



This is the Recruit Me Agency annual Report, including job percentages and employee notifications regarding jobs positions from 1997.

Averaging in 1997, Retail work opportunities have managed to increase and stabilize into the working environment by steadily increasing from the stationary format in 1997-1998 of 34-36%. Now at increasingly high percentages, Retail jobs have enjoyed their best progress from 2001 onwards as they fluctuated a 58% percentage of working jobs, steadily increasing from 1999. Reasons as to why the Retail industry as established such a high increase in population can relate to the increase of personal wages, concluding to people exploiting the market. As we approach modern technology we are able to establish high paying jobs which can help to support our growing demand of Retail shopping. Blue water, Ashford Outlet and typical shopping malls are a few examples as to why Retail as exploited into the job market. As young adults, people also may want to work in this industry due to its fashion related themes and discounts.

From 27%, Clerical positions within the working environment have witnessed mixed levels of working numbers, as from 1997 they progressed into the following year with only 24% of working Clients. This unsteady statistic then emerged to change as strong increases of Client percentages pushed the Clerical employment to 28%, 33% and then 34% in the following years. Better education across the country has lead to a high successful industry upon Clerical opportunities. Higher learning standards, better quality facilities, and a more in-depth will to learn as lead to the establishment of the office based opportunity. Clerical positions also offer high wages, which appeal highly to anyone wanting to establish a sustainable lifestyle. Increase in house prices, credit crunch's, petrol prices and rise in foods have meant the cost of living as increased dramatically, also causing more and more to depend on the Clerical industry due to its high salary's, bonus's, and connections to high standard business's. During the periods of 1998-2000, the UK witnessed a high fluctuation of gaming. This increase meant more and more people were willing to commit to the Entertainment industry, putting aside Clerical opportunities. After this surge however, high salaries were needed as we can see the sudden increase of Clerical positions to this date. However, Clerical industries can ensure a low pay for employee's, such as filing clerks etc.

The Entertainment businesses continue to deteriorate as their figures show from 1998 they have suffered a 12% decrease is employees, whilst still managing to decline in figures in consecutive years. This decline however started with an increase as in 1997 they had a 6% increase of employee's from their original 9%. The Entertainment industry has declined due to the increasing demand for home Entertainment.

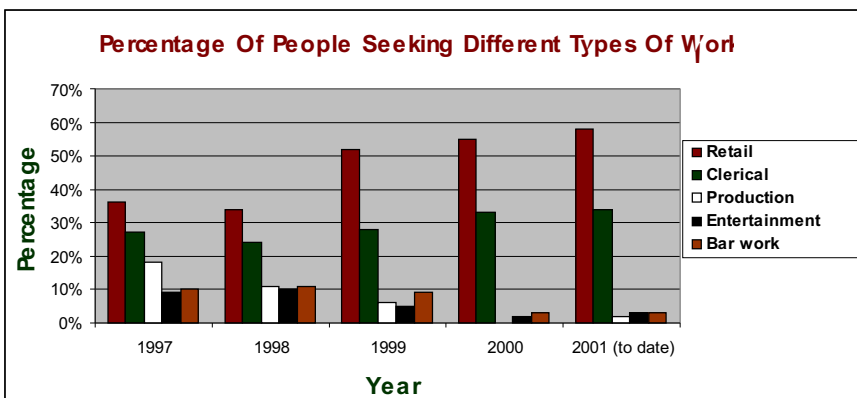
Due to our advancing technology, we are able to equip our homes with advanced sources of entertainment. This may include gaming consoles, HD televisions, Laptops and many mechanisms which were not available when the Entertainment industry was at a high. Since their decline in employee's, families have also suffered from departures, divorces, or family affairs which has a knock on effect towards the Entertainment industry as families are nowadays less wanting to spend money out of the house to entertain themselves. People in today's environment also possess a highly enjoyable job which includes their specific specification which is now available due to the higher educational standard. This has seen people minimise their time outside of work, meaning they have less time for what the Entertainment industry offers.

	Percentages Seeking Different Types Of Work				
Type Of Work	1997	1998	1999	2000	2001 To Date
Retail	36%	34%	52%	55%	58%
Clerical	27%	24%	28%	33%	34%
Production	18%	15%	6%	7%	2%
Entertainment	9%	15%	5%	2%	3%
Bar Work	10%	12%	9%	3%	3%

As from 1997 the Production industry as slowly declined from a sustainable 18% down to 2% in 2001. This decrease slowly emerged as figures show the Production industry suffered consecutive loses, starting from 1997 all the way to 2001. These figures consist of 18%, 15%, 6%, and 7% then down to 2% in as many years as the Production industry slowly witnesses the downfall in their employee's. Advancing technology has managed to sustain a place in the Production industry by forcing employee's to rely on machines to produce their products. As machines have advanced into the working environment, we are now witnessing a less human reliable source of production, which overall has lead to the downfall of human employee's in the Production industry.

Over a 5 year period, Bar work as witnessed an ever growing decrease in business as they established consecutive losses of work in as many years. Starting at 10% in 1997, bar work did have a positive increase within their industry as they had an increase of 2% in the year 1998. This success however then declined as they witnesses losses of 12% to 9% then 3%. Providing a minimal wage compared to higher standard jobs, Bar work has seen it self suffer in the employee industry as the south east has emerged as a much more affluent county since 1997. This sudden increase in knowledge as meant clients now want a high paid, respectful job. Bar work however provides a low key, low wage environment, unadvert sable towards clients in today's modern environment.

Concluding my report, I am now able to establish the significant markets which would provide a maximised profit into my business. These industries consist of Retail and Clerical jobs which have clearly shown a high increase in employee population, meaning, I am able to focus on specific audiences without wasting time or money on un-needed types of work. To maximise profit, I have to ensure I am focusing on the most profitable industries which would help to increase the business's overall profits. By realising the most popular demand of working jobs,



I am able to focus advertisements entirely on Retail and Clerical audiences, this can then help to ensure I am bringing in or attracting a highly successful audience which will help to support my company's finances.