

# ABRA

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Despite originally coming from a larger market, the promoters recognize the need to create a personnel agency that will fill a void left by other temporary and permanent placement agencies. Businesses save time and money by matching skilled workers with clients, and employees are treated with honesty and respect. In order to accomplish this, high levels of communication are required. Asking open-ended questions and listening instead of talking will help you achieve this. The goal is to know the local market so that ABRA can provide service rather than just sell products to each client and employee. At ABRA, we provide quality service. With an emphasis on emerging companies, we specialize in high technology and health care recruitment. The British market, which is active and growing, will be served by Executive. Using a sophisticated predictive screening system and a network of colleagues in the emerging company market niche, ABRA Executive Search & Rescue Placement will steadily gain market share. As part of our full-service offering, our temp agency will also provide qualified, experienced temporary workers. It has been addressed to some extent by larger, general temp agencies, but not to its full potential. ABRA will provide a much higher quality service compared to what is currently available in professional temping. Small- and mid-sized businesses that require temporary assistance for individual projects will benefit from ABRA.

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