JOB SEEKERS

Members :

Hamza Ababassi

Salma Abouhanifa

Youssef Achetouk

Younes Benslimane

Amal BOURHLAL

Adil Rahmani

CGCO : JOB CREATION

- Morocco faces a significant challenge when it comes to creating jobs, as it struggles to provide enough employment opportunities for its rapidly growing population. Social and economic inequalities are worsened by the high unemployment rates, particularly among young people.
- The creation of jobs in Morocco is challenging due to several factors. The acquisition of skills necessary for the labor market is hindered by the lack of access to quality education and vocational training programs. Although it provides some employment, the informal sector often lacks job security and proper benefits. The absence of an adequate business environment, characterized by excessive bureaucracy, corruption, and the lack of access to financing, hinders the growth of small and medium-sized enterprises, posing a hurdle to their development.
- In Morocco, the pressing challenge revolves around the imperative need for job creation, presenting a multifaceted issue that significantly impacts the lives and economic prosperity of a considerable portion of the population. This intricate problem stems from a nuanced interplay of economic, political, and societal factors uniquely relevant to the Moroccan context.
- The population, particularly the youth aged 15 to 24, graduates, and women, bears the brunt of the consequences with alarming unemployment rates of 33.6%, 19.2%, and 17% respectively. The historical context of Morocco, coupled with the intricacies of global economic dynamics and the influence of diverse cultural beliefs, contributes to the persistent nature of this challenge, highlighting the need for targeted and context-specific solutions.
- Addressing the problem of job creation in Morocco requires a holistic approach and long-term commitment. By focusing on improving education, promoting entrepreneurship, attracting investment, and fostering an enabling business environment, Morocco can effectively tackle unemployment and foster inclusive growth.
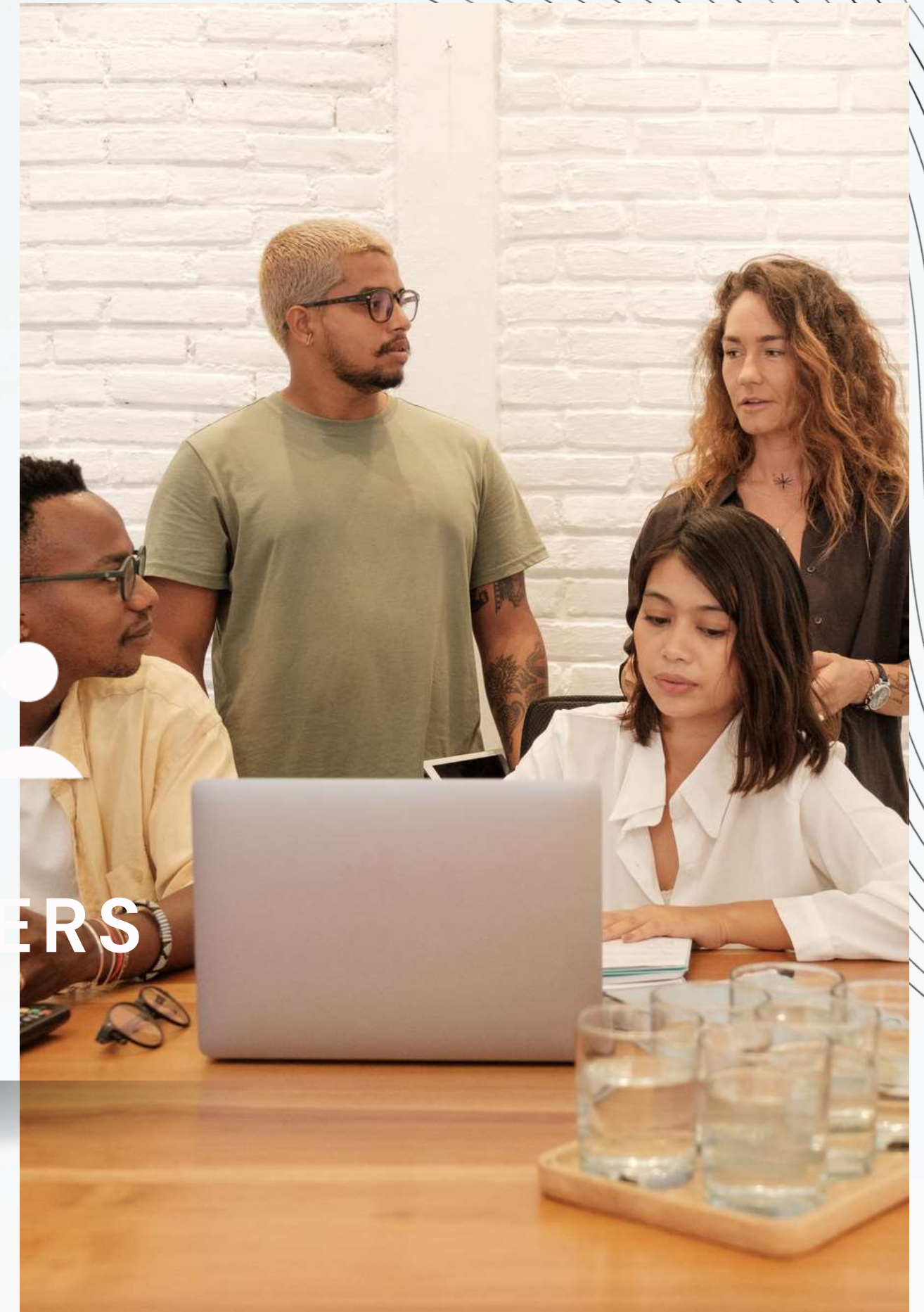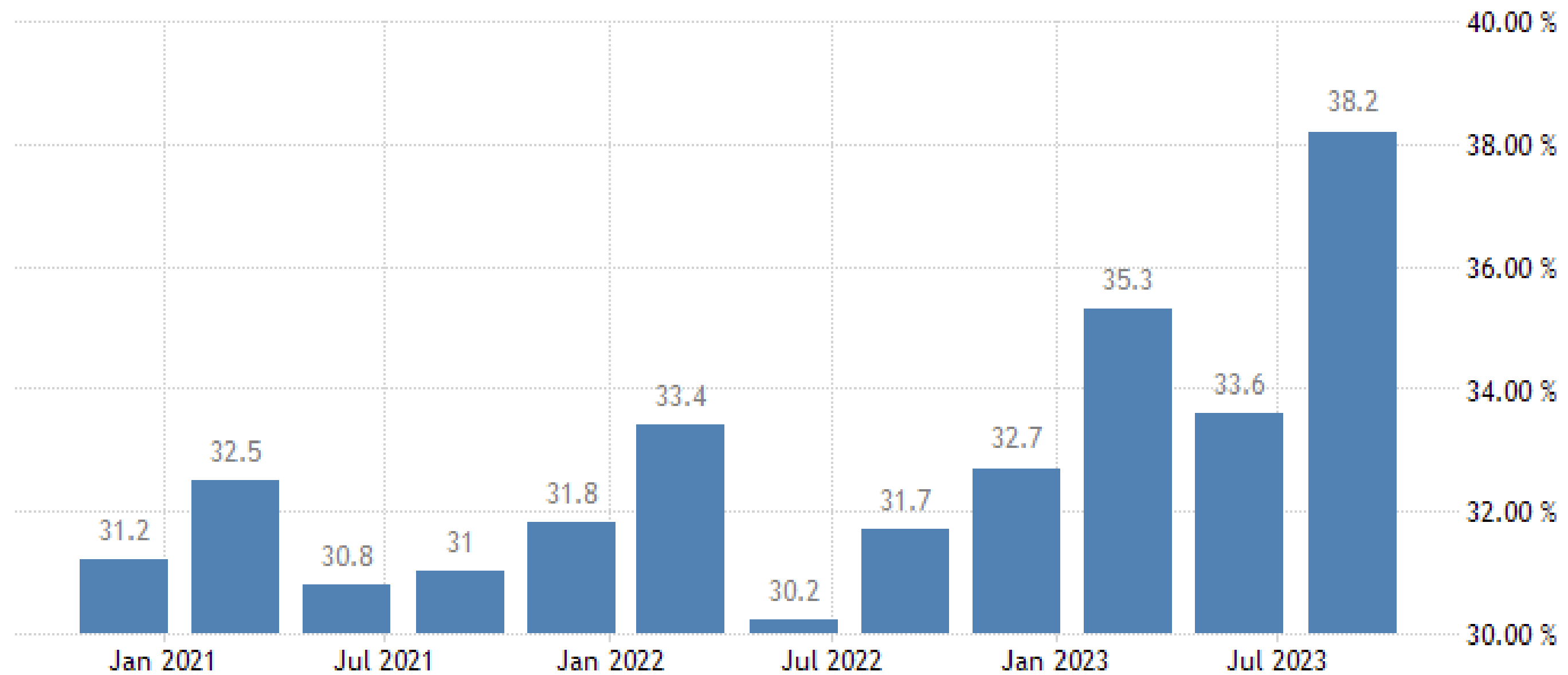
PERSONA OF AFFECTED PEOPLE

