertisement is rolling, request adjustments on the assignment details, and track candidate progressions. Offices being available near airports and industrial zones enabling for in-person interviews and client meetings.

Promotion:

Marketing will be combined between digital and physical methods, and this can be achieved through advertising regular posts on recruitment platforms of current and forecasted openings, campaigns targeting aviation and driving sectors, and leaflets within local shops and councils; high end marketing on platforms such as LinkedIn, thought leadership posts, case studies, and client / candidate testimonials to attract more companies and potential clients; content posts on social media platforms with interest subjects such as compliance updates, hiring best practices, and health and safety updated standards; attending events by participating in logistics and aviation job fairs, and forming partnerships with 3rd party training providers; and also, implementing referral programs offering incentives for candidates and employers that recommend Titan Recruitment LTD for their services.

Market Segmentation

Titan Recruitment LTD has a well-defined market segmentation approach such as focusing on the industry of transport, aviation and industrial. Having this segmentation, the type of clients that are targeted by the business will be formed of small and medium sized companies that prefer to utilise external services with expertise in hiring practices, as opposed to doing it themselves, but also large logistics operators, manufacturers, airports, and general haulage

companies where the turnover of staff members is at its highest, as it can provide an opening opportunity.

Geographically, the business will activate primarily within M25 boundaries, with plan of expansion in the second year of activity towards more areas such as Midlands, and other aviation hubs, by sourcing candidates such as certified and experienced forklift operators, heavy goods vehicles drivers, experienced machine operators, general industrialised warehouse operatives, and aviation cleared warehouse operatives.

With a well-defined market segmentation, client type sought after, geographic position, and candidate type required, Titan Recruitment LTD can confidently offer its services to the clients that are looking for them and need them, as with the experience and knowledge, it gives the confidence that the quality of the service provided will be up or higher than expected.

Online Marketing and Retention Strategies

Titan Recruitment LTD's online marketing and retention strategies are reflected in the method of operation and online footprint. Through its website, it can be reflected the candidate's progression until fully compliant, integrated with CRM and analytics systems for data analysis. By utilising the tools offered by social media platforms, such as LinkedIn, can facilitate the communication and promotion towards new clients and encourage B2B, including promotion for candidate attraction, as for example, automated newsletters, offering information about the current market situation, companies information, and regulations updates, can help the companies brand image within the aviation, logistics, and industrial clients.

Another pro-active activity of Titan Recruitment LTD will be post-placements contact, consultancy if required, and additional trainings should there be a request for them, ensuring the clients and candidates satisfaction that they are not treated just as a business, but as a partner.

Legal, Management and Financial planning

Legal Structure

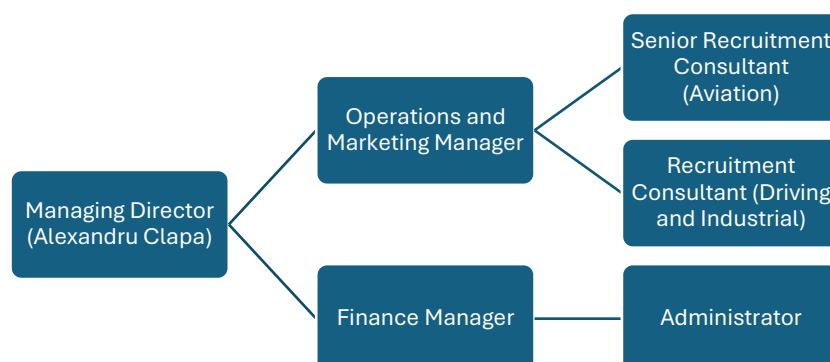
Titan Recruitment will be operating as a private limited company (LTD) under UK law and regulations, as, according to the Government of UK (2024), this offers limited liability and tax advantages, whilst supporting professional credibility, compliance with the employment agencies act, and scalability for future investors.

Management and Organisation

The company will adapt a lean structure which can support efficiency and accountability, whilst allowing scalable growth. For this to be implemented, and sustained for the first year of activity, the positions within the business, and activities, will be covered starting from the top with the managing director and founder, overlooking the operations, strategies, and maintain relationships with the key clients; a senior recruitment consultant for the aviation industry, who will be trained to overlook the opportunities within the aviation sector, including compliance and background checks; a recruitment consultant for the driving and industrial sectors, who will be in charge of sourcing and placing drivers and industrial personnel; a marketing and digital manager, who's tasks will be to ensure running online campaigns, promote the business and its clients, and provide branding initiatives; a finance and credit controller, with the purpose of overseeing payroll for the candidates placed, ensure invoicing accuracy, and maintaining financial oversight; and an administrative person who will be responsible for managing

onboarding documentation, maintain a record of all signed contracts and terms and conditions, and maintain candidate communication.

Figure 1: Organisational Chart



Financial Planning

To start-up the business and incorporate Titan Recruitment LTD, the below breakdown can be utilised as an estimate of the cost:

Table 3: Start-up Financial Plan

Item	Estimated Cost
Office setup and equipment	£10,000
Website and Applicant Tracking System	£10,000
Marketing and advertising	£8,000
Salaries (3 months)	£40,000
Legal and Registration	£2,000
Contingency	£5,000
Total start-up requirement	£75,000

The breakdown of funds and where they are acquired, to incorporate and start Titan Recruitment LTD, can be from initial investment of the owner's capital of £20,000, another £40,000 from a start-up loan from banks, and another £15,000 from external investors or grant.

Considering the market of activity of the business, and the expertise provided in the field, Titan Recruitment LTD is expected to begin generating revenue from 2nd month, with steady growth within the brand awareness, contracts, and client base increase. The below breakdown does include the operating costs, including salaries, office costs, marketing, software subscriptions, and compliance.

Table 4: Cash-Flow for First 12 Months

Month	Cash In	Cash Out	Net Cash Flow	Cumulative Cash Position
Month 1	£0	£18,000	-£18,000	£57,000
Month 2	£8,000	£15,000	-£7,000	£50,000
Month 3	£15,000	£15,000	£0	£50,000
Month 4	£20,000	£16,000	£4,000	£54,000
Month 5	£25,000	£16,500	£8,500	£62,500
Month 6	£30,000	£17,000	£13,000	£75,500
Month 7	£32,000	£18,500	£13,500	£89,000
Month 8	£35,000	£19,000	£16,000	£105,000
Month 9	£38,000	£19,500	£18,500	£123,500
Month 10	£40,000	£20,000	£20,000	£143,500

Month 11	£45,000	£20,500	£24,500	£168,000
Month 12	£50,000	£21,000	£29,000	£197,000

The forecast completed for the first 12 months operating cycle of Titan Recruitment LTD demonstrates that the business can produce profitability in its first financial year of activity.

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