

# Recruitment Industry in Canada – PEST Framework Analysis

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## Abstracts

In recent times, the staffing picture remains strong for job seekers, as Canadian employers anticipate a healthy job market.

The recruitment market consists of temporary and permanent staffing and search and placement services. Recruitment companies act on behalf of clients, who have outsourced all, or perhaps only a part, of their recruitment needs. While some clients require a recruitment company to coordinate all their recruitment needs, others will only want assistance with specific vacancies. Usually, a client will sign an agreement with the recruitment company that sets out the terms of business.

Aruvian Research analyzes the Recruitment Industry in Canada in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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