- **Age :** 22-35
- **Location :** Morocco
- **Education :** Bachelor
- **Job :** Current unemployed person (Unemployed)
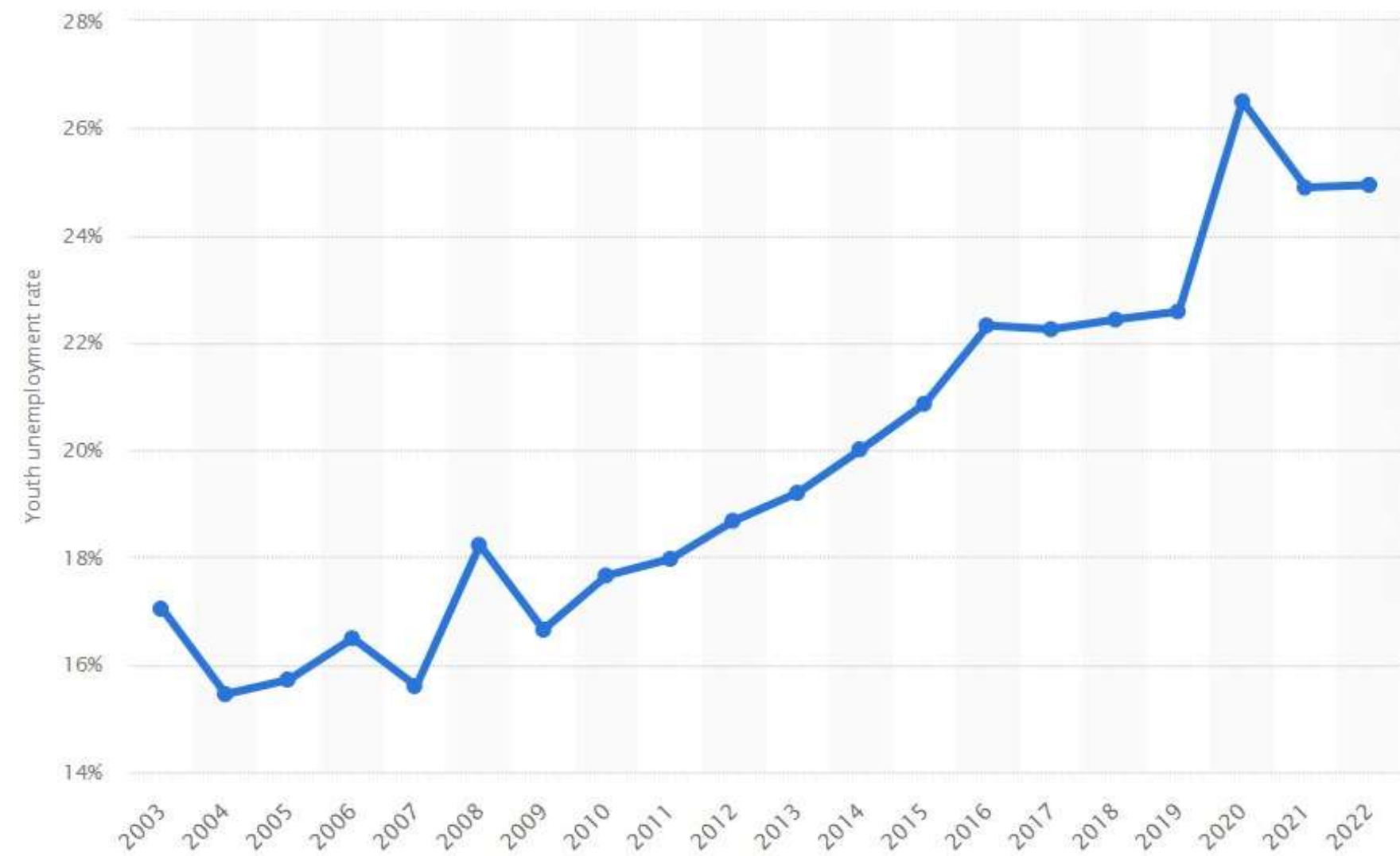- **Pain points :** Lack of job opportunities, Lack of transportation

DATA INSIGHT 1

TRADINGECONOMICS.COM | HAUT COMMISSARIAT AU PLAN, MOROCCO
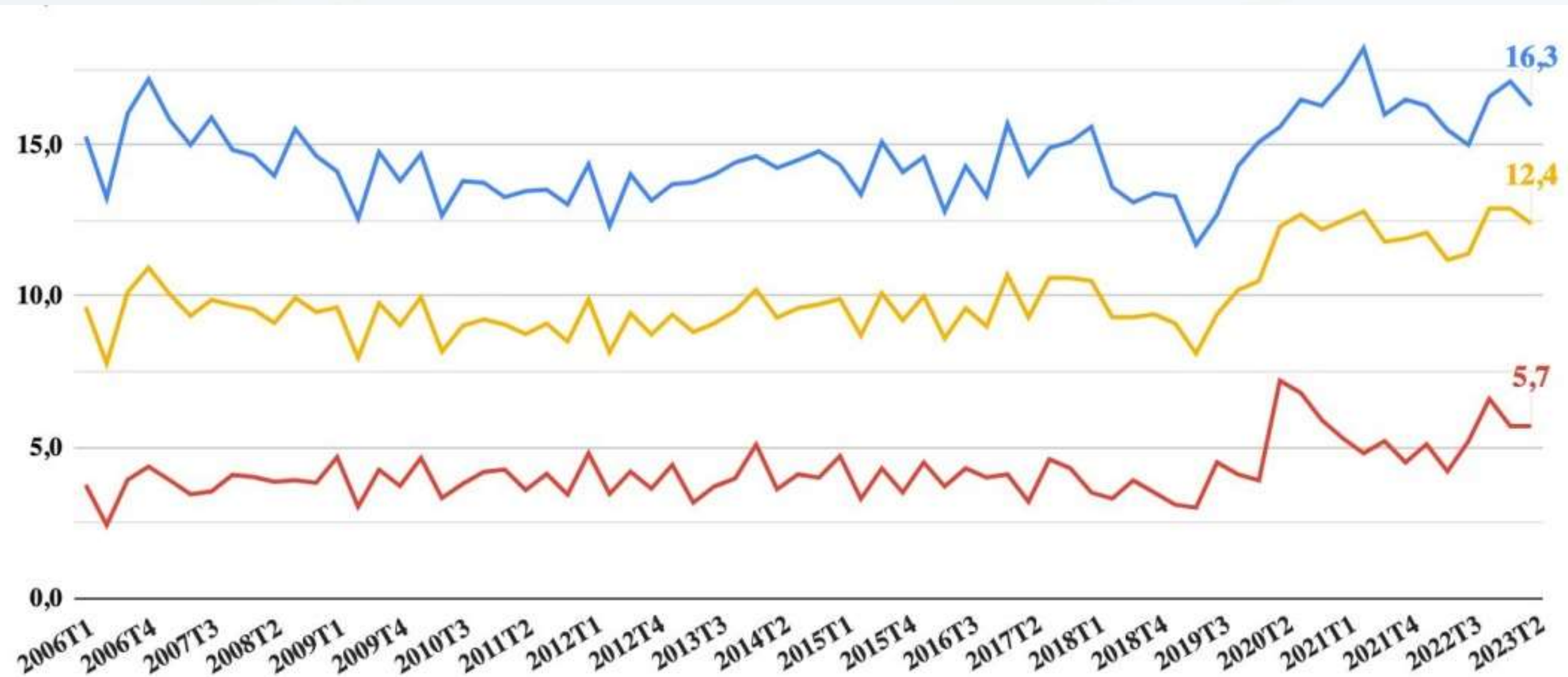
DATA INSIGHT 2

Morocco: Youth unemployment rate from 2003 to 2022

Additional Information

Show source

DATA INSIGHT 3

Source : HCP

The unemployment rate expresses the share of unemployed people in the active population aged 15 and over. This rate is obtained by the ratio of the number of unemployed to that of active workers aged 15 and over.

DESCRIPTION OF OUR CREATION

Our application is a platform that connects recruiters with jobseekers.
The concept is centered around creating an account using Google or email and
password.
Jobseekers can import their resumes and choose the field or industry
of interest. The application's primary function is to automate the submission of
resumes and automatically apply for every available job associated with the
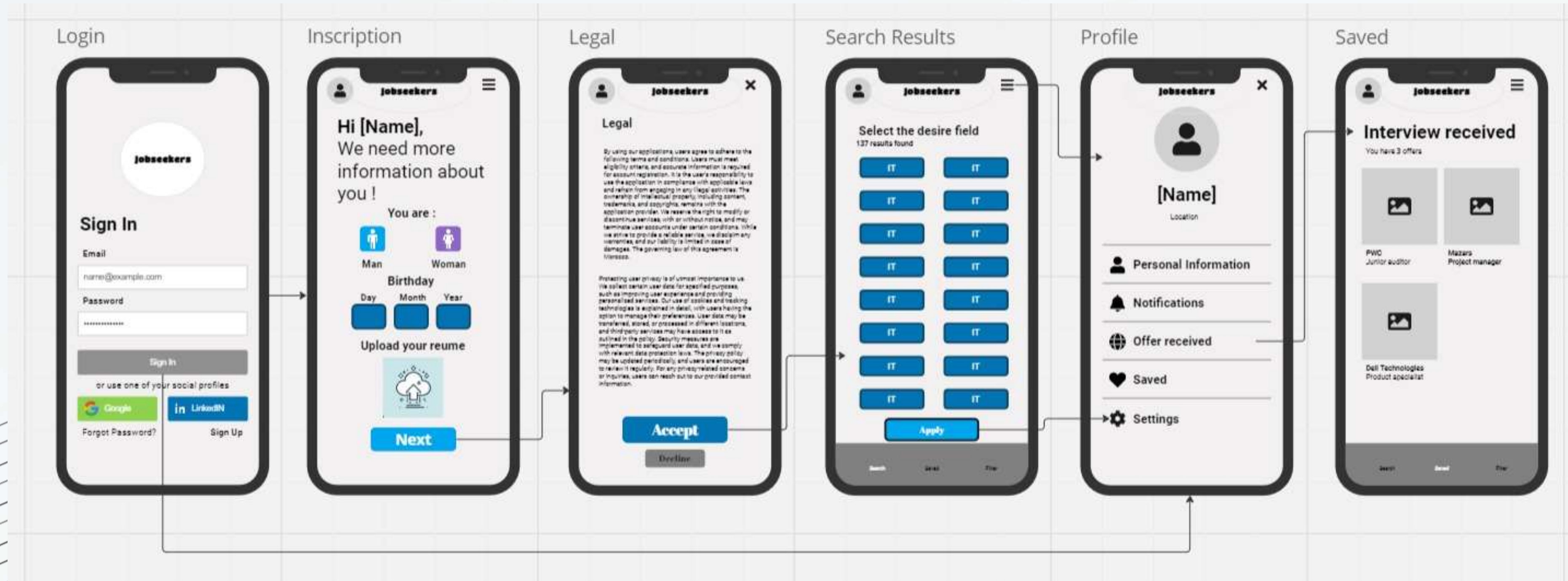chosen field by the registered user
The solution will be effective because it's an innovative solution and there is a lot of jobseekers in Morocco

HERE IS THE SOLUTION

TOO SMALL TO SEE, GO TO THE NEXT SLIDE -->

PRESENTATION OF THE SOLUTION

PAIN POINTS

Users struggle to showcase their potential to employers due to a lack of professional experience.

PAIN POINTS N°1

Users lack access to a supportive community of professionals in their desired industry who can provide guidance and support.

PAIN POINTS N°2

User don't know how to make their resume conform to the society

PAIN POINTS N°3

RECOMMANDATIONS

1

Actively search for jobs, even if you're satisfied with your current employment. Keeping an eye on the job market can help you identify new opportunities and trends in your industry.

2

Keep your resume up-to-date within the app. Add new skills, certifications, or experiences as they occur. This ensures that potential employers see your most current and relevant information.

3

Pay attention to the job recommendations the app provides. If a job seems interesting, explore it further. If not, provide feedback on why the recommendation wasn't suitable. Over time, this helps the algorithm better understand your preferences.

WHAT'S NEXT

Objective n° 1

Trying to get the fund

Objective n° 2

Work in a team to launch the application

Objective n° 3

Do partnership with enterprise to help our subscribers

WHY ?

Reduce jobseekers in morocco and help companies to have access easily to great resources of their enterprise